



## **ASSOCIATION PROFILE**

### ***El Paso Chamber of Commerce***

Size: Medium  
Region: Rural  
Industry: All

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**School-to-Career Partnership Contact:**  
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### **Overview**

To carry out the work of engaging employers and ensuring that their needs are met, the El Paso Chamber of Commerce leads a partnership involving local businesses and community-based organizations. The chamber of commerce has four innovative approaches to School-to-Career and youth development:

- Employers participate in a half-day organized forum with students in which employers decide what School-to-Career activities they are able to implement and support in the approaching year.
- College student interns are assigned zip codes and trained to solicit employer participation. Last year 1,000 employers were recruited.
- The chamber of commerce created a committee of different stakeholders specifically charged with development of a strategic plan for increasing the number of employers engaged in the youth development system.
- The partnership combined School-to-Career efforts with local one-stops. Using reliable technology, the partnership developed a special project that allows students, cooperative education teachers and other faculty to register youth in a web-based system and search for suitable part-time employment.

### **Critical Success Factors**

Below are two critical success factors for the El Paso Chamber of Commerce and its School-to-Career activities:

- Use the local chamber of commerce to facilitate employer engagement on a large scale.
- Use reliable technology to combine School-to-Career efforts with local one-stops and other workforce development initiatives. Such efforts enable schools to connect youth to meaningful career and learning opportunities and assist with the coordinated building of the workforce.

### **Strategies/Activities**

- Job shadowing
- Quality internships
- Advocacy on behalf of School-to-Career and support for the involvement of other companies
- Financial support for proven local youth development organizations
- Advisory board and committee participation
- Web-based career and part-time employment system for youth