



Digital Marketing Pre-Apprenticeship Program



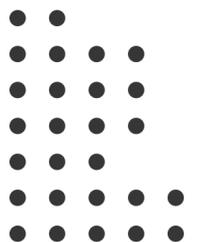
Give Love, Get Love.

Introduction



Putting our Youth First

Founded by Veteran Educators, We Love Philly has been providing programming to ensure High school students graduate and have pathways to livable wage careers since 2019. As our program has evolved from an elective bearing after school program to a during school time credential bearing pre apprenticeship and apprenticeship program, we have listened to our youth's needs every step of the way.





Give Love, Get Love.

Table of Contents

01 Who We Are

02 Act 158

07 Student Testimonials

03 Pre-Apprenticeship

04 Apprenticeship Program

05 Socio-Emotional Mentoring Platform

06 Statistics



01 Who We Are

Who We Are

We Love Philly provides holistic transformative education to youth by providing students autonomy through positive community experiences and the learning of essential professional skills.



We envision a world where student choice is at the center of education



Carey Sykes is a current student and board member of We Love Philly. He recently graduated from high school in Spring 2023 and he has his eyes on Cheney University in the Fall of 2023. When he is not leading our tribe in group meditations, he is performing around the city at family gatherings and birthday parties as LJ Da Clown and LJ Da Ref. Carey is passionate about inspiring the youth and putting smiles on everyone's faces before he leaves a room. As a board member Carey represents the student voice on the board and collaborates with current We Love Philly students to help steer the direction of the projects we actualize next.

Instructors

We Love Philly was Founded by State Certified Educator **Carlos Aponte** and is now instructionally led by Founding Educator **Namarah McCall**.



Carlos is a lifelong Philadelphian who traces his culture to the Island of Puerto Rico. Carlos' background is in Secondary Education with a concentration in African American and American History. After close to a decade inside of the classroom, Carlos realized the shortcomings of traditional education. With the help of his students, Carlos decided to create his own 501c3 non-profit organization, We Love Philly. We Love Philly provides state recognized pre apprenticeship courses to ensure high school students graduate with their diplomas. After graduation, students are provided pathways to livable wage career apprenticeship programs. Carlos sits on the Board of Directors of the Nelson Foundation, The Penn Treaty Museum, and The Philadelphia Chapter of LULAC



Namarah is a multi-disciplinary artist, performer, and coach from South Jersey who has performed nationally and internationally. Her musical talent has been experienced in podcasts, collaborative albums, and her own musical projects streaming on music platforms. An active Philadelphia Chapter Board of the Recording Academy member, Namarah advocates for access and creative exploration through the arts and beyond. Believing in the power of the arts to create transformation in the individual along the continuum of their life, Namarah is excited to serve as the Founding Educator by pulling her real-world experience as a creative entrepreneur to model and inspire youth.



02 Act 158

What is Act 158?

Act 158 of 2018 (Act 158), which was signed into law by Governor Tom Wolf on October 24, 2018, shifts Pennsylvania's reliance on high stakes testing as a graduation requirement to provide alternatives for high school students to demonstrate readiness for postsecondary success. Formerly, Pennsylvania's statewide graduation requirement was more restrictive, requiring most students to pass the Keystone Exams in Algebra I, Literature, and Biology — in order to graduate.

In 2023, according to the Pennsylvania Department of Education, 25.3% of School District of Philadelphia students passed their Algebra exams, 29.3% passed their biology exams, and 52.7% passed their literature exams. These numbers, as well as Act 158 going into effect in the 2022-2023 school year, signaled to We Love Philly that there was a dire need for innovation within education and allowed We Love Philly to create programming to operate under Pathway Four of Act 158. Pathway four allows students complete a state registered pre apprenticeship program instead of using their test scores as a means of fulfilling their graduation requirements.

Historically, **90 percent of We Love Philly youth do not pass these exams** and we believe there are multiple ways to assess skills learned besides taking a culturally irrelevant standardized test. We Love Philly will be doing this by providing state approved pre-apprenticeship programs to our youth and well as industry recognized credentials and community service opportunities to ensure they have a pathway to a livable wage once they graduate high school. These programs will provide students with essential skills and experiences that will serve them as they enter the next stages of their lives.



03 Pre-Apprenticeship

Program Overview

The We Love Philly Pre-Apprenticeship is a youth-focused program affiliated with We Love Philly and is one of the first state-registered Apprenticeship and Pre-Apprenticeship Programs in Digital Marketing that intentionally was created for high school-aged youth. We Love Philly's Pre-Apprenticeship is a collaborative program model based on State Registered Apprenticeship best practices, including partnerships with local Digital Marketing companies, Community nonprofit partners, and a network of cross-sector employers.

Logistics of the Program

- The We Love Philly Pre Apprenticeship has two 24 week semesters a year
- Two cohorts From the hours of 9-1230 or 1-430
- 24 weeks long
- Located at our facilities at **One Art Community Center, 1431 N. 52nd Street**
- A 15 student per cohort model
- Monday-Thursday youth are paid 12 dollars an hour for 12 hours a week. 2 of the hours they are not paid they are doing their Industry Recognized Credential work (we pay for the credential)
- No cost of program for the youth
- First 24 weeks of program is Free to the Educational institution with the expectation that we will partner together to obtain funding for future cohorts

The Space

The sacred space that is now known as One Art Community Center was founded in 2001 by Benjamin Dyett Reid, Malaika Gilpin, and Ewan Gilpin. One Art's mission is to cultivate a space that encourages holistic healing in Philadelphia through art, education, cultural, and community engagement.





Curriculum

Differentiated Instructional Curriculum

Week 1	Training Provider- We Love Philly	Profession- Digital Marketer
Monday- 3 Hours		
Activities		Assessments & DI
<p>Objective: SWL classroom norms and identify the driving question / final product.</p> <p>Activity:</p> <ol style="list-style-type: none"> Students will begin class taking a Pre-We Love Philly survey via google forms Students will watch a short video on News coverage of We Love Philly to get an idea of what it is. Students will answer the question, do you believe education should be engaged with my communities We will review the course syllabus and go over the assignment checklist Students will complete a benefits of meditation graphic organizer/Driving Question/Final Product Worksheet 		<p>Assessment: Completed Driving Question and Final product worksheet</p> <p>DI: Use of Graphic Organizer (DA)</p>
Tuesday-3 Hours		
Activities		Assessments & DI
<p>Objective: SWL basic strategies and benefits of meditation</p> <p>Activity:</p> <ol style="list-style-type: none"> Students will begin class by watching a video on the scientific benefits of meditation. Students will also be given a graphic organizer to record their answer Students will fill out a mindfulness word map on their graphic organizer Students will continue using slides in order to fill out their graphic organizer in order to learn meditation strategies Students will meditate and participate in a circle in order to express themselves Closure- How would you describe meditation to a friend 		<p>Assessment: Completed Graphic Organizer</p> <p>DI: Real World Connections, guided meditation Resource Guide- Subscription to https://www.headspace.com/science where there are over 1000 different meditations depending on mood, feeling, workflow, mindfulness, health etc. http://nelrc.org/managingstress/pdfs/lessons/Guided%20Meditation%20Lesson%20Plan%20-%20Gimbel.pdf</p> <p>Celebrity meditation quotes-https://breethe.com/celebrities-and-meditation-quotes/</p>

Wednesday- 3 Hours	
Activities	Assessments & DI
<p>Objective: SWL to cultivate relationships with peers</p> <p>Activity:</p> <ol style="list-style-type: none"> Students will begin class with a five-minute meditation. After the meditation students will participate in a "circle" where they will express how the meditation made them feel. Reflect and write- who are you closest with Students will begin using graphic organizer to complete their graphic organizer based on the information presented on the ppt slides Students will finish the class by playing a Jack box TV game in order for them to build relationships <p>Objective: Students will learn effective team working strategies</p> <p>Activity:</p> <ol style="list-style-type: none"> Students will begin class with a five-minute meditation. After the meditation students will participate in a "circle" where they will express how the meditation made them feel. Students will travel to nature (Fairmount, Wissahickon, Pennypack, or Cobbs Creek) and compete in a team building scavenger hunt Students will complete a park monument worksheet and will reflect on strategies of teamwork that was reviewed before competition 	<p>Assessment: Completed graphic organizer</p> <p>DI: Use of Graphic organizer, Step by step directions for game, Real World Connections</p>
Thursday-3 Hours	
Activities	Assessments & DI
<p>Objective: Students will learn techniques to keep an effective entrepreneur journal</p> <p>Activity:</p> <ol style="list-style-type: none"> Students will begin class with a five-minute meditation. Students will share how they feel and make safe space guidelines in order to facilitate future conversations. After the meditation students will participate in a "circle" where they will express how the meditation made them feel. Students will then watch a short video on how to organize a journal that follows the 5-minute journal method (Buy a 5-minute Journal) Students, along with the teacher, will make a commitment to write in their journal Students will share their journal entries Closure- Students Will rank vocabulary words from the day's lesson and give an explanation why 	<p>Assessment: completed entrepreneur journal entry</p> <p>DI: student presentations, student choice Power of Intentions poem- https://www.drwaynedyer.com/press/power-intention/ 5-minute journal video- https://www.youtube.com/watch?v=RsDC3R24XOM</p>

Differentiated Instructional Curriculum

DAY 3-TEAM BUILDING

SWL TO CULTIVATE RELATIONSHIPS WITH THEIR PEERS

MEDITATION (5-10 MINS)

Meditation Videos Teachers Choice-

<https://www.youtube.com/channel/UCGYeVYtdm9GXYcdgkLph9Rcw/playlists>

https://www.youtube.com/watch?v=ar_W4jSxOIM&list=PL76Tcrfnqwv54sTn4fbH4RILO--PGFIQs

https://www.youtube.com/watch?v=SCCvO_w8-Vc&t=199s



REFLECT AND WRITE: WHO DO YOU THINK YOU ARE CLOSEST TO IN THIS WORLD (EX: MOTHER, BROTHER, COUSIN, FRIEND) EXPLAIN. IF YOU AREN'T CLOSE TO ANYONE, EXPLAIN WHY YOU THINK THIS IS THE CASE.



WE LOVE

Differentiated Instructional Curriculum

COPY THESE DOWN INTO YOUR DAY 3- TEAM BUILDING GRAPHIC ORGANIZER FOR #1.VOCABULARY YOU NEED TO KNOW

<p>1</p> <p>Mutual- adj- held in common between two individuals or groups</p>	<p>2</p> <p>Reciprocity- n- exchanging things with others for mutual benefit</p>	<p>3</p> <p>Reliable- adj consistently good in quality or performance; able to be trusted.</p>
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#2 ON YOUR GRAPHIC ORGANIZER-

IF YOU WERE A CEO OR BUSINESS LEADER, BESIDES JUST THE PAYCHECK, WHY WOULD PEOPLE WANT TO WORK FOR YOU?



"Great leaders use their position to **care** for others, not take advantage of others."
SHANA SCHUTTE

WISDOM HUNTERS

WE LOVE

BUILDING A SUCCESSFUL GROUP REQUIRES MUTUAL RESPECT AND TEAM WORK



#3. Based on the video, what are three reasons why Phil Jackson was such a successful leader?

WE LOVE

Differentiated Instructional Curriculum

CIRCLE: TWO PICTURES TEAM BUILDING ACTIVITY

-Gather two pictures from your phone or from wherever they were stored. The pictures should in some way represent you or important moments in your life.

-Be ready to Share the photos, describe why they are important or essential to you.

-Feel free to *respectfully* ask any questions you may have for your classmates after they are done sharing.



#4 FULLY complete the graphic organizer with the names of your classmates and something that you learned about them from one of their photos.



JACKBOX ACTIVITY

- Jackbox tutorial-
- Follow the tutorial in order to play our game. You will need a cell phone or another tab open on your computer



CLOSURE: WHAT ARE SOME EMOTIONS YOU FELT DURING TODAY'S LESSON AND HOW CAN THEY BE USED TO BUILD A TEAM?



Pay Rate

\$12/hour

12 hours a week paid, 2 hours unpaid (to get credential)

WXPn

Credentiaing



Industry-Recognized Credentials

Pathways to one industry-standard credential, approved by PA Department of Education, in Google Digital Marketing and E-commerce.

Participants will get certified in:

Google Digital Marketing and E-Commerce



Industry-Recognized Credentials

Learn the fundamentals of digital marketing and e-commerce in order to gain the skills needed to land an entry-level job.

\$59,000

median salary in digital marketing and e-commerce

213,000

open jobs in digital marketing and e-commerce

Industry-Recognized Credentials

Qualify for in-demand jobs with a Google Career Certificate in digital marketing and e-commerce

- Digital marketing involves using email, social media, search engines, display advertising, and other online channels to attract customers, encourage them to make purchases, and keep them coming back. E-commerce involves using online platforms to sell products and services, which includes designing online stores, crafting product listings, conducting market research, and analyzing store performance.
- Marketing coordinator
- E-commerce associate
- Paid search specialist
- Email marketing specialist
- Media planner
- Digital marketing specialist



04 Apprenticeship

Employer Partners



TML Communications is an award-winning strategic public relations, crisis communications, and community engagement firm that produces results.

Clients engage with TML Communications because they understand when their message or advocacy issue needs a thoughtful response and a clear pathway to results, there's one firm with a track record of success.



1SEO Digital Agency is a leading digital marketing firm committed to driving your business growth. We specialize in a range of services, including SEO, PPC, Google Local Services Ads, Social Media Marketing, Email Marketing, and much more, all aimed at generating qualified leads that foster more jobs, increase business, and boost revenue.

Apprenticeship Program

The We Love Philly Apprenticeship Program is one of the First Apprenticeship Programs designed to serve recently graduated high school aged youth.

Our Digital Marketing apprenticeship program will be a one year, 40 hour a week, competency based program that will prepare students for a career as a digital marketer. We believe these skills best situate youth for a career in business. Young people will start the program making 16 dollars and hour and will end the program making \$22.50 They also will have the opportunity to work full time with our employer partners 1SEO or TML Communications upon graduation at an agreed upon \$25 an hour.





05 Socio-Emotional
Mentor Platform

Mentorship Program

welovephilly.org

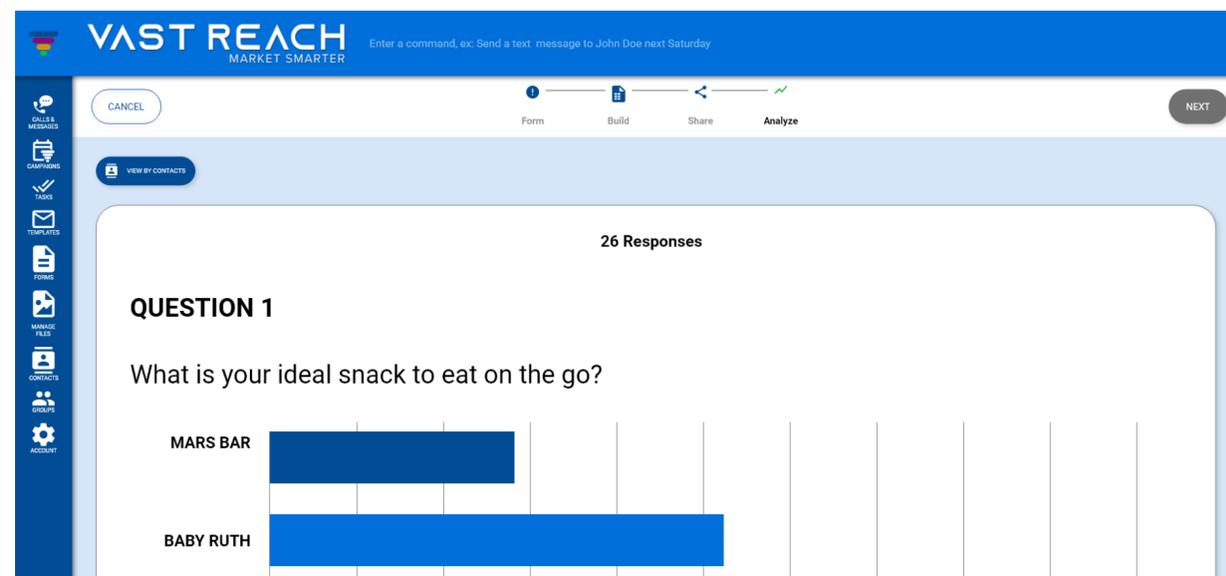
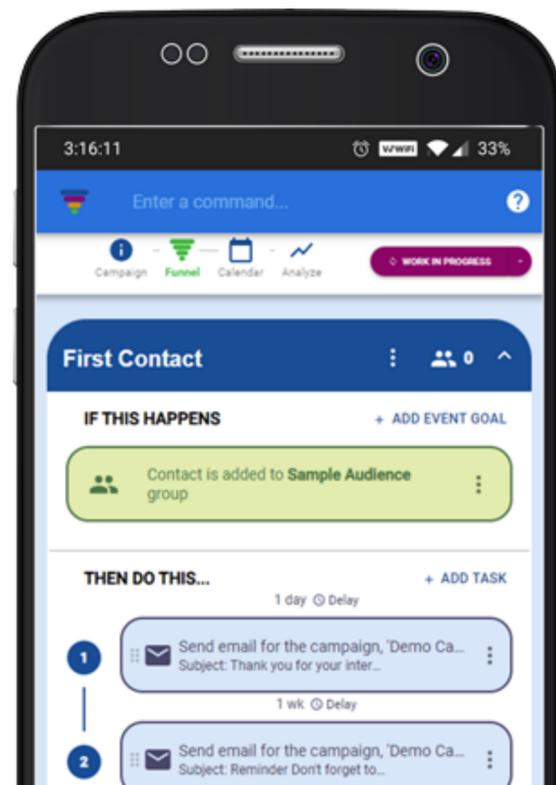
Mentoring can help youth as they go through challenging life transitions, including dealing with stressful changes at home or transitioning to adulthood. Our one-on-one mentoring program establishes a long-term trusting connection with trained mentors in order to help our youth achieve their self-defined goals.

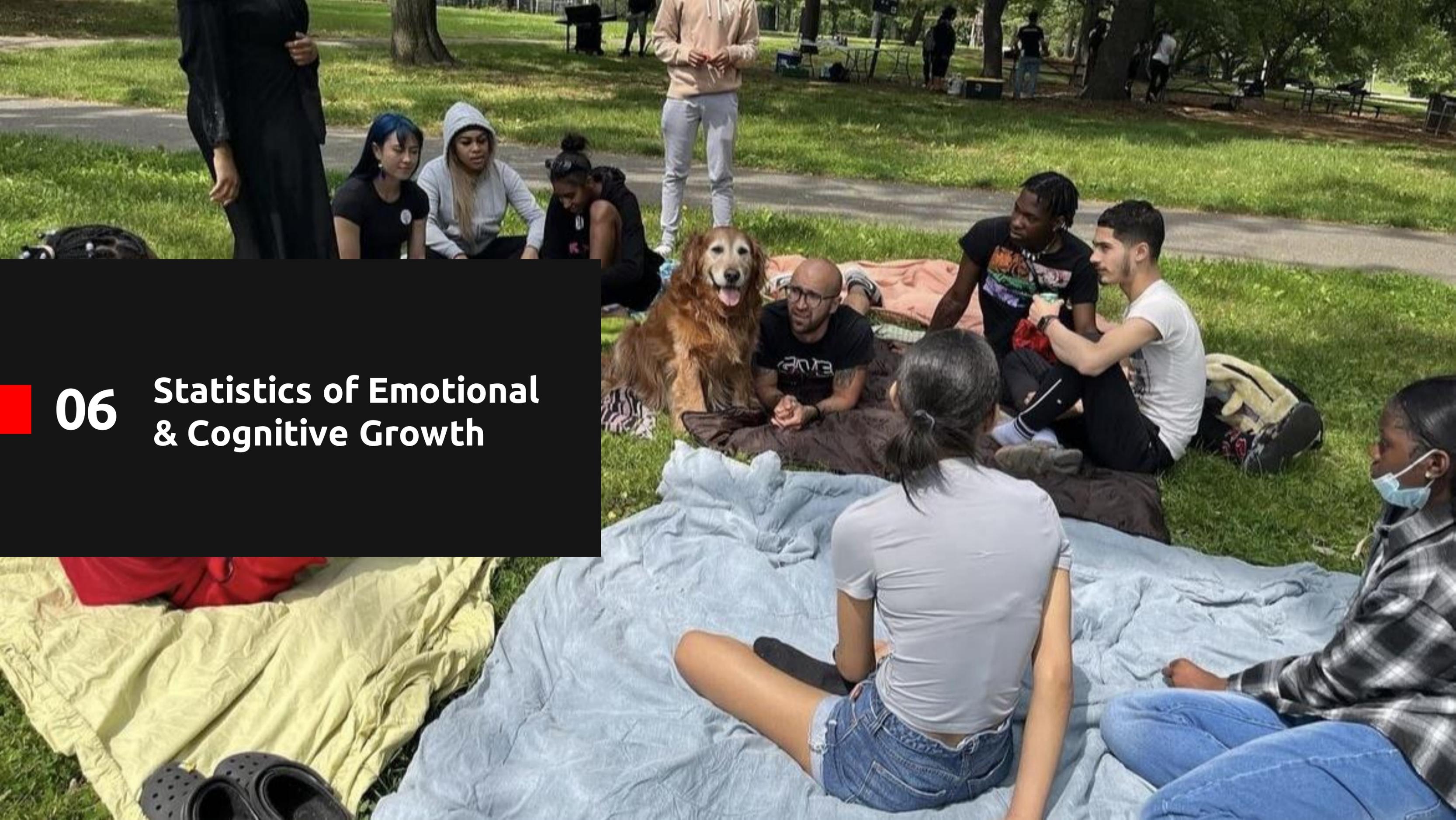
A mentor will be paired with a High School Junior or Senior through our programming and continue the program until the mentee reaches his or her High School Diploma. Commitments range from 6 months to 24 months, depending on a mentor's availability. Throughout the journey, mentors and mentees will communicate via our We Love Philly app. Mentors will be given numbers in order to use our app and communicate with mentees.

Our Platform

Participants will have access to our platform in order to check in and stay in touch with their mentor.

The platform is how we keep our participants up to date on the program.





06

Statistics of Emotional & Cognitive Growth

Statistics

83% of students talk to their caregiver about challenges and problems (50% pre-program).

92% of students agree or strongly agree with the statement, "I can make a positive difference in my community."

WLP students attend school *twice as much* as their peers not enrolled in WLP.

As we continue to build capacity in this area, we expect to keep these standards of socio-emotional growth and learning as well as the following expected outcomes and goals for participants:

- 100% graduation rate for students that complete our course/pre-apprenticeship.
- \$12/hour minimum wage for each participant with demonstrated competency in course.
- 100% of graduates in full-time employment, apprenticeship programs, or enrolled in post-secondary education within one year of graduating high school.
- 0% involvement in perpetrating violent crime.
- Reduction in participants' victimization in violent crime.

Statistics

Participants complete programmatic surveys before and after each semester. These include socio-emotional data points, programmatic successes/challenges, and feedback opportunities. Participants also complete self-reflection and self-assessment forms every four (4) weeks throughout the academic year. These forms empower students through honest reflection and accountability while also helping improve our programming through student-driven data. We have a history of increasing socio-emotional data points.

30% increase in beliefs towards aspirations for the future.

20% increase in actions related to self-regulation.

15% increase in actions related to improved self-esteem.

25% increase in actions related to self-resilience.

These findings were achieved in an entirely virtual learning environment. In 2021, working in-person with the dynamic and engaging resources at One Art Community Center, we found:



07

**Success Story &
Quotes From Youth**

Impact Report

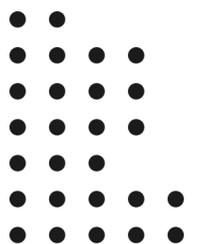


[Click Here](#) to view our
2023 Impact Report



Stephanie Valerio is a recent high school graduate and alumni of We Love Philly. She played an integral role as lead welder for our shipping container project and took her time to teach her classmates how to weld so they could begin to learn as well. Stephanie was also our go-to translator during our Puerto Rico Trip and loved every moment of reconnecting with her ancestry.

Project Ownership made such an impact on Stephanie that she is currently taking classes to become a real estate agent. According to Stephanie, "Building the recycling shipping container was special and meant something to me for the fact that we did it as a team and worked hard together. Also, it meant a lot because of how we started from not knowing what we were doing to knowing everything and learning step by step together." In her spare time when she isn't studying to sell homes, you can find her working full-time at her family's business



Our Ask for Your Financial Support

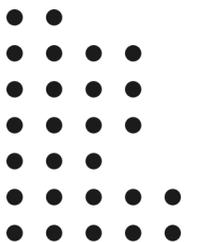
Would you be willing to contribute to our organization?

With your assistance, we could fund even more of our programs here at We Love Philly. We depend on finding more partners like you to help achieve our goals, and we'd greatly appreciate your help.

welovephilly.org/donate



Gabriel States that "We Love Philly is a good opportunity to open so many doors, and evolve yourself into a person you've been looking for."





The Future

Programs Launching in 2024/2025/2026

Industry Recognized Credentialing program that leads to full time employment in the Fields of

Cyber Security (Launch in Fall of 2024)

Digital Media Producer (Launch in Fall of 2025)

Software Developer (Launch in Fall of 2026)



Thank You

Thank you for supporting We Love Philly in our mission to help reform education for young people in the Philadelphia area!

Give Love, Get Love.

