

**BUILDING BLACK YOUTH FUTURE
RESILIENCE & TOGETHER WE CAN**

BLACK YOUTH EMPLOYMENT PREPARATION GUIDE

**A resource developed by the
Somali Centre for Family Services for Black Youth**



SOMALI CENTRE
for Family Services



LE CENTRE SOMALIEN
pour les services à la famille



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LAND ACKNOWLEDGEMENT

We acknowledge that we work and live on the unceded territory of the Algonquin Anishinaabe Peoples. The Algonquin peoples have lived on this land since time immemorial. As Black and Brown settlers, on these lands, we are grateful for the opportunities given to us by those who came before us. We continue to work for equal treatment, recognized freedoms, justice, and rights.

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EXECUTIVE SUMMARY

This Youth Employment Guide (YEG) supports young Black youth in the city of Ottawa. It includes information on employment readiness, university readiness, communication excellence, self-branding and financial literacy. The YEG is a comprehensive resource for Black youth designed to address the critical issue of youth employment. In an ever-changing job market, the challenges faced by young people seeking meaningful employment opportunities are more significant than ever. This guide serves as a valuable tool for empowering both youth and those who support them in their quest for gainful employment. The YEG promotes skills, resilience, and opportunities. It equips young job seekers to enter the workforce with confidence and purpose. It is our hope that this guide will serve as a catalyst for positive change, leading to greater opportunities and brighter prospects for our youth.

KEY HIGHLIGHTS:

1. UNDERSTANDING YOUTH EMPLOYMENT AND SKILL DEVELOPMENT/TRAINING:

The YEG provides a detailed analysis of the current youth employment landscape, highlighting the unique challenges and opportunities faced by young job seekers such as financial constraints and discrimination. It offers strategies for overcoming these hurdles and maintaining resilience.

2. NAVIGATING THE JOB SEARCH AND FINDING PROFESSIONAL/PERSONAL RESOURCES:

The YEG offers practical guidance on preparing for the job search, resume building, interview skills, and effective networking. It offers a valuable resource directory, featuring organizations, programs, and services that offer support to young job seekers. This directory is a one-stop reference for accessing additional assistance and guidance.

3. FINANCIAL LITERACY FOR YOUTH EMPOWERING FINANCIAL INDEPENDENCE: The YEG provides essential skills for entrepreneurship and self-employment, while emphasizing innovation, critical thinking, and self-sufficiency. It keeps a high focus on investment strategies, goal setting, risk management, wealth accumulation, and fosters individual curiosity to explore several ways to generate and grow wealth.

4. SMART BANKING AND UTILIZING SERVICES: The guide delves into the world of banking and financial services, offering insights into different types of accounts, loans, credit, and investment options. The module guides individuals on choosing the most suitable financial services for their needs. Additionally, the program educates individuals on credit management and the significance of informed financial decision making in different scenarios, supporting financial stability and independence.



PROJECT DETAILS

The Somali Centre for Family Services (SCFS) is committed to taking a comprehensive approach to resource development and aims to provide relevant information. The focal point of this document is to educate youth on topics surrounding employment preparedness and self-branding. We used a gender and culturally responsive lens to our content development.

BUILDING BLACK YOUTH FUTURE RESILIENCE (BBYFR) PROJECT: Funded by the Trillium Foundation, this project prioritizes Black youth who experience poverty and discrimination. BBYFR is a two year, community-based youth project led by Somali Center Family services. BBYFR ensures that Black youth have the tools they need to succeed in education and today's job market via technical skills development opportunities.

TOGETHER WE CAN (TWC) MENTORSHIP PROGRAM: Funded by the Ministry of Ontario through the Black Youth Action Plan, TWC engages over 45 Black high school students and Black professionals each year in a cohort model program. TWC facilitates knowledge exchange regarding career growth and academic success. We achieve our goal by establishing key performance indicators, self-esteem building support systems, and a plan to professionally develop for success. TWC provides mentorship pairing services, monthly motivational workshops, a virtual networking platform; and a virtual resource bulletin tailored to Black youth 14-18 years old. Both TWC and BBYFR effectively serve Black youth, while increasing their community engagement and leadership skills.

This booklet was developed through extensive research using consultation, community engagement, forums and academic journals specified to each section. We also consulted with subject matter experts, the BBYFR youth advisory committee, and SCFS staff. We project that this information will increase post-secondary education enrollment in STEM and the creative economy, decrease drop-out rates, decrease student loan accumulation, decrease waiting time for first job post-graduation, increase awareness of anti-racism initiatives and methods for combating discrimination, increase self-confidence in the face of adversity.

EMPLOYMENT AND JOB SEARCH TECHNIQUES

3

TIPS ON HOW TO BE PREPARED FOR YOUR FIRST INTERVIEW

1

RESEARCH THE COMPANY/ POSITION:

Take the time to research the company you're interviewing with. Understanding their mission and values will help you feel more confident and will make you more prepared for questions.

2

SHOWCASE YOUR SKILLS AND EXPERIENCES:

As a highschool student you probably don't have too much experience. It's important to highlight your skills and abilities and give proof. Don't just say you are hardworking, always give examples. Mentioning community work, playing on sports teams will give the interviewer more insight on you. Don't overlook the small things like content creator or streamer that shows skills

3

ASK THOUGHTFUL QUESTIONS:

Towards the end of the interview, the interviewer will often ask if you have any questions for them. It's important to come prepared with questions that demonstrate your interest. Ask about the company culture, opportunities for growth, or specific responsibilities of the role. This shows that you've done your research and are genuinely interested in the position. (Fowler, 2018)

3

TIPS ON WHAT TO DO AFTER YOUR JOB INTERVIEW FOR HIGH SCHOOLERS

2

FOLLOW-UP WITH ADDITIONAL INFORMATION:

If there were any questions or topics that you feel you didn't adequately address during the interview, you can take the opportunity to follow up with additional information. This can be done in the form of a concise email. (William & Christopher, 2015)

1

SEND A THANK-YOU EMAIL:

Take the time to send a personalized thank-you note or email to the interviewer(s) within 24-48 hours after the interview. Express your gratitude and mention specific points discussed during the interview to show that you were attentive and engaged. (Marc, 2021)

3

TRY AGAIN:

If you didn't land the job, don't beat yourself up. You may not land the opportunity you want, but you will land an opportunity that is right for you. Dust yourself off and try again. (Marc, 2021)



2

TIPS WHEN YOU'RE GETTING INTERVIEWED

1

FACIAL EXPRESSIONS:

Your facial expressions can convey a lot during an interview. Smile genuinely to show your enthusiasm and positivity. Maintain a friendly and engaged expression throughout the conversation. Be mindful of any nervous tics or expressions that may distract from your overall demeanor. (Larsgaard & Robles, 2021)

2

VOICE TONE:

Speak clearly and confidently, ensuring that your voice is audible and easy to understand. Avoid speaking too fast or too softly. To ensure you speak with confidence, rehearse what you plan to say in front of a mirror a couple times. Mock interviews are a great way to prep key phrases you think speak to your skillset. (Gentile, 2017)



4

TIPS FOR HOW TO MAKE A GOOD RESUME

5

TIPS FOR TRANSITIONING INTO UNIVERSITY

UNIVERSITY PREPAREDNESS

The following information is from the 2015 article by Hamdan called, "Academic Achievement: It Is Not How Smart You Are, But How You Cope With Your Life and Manage Your Time."

KEEP YOUR FORMATTING CLEAN AND PROFESSIONAL

Creating a polished resume requires attention to detail. Opt for a legible font like Arial or Calibri, with a font size between 10 and 12. Maintain consistency by applying a uniform format to headings, bullet points, and sections. Utilize white space effectively for an organized and visually appealing look. Avoid clutter and make navigation effortless by keeping the resume clean and simple. Remember, readability is essential for a professional impression.

1

HIGHLIGHT SKILLS AND ACHIEVEMENTS

One of the most important aspects of your resume is highlighting your skills and achievements. Create a dedicated section to showcase your relevant abilities, such as technical skills, leadership qualities, or language proficiency. Be specific and use action verbs to describe your accomplishments, such as "achieved," "initiated," or "collaborated." This not only demonstrates your capabilities but also adds a dynamic tone to your resume. (Mendeley, 2012)

HIGHLIGHT YOUR IMPACT

Wherever possible, quantify your achievements by including numbers or percentages. For example, mention how you "increased sales by 20%" or "led a team of 10 members" to provide concrete evidence of your success. (Francis, 2013)

3

TAILOR IT TO YOUR JOB APPLICATION

One common mistake is using a generic resume for every job application. To truly stand out, tailor your resume to each specific job you apply to. Start by carefully reading and analyzing the job description, noting the keywords and skills the employer is seeking. Incorporate these keywords throughout your resume to ensure it aligns with the employer's requirements. Additionally, research the company and understand its values and mission. By customizing your resume and cover letter, you show that you are genuinely interested in the position and understand their needs. (Mayers, 2009)

2

1. STUDY HABITS

University courses can be demanding, and it's important to develop effective study habits that work for you. Experiment with different study techniques to find what suits your learning style. This might include reviewing lecture notes, creating summary sheets or flashcards, working through practice problems, or joining study groups. Why not even try the Pomodoro technique!

2. MANAGE YOUR TIME WISELY

University life often comes with increased independence and a greater number of responsibilities. Managing your time effectively is crucial to balance your academic workload, social activities, and personal life. Include examples of how someone can manage their time better. For example, creating a color coordinated monthly calendar and setting alarms.

3. MAKE FRIENDS IN YOUR CLASSES

Friends in your classes can provide valuable support and collaboration throughout your academic journey. They can help clarify concepts, share study resources, and work together on assignments or projects. Having friends to rely on can make the learning process more enjoyable and less overwhelming.

4. VISITING YOUR PROFESSORS IN OFFICE HOURS / EMAILING TEACHER ASSISTANTS

Visiting your professors in office hours and emailing teacher assistants (TA's) can be very useful to your academic success. Prepare specific questions or topics before attending a professor's office hours. When emailing a TA, be professional and clearly state your purpose. Provide specific details about the course, assignment, or question. Also, try to build a relationship with your profs and TAs. This may lead to research assistant opportunities and someone who can become an academic reference in the future.

5. MAKE SURE TO PRIORITIZE SLEEP

You can perform all the best study habits but without a proper sleep schedule a lot of the benefits can be lost. Over the past two decades, researchers have discovered that sleep not only influences students' performance but also enhances their capacity to acquire, remember, retain, recall, and creatively apply new knowledge. These factors collectively contribute to improved test scores. Avoid those all-nighter no matter how tempting they sound!



5

TIPS FOR MAKING YOUR UNIVERSITY CLASS SCHEDULE

1. REVIEW DEGREE REQUIREMENTS:

This is the most important one: make sure that you're familiar with your course sequence and you're taking all the classes you need to get your respective degree. (Port, 2008)

2. BALANCE YOUR COURSE LOAD:

Find out the date and time when you can enroll in classes and make sure to do it. Having first choice for classes has a lot of perks like securing the best time slots and professor.

3. PICK CLASSES ASAP

These activities not only enhance your college experience but also offer opportunities for personal growth, networking, and skill development. Aim to dedicate specific time slots in your schedule for participating in extracurriculars to maintain a balanced academic and social life.

4. DO RESEARCH ON YOUR PROFESSORS

Consider the workload and difficulty level of the courses you select. Do your research online or ask someone older who has taken the same classes. Spread out your workload evenly to avoid overwhelming yourself in any particular semester. (Bubb & Earley, 2004)

5. ADD SOME TIME IN YOUR SCHEDULE TO EXPLORE EXTRACURRICULARS/CLUBS

In university some people will have completely different experiences with the same class because they had different professors. Take online reviews with a grain of salt but it will still give you an idea of what you're signing up for. (Hoekstra, 2014)

5

TIPS ON HOW TO PERFORM WELL ON EXAMS

1. ORGANIZE YOUR STUDY MATERIAL:

Gather all the necessary textbooks, lecture notes, and any other relevant materials. Having everything organized will make it easier to access and review the information. (Hempel, 2020)

2. CREATE A STUDY SCHEDULE:

Develop a study schedule that outlines specific study times for each subject. Allocate more time to subjects that you find more challenging or those that carry more weight in the final grade. Be realistic and set achievable goals to avoid overwhelming yourself. (Hope, 2018)

4. USE ACTIVE LEARNING TECHNIQUES:

Reading and highlighting alone may not be the best study methods. Instead, summarize the material in your own words, creating flashcards, and teaching the concepts to someone else. These techniques promote deeper understanding and memory recall. (Ross et al., 2015)

3. BREAK IT DOWN:

Break down your study sessions into smaller, manageable chunks. Focus on one topic or concept at a time and set specific goals for each study session. This approach helps prevent information overload and allows for better comprehension and retention. (2019)

5. UTILIZE CAMPUS RESOURCES:

To excel in exams, leverage university resources like libraries, tutoring centers, and teaching assistants (TAs). These resources offer valuable support, from access to study materials and textbooks to personalized assistance and guidance





COMMUNICATION SKILLS

5 TIPS ON HOW TO COMMUNICATE EFFECTIVELY

The following examples of non-verbal cues are broken down by Mouton in his 2016 article titled “Effects of verbal and non-verbal elements in communication”. We hope this information can guide your efforts to improve your communication style.

2 EMPATHY AND EMOTIONAL INTELLIGENCE:

Develop empathy and emotional intelligence to understand and connect with others on a deeper level. Put yourself in the other person’s shoes and consider their perspective and feelings. Show genuine empathy and understanding, validating their emotions and concerns. Be aware of your own emotions and manage them effectively, ensuring they do not hinder effective communication.

1 CLARITY AND CONCISENESS:

Communicate your thoughts and ideas clearly and concisely to avoid misunderstandings. Organize your message in a logical manner, using simple and straightforward language. Remove unnecessary jargon or technical terms unless communicating within a specific context. Consider the knowledge level and background of your audience, adapting your language and tone accordingly. Be mindful of cultural differences that may affect interpretation.

ADAPTABILITY AND FLEXIBILITY:

Communication styles and preferences vary among individuals. Learn to adapt your communication style to match the needs of different people and situations. Be flexible in your approach, considering the preferences and communication styles of others. Pay attention to verbal and non-verbal cues from the other person to adjust your message, tone, and level of formality accordingly.

3

4 CONSTRUCTIVE FEEDBACK:

Providing and receiving feedback is essential for growth and improvement. When giving feedback, focus on specific behaviors or actions and deliver it in a constructive and respectful manner. Use “I” statements to express your observations and feelings and suggest areas of improvement. When receiving feedback, maintain an open mind, listen actively, and ask clarifying questions to understand the feedback fully.

5 CONTINUOUS LEARNING AND IMPROVEMENT:

Communication skills are honed over time, so commit to continuous learning and improvement. Seek feedback from trusted sources, take communication-related courses or workshops, and read books on effective communication. Practice your skills in various settings and reflect on your experiences to identify areas for improvement. Embrace new technologies and platforms that facilitate effective communication in today’s digital age.

5

5

NON-VERBAL COMMUNICATION INDICATORS TO KEEP IN MIND

The following examples of non-verbal cues are broken down by Mouton in his 2016 article titled “Effects of Verbal and Non-verbal Elements in Communication”. We hope this information can guide your efforts to improve your communication style.



1. EYE CONTACT

Listening is an integral part of effective communication. Practice active listening by giving your full attention to the speaker and maintaining eye contact.



2. POSTURE

Standing or sitting upright with an open and relaxed posture suggests confidence and attentiveness. Slumping or crossing arms may signal defensiveness or disinterest.



3. PROXIMITY

The distance between you and the other person can indicate your comfort level and relationship dynamics. Standing or sitting too close may be perceived as intrusive while standing too far away can create a sense of detachment.



4. GESTURES

Purposeful and natural gestures can enhance communication. For instance, nodding is a great way to express understanding. Using hand movements to illustrate a point can convey enthusiasm and engagement. However, overly excessive or erratic gestures might be distracting or convey nervousness. Maintain an open and approachable posture, make eye contact, and use appropriate hand gestures to enhance your message.



5. WRITTEN COMMUNICATION SKILLS

Written communication skills are critical in various professional settings. Practice clear and concise writing, structuring your ideas logically. Pay attention to grammar, spelling, and punctuation. Adapt your writing style to the intended audience, using appropriate tone and formality. Proofread your written communication before sending it to ensure accuracy and clarity.

4

TIPS ON HOW TO COLLABORATE WITH A TEAM

The following examples on how to collaborate with a team are broken down by Holmes & Marcus in his 2021 article titled “How Do We Collaborate?”. We hope this information can help your efforts to improve your collaboration skills.



1 ESTABLISH CLEAR GOALS AND ROLES:

Ensure that everyone on the team understands the objective of the assignment. Clearly define each member’s responsibilities to avoid confusion.

2 ENCOURAGE TEAMWORK AND COLLABORATION:

Promoting a collaborative culture where team members work together, support one another, and share knowledge is a great way to encourage teamwork. Always remember effective collaboration is built on trust, respect, and open communication.

4 USE TECHNOLOGY: THERE’S A BIG ADVANTAGE WHEN YOU USE IT

Create a group chat where you can share articles and thoughts that are relevant to your project. Encourage your team to adopt project management platforms like Slack, Asana and Trello to stay organized and ensure efficiency.

3 SET EXPECTATIONS AND DEADLINES:

Clearly communicate the expectations and deadlines for each task. Make sure everyone is aware and understands the priority of each task.

3

TIPS ON HOW TO GROOM YOURSELF FOR PROFESSIONAL SUCCESS

The following examples on how to groom yourself for professional success are broken down by Roberts & Kreuz in his 2015 article titled “Set Yourself Up For Success”.



1. PERSONAL HYGIENE

BODY ODOR AND FRAGRANCE: Maintaining a pleasant scent is important, but it’s crucial not to overdo it. Take a shower or bath daily to keep your body clean and fresh. Apply deodorant or antiperspirant to control body odor throughout the day. Keep colognes and perfumes minimal.

ORAL CARE: Brush your teeth at least twice a day, use mouthwash, and floss regularly to maintain fresh breath and a healthy smile.

NAIL CARE: Ensure your nails are clean and well-manicured. Trim and file your nails regularly, keeping them at an appropriate length for a professional setting. Avoid loud or extravagant nail colors.

2. PERSONAL GROOMING

FACIAL HAIR: Keep your facial hair neatly trimmed and groomed. Maintain a clean-shaven look.

MAKEUP AND ACCESSORIES: Keep makeup subtle and professional, avoiding excessive or distracting styles. Limit accessories to simple and tasteful choices that complement your outfit.

HAIRCARE: Whether you have dreads/locs or a buzz cut, maintain your hair regularly. Invest in regular retwists and cuts. The goal is to show selfcare is a priority and hygiene is a standard.

3. DRESS CODE

RESEARCH THE DRESS CODE: Understand the company’s dress code and align your attire accordingly.

NEAT AND WELL-FITTED CLOTHING: Choose clothing that fits well and is in good condition. Avoid clothes that are too tight, wrinkled, or worn out. Iron your clothes before wearing them.

CONSERVATIVE AND PROFESSIONAL STYLE: Opt for conservative and professional attire, such as suits, blazers, dress shirts, and tailored trousers or skirts. Avoid flashy or overly casual clothing that may be inappropriate for a professional setting.



8 TIPS ON CONFLICT RESOLUTION

The following tips were taken from the 2013 article by Baraldi, called "Participation, Facilitation and Mediation in Educational Interactions"



1. ADDRESS CONFLICTS EARLY & LEARN FROM THE CONFLICT

Intervene promptly to prevent escalation. Be sure to analyze your emotions and your ego.



2. FOSTER OPEN AND RESPECTFUL COMMUNICATION

Create a safe space for honest dialogue, practicing active listening and empathy to understand each other's perspectives.



3. FIND COMMON GROUND

Identify shared interests to foster collaboration and unity, focusing on commonalities for mutual benefit.



4. SEEK WIN-WIN SOLUTIONS

Aim for solutions accommodating all parties' concerns, fostering compromise and sustainability.



5. PRACTICE EMPATHY AND PERSPECTIVE-TAKING

Understand viewpoints without judgment, validating their concerns to build trust.



6. MANAGE EMOTIONS

Control emotions with techniques like deep breathing and prioritizing positive relationships.



7. MEDIATION AND FACILITATION

Engage a neutral mediator for complex conflicts, facilitating openness and creative solutions.



8. MAINTAIN POSITIVE RELATIONSHIPS

Post-resolution, prioritize rebuilding trust and open communication to strengthen relationships.

5

TIPS FOR EMAIL ETIQUETTE

The following tips were taken from the 2017 article by Bennett, called "Teaching with Vitality."

5. DOUBLE-CHECK BEFORE SENDING:

Review emails for errors in spelling, grammar, and content. Confirm recipients and exercise caution regarding email content, as emails can be easily forwarded or stored.

3.

EMAIL FORMATTING:

Ensure emails are visually appealing and easy to read. Utilize legible fonts, appropriate sizes, and structured formats for better readability.

1. CLEAR AND CONCISE LANGUAGE:

Compose emails with clarity and brevity, using proper grammar and punctuation. Maintain a professional and polite tone, avoiding all caps or excessive exclamation marks.

2. DESCRIPTIVE SUBJECT LINE:

Create subject lines that accurately reflect the email's content and purpose. Facilitate easier organization and understanding for recipients.

4. REPLY PROMPTLY AND RESPECTFULLY:

Respond to emails promptly to demonstrate professionalism and courtesy. Even if a detailed response isn't immediate, acknowledge the email and provide an estimated timeframe for a thorough reply.



PERSONAL DEVELOPMENT/ SELF-MARKETING

9 METHODS FOR GETTING STARTED ON SOCIAL MEDIA

1. SET CLEAR GOALS:

Define your short-term and long-term goals. This will give you direction and purpose, allowing you to focus your personal development efforts and tailor your self-marketing strategies accordingly. (Day-Calder, 2017)

2. IDENTIFY YOUR STRENGTHS AND WEAKNESSES:

Take stock of your skills, strengths, and areas where you need improvement. Leverage your strengths to your advantage and work on developing areas where you feel you are lacking.

3. CONTINUOUS LEARNING:

Commit to lifelong learning by expanding your knowledge and acquiring new skills. Attend workshops, seminars, webinars, and read books or online resources in your field of interest. This will enhance your expertise and make you more marketable. (Drike, 2009)

4. PERSONAL BRANDING:

Define your personal brand and create a consistent and authentic image across various platforms. Highlight your unique qualities, values, and expertise. Develop a professional online presence through social media, a personal website, or a blog to showcase your work and achievements. (Santika & Rochmaniah, 2023)

5. DEVELOP COMMUNICATION SKILLS:

Effective communication is essential for self-marketing. Hone your verbal and written communication skills to express your ideas clearly and confidently. Practice active listening to understand others and build strong connections. (Palmer-Roach & Childs, 2017)

6. SEEK FEEDBACK:

Be open to constructive criticism and seek feedback from mentors, colleagues, or clients. This feedback can help you identify areas for improvement and refine your self-marketing strategies.

7. PERSONAL WELL-BEING:

Take care of your physical and mental well-being. Prioritize self-care, maintain a healthy work-life balance, and engage in activities that rejuvenate you. A balanced and healthy lifestyle contributes to personal growth and boosts your self-marketing efforts. (Michalos, 2014)

8. TAKE CALCULATED RISKS:

Step out of your comfort zone and take calculated risks to seize new opportunities. Embrace challenges and learn from failures. Be adaptable and willing to explore new avenues for personal and professional growth. (Kheifets & Gallistel, 2012)

9. TRACK YOUR PROGRESS:

Regularly assess your personal development journey and the effectiveness of your self-marketing strategies. Adjust your goals and approaches as needed to stay on track and achieve success. (Kilroy, 2018)

3 TIPS TO MONETIZE YOUR HOBBIES

1. CREATE A PORTFOLIO:

Media kits are an essential tool to provide potential partners more information about yourself. Check out the media kit template we created for you in the templates section.



2. CREATE A SOCIAL MEDIA ACCOUNT

Creating a form of social media to promote yourself is an excellent way of expanding your reach to a broader audience. A good piece of media should include a description of the product or service you are promoting as well as visuals for potential customers to see. Using information platforms such as twitter would be beneficial to storytellers or individuals who prioritizes writing. Visual freelancers like photographers should opt for platforms like instagram. (Popović, 2017)



3. DEFINE YOUR SKILLS AND SERVICES:

Start by identifying your skills and expertise. Consider what services you can offer as a freelancer. This could include writing, graphic design, web development, social media management, photography, consulting, or any other specialized skill. Understanding your strengths will help you position yourself in the market. (Popović, 2017)



5 TIPS ON NETWORKING

1. ATTEND EVENTS:

Participate in local events and workshops related to your areas of interest. These events often provide opportunities to meet professionals, industry experts, and other students who share similar passions. Take advantage of networking sessions or informal gatherings to introduce yourself and engage in conversations. (Willey, 2019)

2. SEEK MENTORSHIP:

Look for mentorship programs or opportunities within your community or school. Mentors can offer guidance, advice, and support as you explore your career interests. Reach out to professionals or alumni in your field of interest and inquire about mentorship possibilities. A mentor can provide valuable insights, share experiences, and offer valuable advice (Straus, 2013).

3. UTILIZE ONLINE PLATFORMS:

Utilize social media platforms, such as LinkedIn, to connect with professionals in your desired fields. Create a professional profile highlighting your interests, skills, and experiences. Join relevant groups or communities and actively engage by sharing insights, asking questions, or seeking advice. Don't be afraid to send direct messages to professionals with jobs you aspire to have. 9 out of 10 times, you might get a response (McEwan, 2021).

4. VOLUNTEER OR INTERN:

Seek out volunteer opportunities or internships in organizations or industries that align with your interests. These experiences not only provide valuable skills and knowledge but also allow you to connect with professionals in the field. Build relationships with supervisors, colleagues, and other individuals you encounter during your volunteer or internship experiences.

5. FIND SPONSORS:

Finding a sponsor is key to improving your branding. Sponsors are individuals who are willing to advocate on your behalf, saying your name in rooms filled with opportunities and suggesting your services to their networks. (IEEE, 2008)

FINANCIAL LITERACY

5 TIPS TO START YOUR BUDGETING GOALS

1. SET SMART FINANCIAL GOALS

Understand how to define and achieve SMART (Specific, Measurable, Achievable, Relevant, Time-bound) financial goals to achieve financial freedom. It's important to note that the SMART framework is not the only goal-setting approach, but it offers a structured and practical way to make dreams actionable (Foss, 2013). To effectively use the SMART framework:

- A - Break down larger goals into smaller, manageable objectives.
- B - Write your goals down and review them regularly to stay focused and motivated.
- C - Celebrate milestones and accomplishments along the way.
- D - Track your progress and make adjustments if needed.

2. CREATE A BUDGETING PLAN USING APPS AND TOOLS

Create a budgeting plan that outlines your income and expenses. You should track any money they receive, such as allowances, part-time job earnings, or gifts. List your monthly expenses, including transportation, entertainment, school supplies, and savings goals. Use tools like budgeting apps like apps like Mint or YNAB (You Need A Budget), or Google spreadsheets to make this process easier. Example: If you earn \$100 per month from a part-time job and have expenses of \$80 (transportation, snacks, entertainment), you can allocate 20% of your income to savings and the remaining 80% to spending (White, 2022).

3. 50-30-20 RULE

The 50-30-20 rule is a simple budgeting guideline. Allocate 50% of income to needs (essential expenses like food, housing, transportation), 30% to wants (non-essential expenses like entertainment, dining out), and 20% to savings or debt repayment. Example: If you earn \$200 per month, you could allocate \$100 to needs, \$60 to wants, and \$40 to savings (Hammer, 2023).

4. ENVELOPE SYSTEM

The envelope system involves using physical envelopes to allocate cash for specific spending categories. This technique can visually manage your spending and prevent overspending in certain areas.

5. GOAL-ORIENTED SAVINGS

Set specific savings goals, such as saving for a new gadget, a school trip, or future college expenses. Setting clear goals can motivate them to save a certain percentage of their income. Example: If you want to save \$500 for a school trip in six months, you could save approximately \$83 per month, which would be about 41.5% of your monthly income.



4 TYPES OF INVESTMENTS TO HELP YOU NAVIGATE YOUR WEALTH-BUILDING STRATEGY

This information is collected from Segal’s 2023 article called, “What is Diversification? Definition as Investing Strategy”, published on Investopedia.



1 STOCKS

Stocks represent ownership in companies, similar to owning a share of a lemonade stand. Their values fluctuate based on the performance of the companies. Investing in stocks offers profit through dividends and share value, making it ideal for long-term goals like saving for retirement.

2 BONDS

Bonds involve lending money to governments or companies with a promise of repayment plus interest. While bonds provide safer returns compared to stocks, they still carry some level of risk, as there’s a chance the issuer may fail to repay. Bonds are suitable for both short-term and long-term financial goals, offering various returns depending on their duration and issuer.



3 MUTUAL FUNDS

Mutual funds involve pooling money with others to invest in a diverse range of assets. This strategy spreads risk and offers collective gains and losses. Mutual funds are suitable for various investment goals, whether investors seek short-term gains or long-term growth.



4 REAL ESTATE

Real estate investments involve ownership of property, such as houses or buildings. While real estate requires maintenance, it offers the potential for long-term value growth and consistent income from renting your space.



4 TIPS TO GET YOUR INVESTMENT JOURNEY OFF THE GROUND

This information is collected from Letkiewicz’ 2021 article called, “Financial Literacy and Financial Education in Canada”, published in “The Routledge Handbook of Financial Literacy”.

1. DIVERSIFIED PORTFOLIOS

Diversification is spreading your investments across different assets (e.g. stocks, bonds, real estate) to reduce risk. You can consider investing in diversified mutual funds or exchange-traded funds (ETFs) offered by banks. Look for funds that have exposure to various industries and regions. Research the available options, fees, and historical performance before investing. We recommend TD e-Series Funds, RBC Select Portfolios, and Scotiabank Investment Portfolios.

2. ROBO-ADVISORS

Robo-advisors are automated investment platforms that create and manage portfolios based on your risk tolerance and financial goals. They are often more affordable than traditional investment advisory services. Platforms like Wealthsimple and RBC InvestEase provide robo-advisor services that can help you get started with investing.

3. IMPACT INVESTING

Impact investing allows you to invest in companies that align with your values and contribute to positive social outcomes. BMO offers a “Responsible Funds Series” that focuses on sustainable and ethical investing.

4. EDUCATIONAL ACCOUNTS

If you are looking to invest in your education, a Registered Education Savings Plan (RESP) is a great option. An RESP is a tax-advantaged account that can help save for post-secondary. Banks like CIBC, RBC and Scotiabank offer RESP accounts.

4

DEBT MANAGEMENT STRATEGIES TO ADOPT BEFORE IT'S TOO LATE

1

AVOID IMPULSE BUYING

It's crucial for young individuals to understand the difference between needs and wants. Encouraging them to think twice before making a purchase and to avoid impulse buying can significantly impact their financial well-being. By delaying gratification, they can prevent unnecessary debt and develop responsible spending habits.

2

USE CREDIT CARDS WISELY

For those who possess a credit card, it's essential to emphasize responsible credit card use. Emphasize the importance of paying the full balance on time each month to avoid accumulating high-interest debt. Additionally, discourage them from using credit cards for purchases they cannot afford to pay off immediately. A rule of thumb could be: if they cannot purchase the item in full twice, they should refrain from buying it altogether.

3

PRIORITIZE HIGH-INTEREST DEBT

In the event that they find themselves in debt, it's crucial to prioritize paying off high-interest debts first. High-interest debts, such as credit card balances, can quickly accumulate and become financially burdensome if left unchecked. By tackling these debts sooner rather than later, they can

4

CREATE A DEBT REPAYMENT PLAN

Encourage young individuals to take proactive steps in managing their debt by creating a debt repayment plan. This involves listing all their debts, including their respective interest rates and minimum payments. By having a clear understanding of their financial obligations, they can visualize their financial situation and allocate extra funds towards paying off debts systematically. This proactive approach can help them regain control of their finances and work towards achieving financial freedom.

5

WAYS TO BECOME A CONSCIOUS CONSUMER

INFORMED DECISION-MAKING

Consumer awareness empowers students to make informed financial decisions. When they understand the terms, interest rates, and potential consequences of taking on debt, they are more likely to choose wisely and avoid unnecessary debt.

AVOIDING PREDATORY LENDING

Consumer awareness helps students recognize and avoid predatory lending practices. They can learn to identify signs of high-interest loans, hidden fees, or deceptive marketing tactics that could lead to unmanageable debt.

UNDERSTANDING CREDIT SCORES

Being aware of credit scores and how they impact financial health can motivate students to maintain good credit. A higher credit score can lead to better interest rates and borrowing options in the future.

RECOGNIZING DEBT TRAPS

Students who are consumer-aware are less likely to fall into debt traps, such as payday loans or high-interest financing. They can spot these risky options and seek better alternatives.

BUILDING FINANCIAL LITERACY

Consumer awareness is a cornerstone of financial literacy. Students who understand the basics of borrowing, interest, and debt management are better equipped to navigate the financial challenges of adulthood.

COMMUNITY RESOURCES

Community resources refer to the services, programs, facilities, and organizations that are available to assist individuals, families, and groups within a particular geographic area. These resources can play a critical role in promoting your employment opportunities, networking, health, well-being, and quality of life.

Name of program	Program Description	Program registration dates & duration	Age Range	Website	Email
Employment Program					
YMCA's Your Job Story - Youth Employment Program	Your Job Story is a 10-week program to help support and guide marginalized youth to overcome barriers to employment or pursuing life goals while receiving hands-on career exploration opportunities and developing life and leadership skills. to participate.	ongoing	15-30	https://www.ymcaottawa.ca/employment-immigrant-services/employment-services/your-job-story-youth-employment-program/	yourjobstory@ymcaottawa.ca
YSB's Youth Job Connection Program	YSB is a multi-service agency that provides services in French and English in employment, health and housing, mental health, youth engagement and youth justice. We work in partnership to develop, deliver, and advocate for better conditions, services, and opportunities for youth and families.	ongoing	15-29	ysb.ca/services/ysb-employment-services/	esreception@ysb.ca
Youth Future Program	Youth Futures is an Ottawa-based program that supports equity deserving youth between the ages of 16-21 living in low-income and social housing communities. The program supports students to complete their high school education and successfully transition into post-secondary.	November - January	16-21	https://youth-futures.com/	N/A Not available
FSWEP	As the country's largest employer, we are proud to hire thousands of students every year to support us in delivering services to Canadians. We have a wide variety of jobs from coast to coast, in diverse fields, such as administration, agriculture, communications, enforcement, finance, IT, policy, and many more.	Ongoing with spikes in January and July	16-30	https://emploisfp-psjobs.cfp-psc.gc.ca/srs-sre/page01.htm?poster=1&lang=en	cfp.pfete-fswep.psc@canada.ca

Name of program	Program Description	Program registration dates & duration	Age Range	Website	Email
The Ottawa Mission's Food Services Training Program	The Ottawa Mission's Food Services Training Program (FSTP) provides students with the culinary skills and certifications required to operate in a commercial kitchen	April-May annually	18+	https://chefrics.com/pages/food-services-training-program-1	hello@chefrics.com
Building Black Youth Future Resilience (BBYFR) Project	BBYFR Project, led by the Somali Center for Family Services, prepares Black Youth for success in education and the job market through workshops on resume writing, employer connections, education, anti-racism, and technical skills development.	Ongoing	12-15	scfsottawa.org	n.demeke@scfsottawa.org
Together We Can (TWC) Mentorship Program	TWC Mentorship Program engages over 45 Black high school students and professionals annually, fostering knowledge exchange on career growth and academic success. It provides mentorship pairing, motivational workshops, and a virtual networking platform.		14-18		
EmpowerYou	EmpowerYou focuses on addressing economic barriers for Black youth employment, offering workshops on employment, education preparation, and anti-racism.		15-24		
Entrepreneurship Programs					
Invest Ottawa's Summer Company	Ottawa's summer company helps you build your business, find your community, and gives you loans to work with.	April-May annually	15+	Summer Company Program Invest Ottawa	clientservices@investottawa.ca
Chnge Mker Hub	The Chnge Mker program helps black entrepreneurs to evolve their business.	January-February annually	All ages	What we do - Chnge Mker Hub	info@chnagemkerhub.com
Youth Ottawa Amplified Fellowship	Amplified Fellowship allows youth to work for themselves over the summer developing their business.	April-May annually	15-24	Amplified Fellowship (youthottawa.ca)	Not available (N/A)
Futurpreneur	Futurpreneur helps all minorities evolve their business, with more than 600 first nations groups.	April-May annually	All ages	Futurpreneur Entrepreneur Startup Program Canada - Futurpreneur Canada	info@futurpreneur.ca

Name of program	Program Description	Program registration dates & duration	Age Range	Website	Email
EntrepreneurNOW! Network	EntrepreneurNOW helps you certify your skills, stand out in a crowd and advance your career.	Not available (N/A)	All ages	Product Strategy to Grow your Business Free Online Course Alison	Not available (N/A)
Coursera	Coursera gives a 5 course series where you learn in demand skills, develop a deep understanding of key concepts and master subject with hand on projects.	Ongoing	All ages	Entrepreneurship Coursera	Not available (N/A)
CSED's Social Entrepreneurship Bootcamp	A high impact incubation program for social entrepreneurs like you who want to validate their startup idea and create a solid foundation to launch.	Registration: June Program: July to October	18+	https://csedottawa.ca/services/training/social-entrepreneurship-bootcamp/	hai@csedottawa.ca
Incubator 13	This multi-week program focuses on areas such as; developing a business idea, target market identification and writing a business plan. Through the duration of the course, participants are paired with experienced entrepreneurs from the Ottawa region along with participating in a number of networking and workshop events. The completion of the program ends in a business pitch event where the entrepreneurs get to introduce their business ideas to a panel of experts.	Ongoing	30 and under	https://incubator13.ca/	incubator@crcrr.org
Youth Fellowship Programs					
Unilearnal's Black youth summer filmmaking fellowship program.	The program will provide hands-on curated workshops and masterclasses from industry professionals as well as access to state-of-the-art facilities and equipment at Lenz Studio. The program will culminate in the production of 2 short films addressing any social issue in the city of Ottawa, written and directed by cohort participants.	Register at any time	Youth ages 16-25	https://unilearnal.com/our-programs/	Email: hello@unilearnal.com

Name of program	Program Description	Program registration dates & duration	Age Range	Website	Email
Canon Creator Lab Futures Fellowship	For enthusiasts to professionals, the Canon Creator Lab supports creators with access to gear, education, and a community of creative peers.	Register at any time	Age 20 to 25	https://www.canoncreatorlab.ca/programs/	careers-careers@canada.canon.com
AKFC's International Youth Fellowship Program:	The AKFC International Youth Fellowship program is a 9-month professional development program for Canadians seeking hands-on experience in international development.	January - February annually	30 years old and under	https://www.akfc.ca/get-involved/youth-fellows/apply-youth-fellows/	
Youth Ottawa Amplified Fellowship	Our Amplified Fellowship hires youth to do work for themselves throughout the summer. Youth take their pre-existing social innovation ideas and develop social enterprises for long-term success.	May/June Annually	24 or younger	https://www.youthottawa.ca/amplified-fellowship/	N/A
The Samuel Centre for Social Connectedness (SCSC) Social Connectedness Research Fellowship	The SCSC Fellowship supports young people and individuals with diverse lived experiences to conduct innovative research on social isolation and belonging. Fellows collaborate with partner organizations from May to September, producing original reports and contributing to a global effort to foster inclusion and connection.	February/ March Annually	16-29	https://www.socialconnectedness.org/fellowship-program/	scfellowship@scscglobal.org
The Pathy Foundation Fellowship	The Pathy Foundation Fellowship offers \$40,000 for a 12-month project in a community you're connected to. It supports initiatives worldwide, from identity revitalization to health networks. Open to Canadian students under 29 from specified universities.	October/ November Annually	18-29	https://pathyfellowship.com/	pathyfellowship@stfx.ca
DYLOTT's Black Diplomats Academy Fellowship	DYLOTT's Black Diplomats Academy trains Black professionals aged 18-35 in domestic and international diplomacy. The program offers learning labs, mentorship, and internships to support participants' career goals in government and corporate sectors.	November/ December Annually	18-29	https://www.dylott.com/bda-program	bda.coordinator@dylott.com

TEMPLATES

ANNEX 1

SAMPLE INTERVIEW QUESTIONS



1. Can you tell me about yourself?
2. What are some of your strengths and weaknesses?
3. Can you describe a situation where you had to work as part of a team to accomplish a goal?
4. Can you describe a time when you faced a challenge and how you overcame it?
5. How do you handle conflicts or disagreements with colleagues or team members?
6. Can you provide an example of a challenging situation you faced at school or work and how you resolved it?
7. What sets you apart from other candidates?
8. How do you handle constructive criticism?
9. Can you describe a time when you demonstrated leadership skills?
10. Why did you apply for this position?
11. How did you hear about this position?

TEMPLATES

ANNEX 2

SAMPLE QUESTIONS FOR YOUR INTERVIEWER



1. How would you describe the company's culture?
2. What does a typical day look like?
3. What are the key priorities and goals for the team I would be working in?
4. What are the biggest challenges or opportunities that the company is currently facing?
5. What qualities and attributes make for a successful employee in this company?
6. What do you think encourages employees to stay at this company?
7. Are there any opportunities for advancement or career progression within the company?
8. How many have been working here, and what has kept you motivated to stay with this company?

TEMPLATES

ANNEX 3

SAMPLE DIRECT MESSAGE TO LINKEDIN PROFESSIONALS

TEMPLATES

ANNEX 4

LIST OF STUDY TECHNIQUES

MIND MAPPING

DESCRIPTION: Mind mapping is a visual technique that organizes information in a diagram. This method aligns with how our brains store information and improves comprehension.

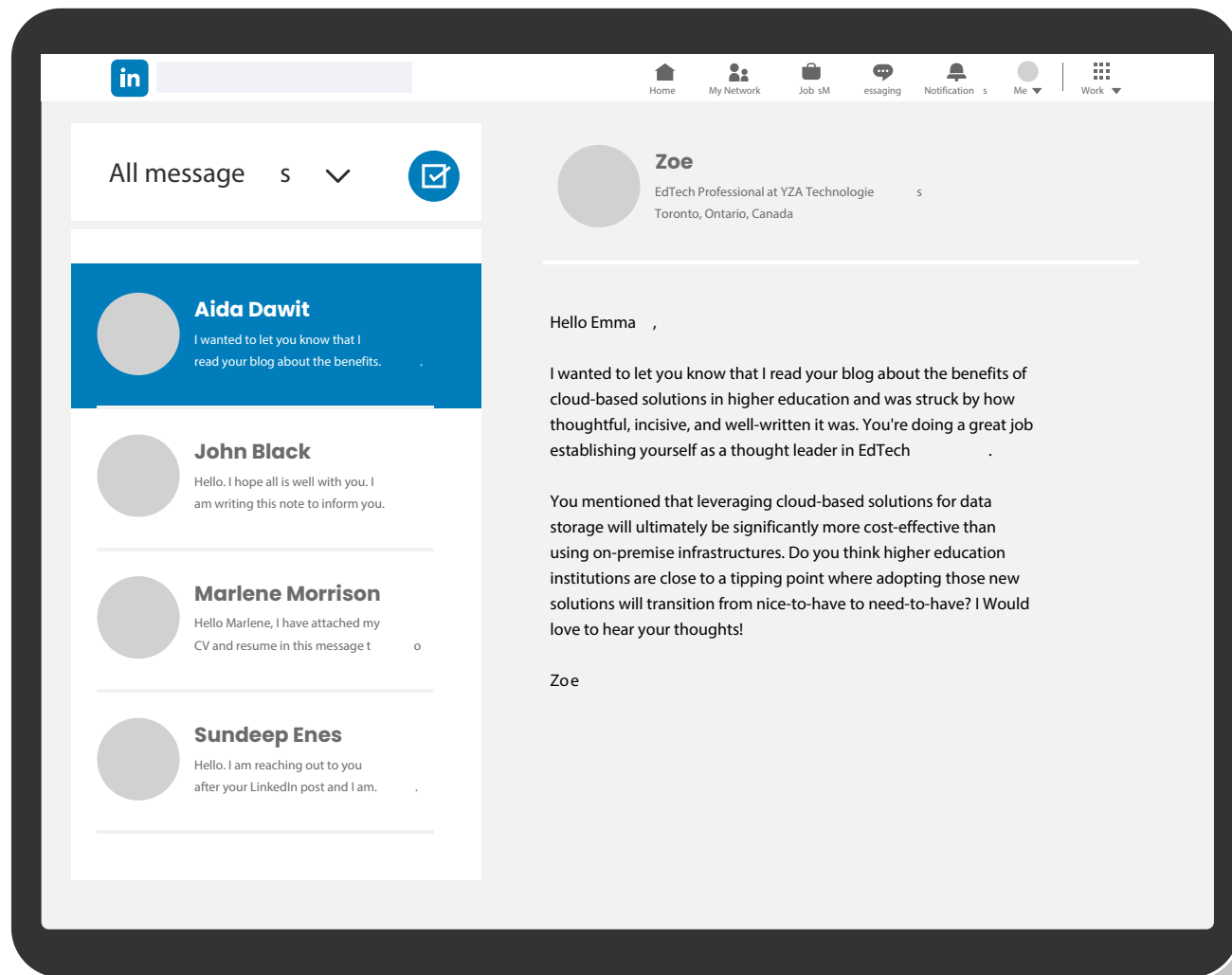
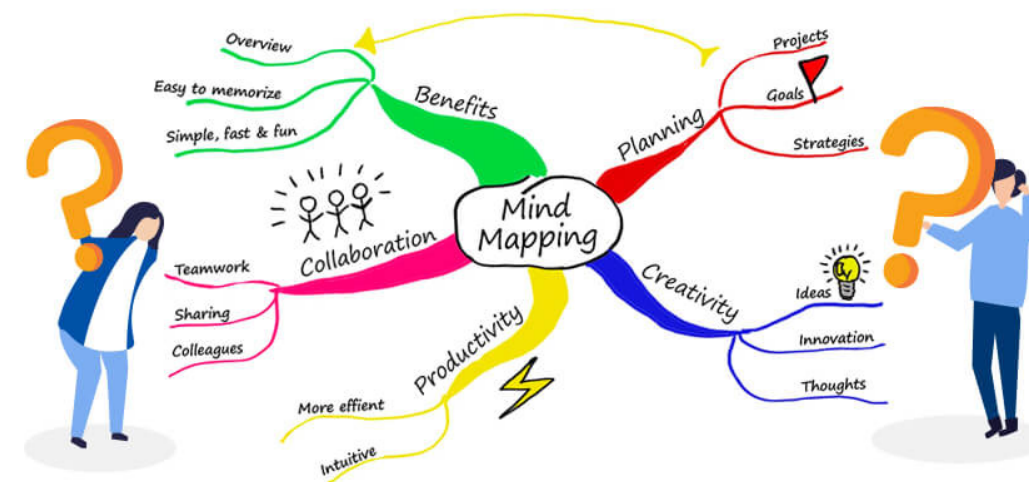
HOW:

- To create a mind map, write the topic in the center, connect main ideas, and add supporting sub-branches.
- Start with a central word and connect major themes and keywords.
- Branch out with related ideas.

PROS: Mind mapping stimulates creative thinking and promotes the generation of new ideas.

CONS: Mind mapping may not be suitable for every situation or type of information.

PICTURE:



THE POMODORO TECHNIQUE

DESCRIPTION: The Pomodoro Technique is a time management strategy that involves working intensely for 25-minute intervals, followed by short five-minute breaks.

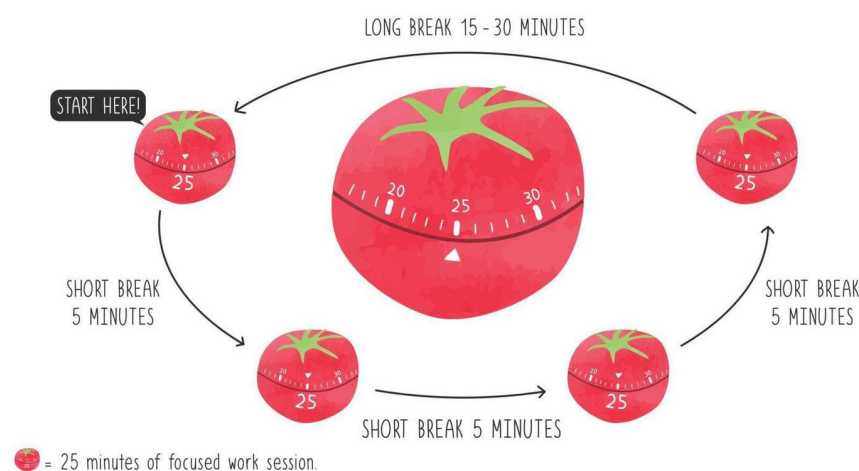
HOW:

- Start your first work interval that lasts 25 minutes, followed by a 5-to-10-minute break.
- After the 25-minute interval, you take another 5-to-10-minute break.
- During the work intervals, you focus completely on the task.
- The cycle is then repeated four times, with a longer break after the fourth time.

PROS: Improved Focus and Productivity, by breaking work into manageable time intervals.

CONS: The frequent breaks in the Pomodoro Technique can disrupt the flow of work for individuals who prefer longer, uninterrupted periods of concentration

PICTURE:



PQ4R

DESCRIPTION: The PQ4R method provides an approach to learning that improves memorization and understanding of new material. PQ4R stands for preview, question, read, reflect, recite, and review.

HOW:

PREVIEW - Before reading a text, quickly skim the title, section headings, and topic sentences of paragraphs to gain a general idea of the text.

QUESTIONS - Take time to create questions to revisit and reflect on as you read.

READ - Work through each section of the text, making sure that you understand each one before moving on to the next section.

REFLECT - Think about what you have just read and consider, how does this text relate to things I already know?

RECITE - Without looking at the text, recite in your own words the major ideas or concepts from the text.

REVIEW - Try to recall the material and test yourself.

PROS: It can help students with weak memory to memorize the concepts of a lesson, and it's also easy to apply at all levels of education.

CONS: It requires the ability to skim texts, which involves the rapid reading of the text.

PICTURE:



LEITNER SYSTEM

DESCRIPTION: The Leitner System is based on the principle of spaced repetition, the idea that our brains will better remember material if we revisit it repeatedly over a length of time

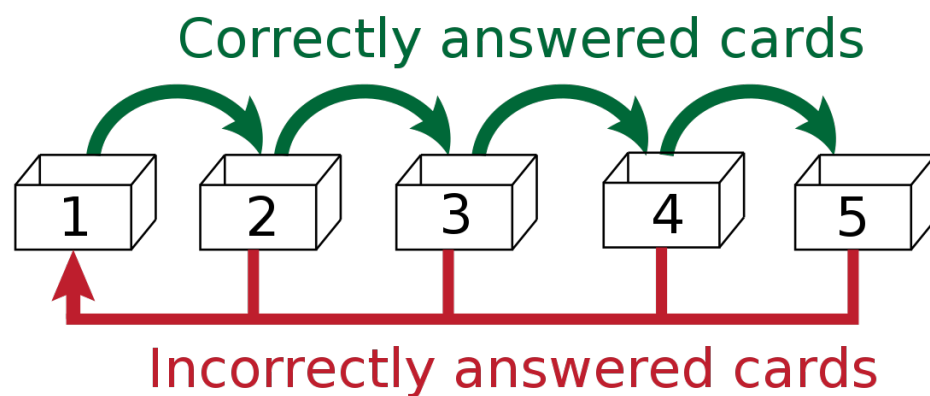
HOW:

- Box 1 - review daily
- Box 2 - review every other day, say, Mondays, Wednesdays, and Fridays
- Box 3 - review once per week, perhaps Saturdays
- Box 4 - review every other week.
- Box 5 - review once a month and before your exam

PROS: The Linear system increases the rate of learning and engagement

CONS: it can be a burden and pretty difficult to remember and review it for a lengthy time. It can also be pretty big.

PICTURE:



TEMPLATES

ANNEX 5

SAMPLE MEDIA KIT



1. Description of yourself (hobbies, cultural background, education, talents, community work, etc.) or your business (mission, vision, value + services and products)
2. Your contact information
3. Your social media handles and engagement statistics
4. Case studies of previous work you have done or a portfolio of previous creations.
5. Information on partnerships and collaborations
6. Testimonials from past customers
7. Rate card
 - A. TIKTOK DEDICATED \$1250 - Manal Mussa will create a dedicated TikTok video of your product with speaking points naturally integrated.
 - B. INSTAGRAM \$450 - Manal Mussa will create a dedicated IG Reel of your product with speaking points naturally integrated.
 - C. UGC PHOTO \$400 - Fenty Beauty will receive 3 photos featuring their product for their own marketing use.
 - D. TIKTOK INTEGRATED - Manal Mussa will create a TikTok video naturally integrating your product into the video with speaking points.
 - E. INSTAGRAM PHOTO \$400 - Manal Mussa will create an Instagram photo for posting on her feed to showcase your product.
 - F. UGC - VIDEO \$450 - Receive a custom 15-30 second video of your product for your own marketing.
 - G. Add-ons
 - Link In Bio for 24h on IG and TIK TOK | +\$75
 - Green Screen | 20% | 30 days
 - Usage Rights | +30% | 30 days
 - Whitelisting | +30% | 30 days
8. Visual Assets
9. Social Statistics

TEMPLATES
ANNEX 6
COVER LETTER TEMPLATE

Black Youth Employment Preparation Guide

TEMPLATES
ANNEX 6
CV TEMPLATE

Rahyma Moussa

Ottawa, On K1K 4G9 | (613) 202-2002 | r.moussa2002@gmail.com

Dear Hiring Manager of City of Ottawa's Recreation, Culture and Facility Services,

I am writing in regard to the customer representative role available with the City of Ottawa that I found through the Somali Centre for Family Services' Youth Job Board. I have long been impressed with your company, so I was thrilled to find an opening that suited my skills and experience. I would fit in perfectly with your organization's creative, diverse and dedicated work atmosphere.

I am the ideal candidate for this position because, throughout my experience in various industries, I have developed these skills and more:

Client care: As a Marshalls Canada sales associate, I always provide quality customer service to ensure we achieve our daily targets. I do this by enhancing brand directives to attract new customer bases to our shoe department. I provide advice to customers struggling to find their size and style. I also maintain a cleaning department to make finding products easier. For my commitment, I received the Employee of the Month award during the 2021 and 2022 holiday seasons.

Problem-solving: The Yemeni Women in Healthcare (YWHUO) is a niche club at uOttawa. To garner attention, I partnered with local businesses to create a Back-to-School giveaway for African, Caribbean and Black students. Seeing as the cost of living is at an all-time high, this giveaway solved financial stresses for its recipients as well as YWHUO troubles with low engagement. We managed to provide over 3000\$ to 10 students and grow our following on Instagram by 25% in 1 month.

Time management: While working for the City of Ottawa, I juggled many administrative tasks. My work relied on my ability to efficiently keep track of competing priorities. I adopted tricks to improve not only my time management, but also my team's. Examples of this include taking meeting minutes that highlighted deadlines, task delegations and follow ups as well as sending reminders to meeting attendees and potential partners, maximizing efficiency and participation.

The Recreation, Culture and Facility Services department is the ideal place for me because it would be a great pleasure to support your commitment to community-building. All in all, I believe I am a competitive candidate for the role because my passion for quality service provision combined with my communication and leadership skills will benefit your organization.

Please contact me at (613) 202-2002 or via email at r.moussa2000@gmail.com to arrange a meeting. Thank you for your time, and I look forward to hearing from you.

Sincerely,
Rahyma Moussa

Rahyma Moussa

Ottawa, On K1K 4G9 | (613) 202-2002 | r.moussa2002@gmail.com

Skills

- Standard First Aid, CPR C, & AED
- AODA Training
- PRC Level 2
- Fluent in English & Arabic.
- Excellent communication & friendly client service skills
- Ability to learn quickly & strong work ethic.
- Ability to understand & carry out oral & written instructions.
- Mature & whom you can rely on to show up on time & get the job done.
- Work well in a team & independently

Experience

Cashier & Sales Associate **Sept 2018 - Present**
Marshalls South Keys **Ottawa, ON**

- Maintain clean displays, shelves & aisles, ensuring customers have enjoyable experiences.
- Prepare online orders for customer pickup & complete with no-touch deliveries.
- Encouraged customers to purchase reusable bags, contributing to CSR goals.
- Operate a cash register & adding machine in order to manage cash for sold items.

Program Assistant **June 2022-June 2023 (Summer contracts)**
Somali Center for Family Services-TWC Mentorship Program **Ottawa, ON**

- Created digital surveys & registration forms, propelling SCFS' transition to a paperless workplace.
- Created newsletters, increasing organizational engagement & knowledge of programming.
- Wrote & edited web content for the BBYFR project, increasing demand for workshops across the city of Ottawa by 15%
- Planned, booked & facilitated field trips for children & youth (ages 6-16)
- Scheduled internal & external meetings & took meeting minutes.
- Conducted research, using google scholar & CORE, to improve program design.
- Created social media graphics using Canva, contributing to TWC's outreach objectives.

Camp Counselor **June 2019 (summer contract)**
Jaku Konbit **Ottawa, ON**

- Supervised & provided leadership for program participants aged 5 - 12.
- Prioritized tasks given by supervisor.
- Ensured their well-being & to make their camp experience as fun & rewarding as possible.
- Contributed to verbal & written evaluations, activity planning, & administration

Childcare provider

May 2017- May 2018

Freelance

Ottawa, ON

- Provided childcare services to many families.
- Cleaned up after arts & crafts activities.
- Distributed snacks & drinks for the children
- Ensured all children stayed inside the designated area.
- Signed out the children whose parents have arrived.
- Greeted parents & cleaned the entry & waiting area.

Education

Honors Bachelor of Science in Nursing (BScN)

Sept 2022 - Present

University of Ottawa

Ottawa, ON

- VP administration of the Yemeni Women in Healthcare Association (YWHUO)
- Recipient of the Ottawa Admission Scholarship

Accomplishment & Awards

- Dean's list
- 2020 Professional Association of Yemeni Canadians in Ottawa scholarship

References are available upon request.

TEMPLATES

ANNEX 7

TEMPLATE EMAIL FOR BRAND PARTNERSHIP REQUESTS

✉
New Message
— ↗ ✕

← → ↻

★

To: cc: bcc:

Subject:

Dear [Brand Name],

I am a passionate content creator who is interested in collaborating with your brand. With a background in user-generated content (UGC), I have a deep understanding of what it takes to create engaging and authentic content that resonates with audiences.

I have experience creating content in a variety of formats, including photos, videos, and social media posts. I have a strong following on social media and am able to create content that is both visually appealing and on-brand. I am confident that my skills as a content creator would make me a valuable asset to your team.

I am particularly interested in working with your brand because of your commitment to [insert brand values or mission here]. I believe that my values align with yours and that together, we can create content that reflects your brand's vision and resonates with your audience.

Thank you for considering my application. I look forward to the opportunity to discuss how we can work together to create engaging and authentic content that showcases your brand.

Sincerely,
Your name

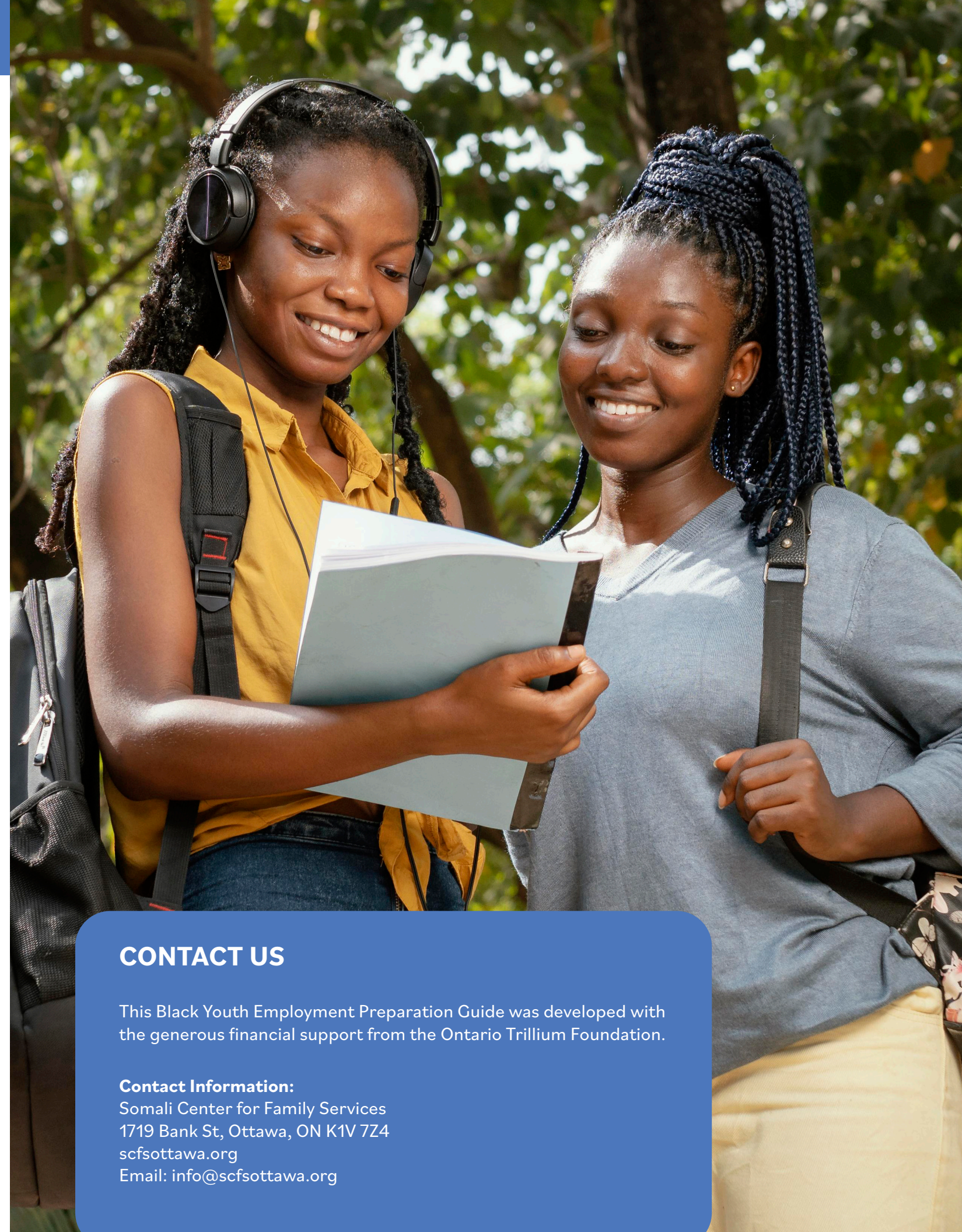
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