

PREPARING YOUTH FOR BRIGHTER FUTURES

Bridge to Employment (BTE) inspires young people (14 to 18 years old) to stay in school, excel academically, and elevate their career aspirations.

Launched by Johnson & Johnson in 1992, BTE helps young people build solid futures and makes learning meaningful, engaging and relevant. BTE strives to: 1) Increase the number of students who enroll in higher education; and 2) Increase the number of students pursuing a career in the Science Technology, Engineering, Mathematics, Manufacturing, or Design (STEM²D) sectors. To date, Johnson & Johnson has launched programs in more than 95 communities in 23 countries.

Johnson & Johnson partners with FHI 360's National Institute for Work and Learning (NIWL) to provide global program management, technical assistance, and evaluation services.

Global Reach. Local Solutions.

BTE sites are managed by a group of local partners – a local Johnson & Johnson operating company, one or more local schools, an institution of higher education, and an intermediary organization – and granted flexibility in developing customized approaches that best meet the needs of local students and school systems. Together, the partners provide 35 - 50 participants in their last three years of secondary school approximately eight hours of activities a month (four hours of which should include J&J employees). Each site is customized to meet the needs of the local community but offers similar proven activities,

The success of these unique partnerships stems from the use of scientifically sound school-to-career principles: maintaining high standards of academic learning for all students; providing opportunities for contextual learning; creating links with institutions of higher education; and connecting students with adults in the workplace. To achieve these goals, all BTE sites target program activities in four key areas:

- **Academic Enrichment:** Activities that enhance participants' understanding of subjects and connect these subjects to the real world.
- **Career Readiness & Exploration:** Activities that introduce participants to the world of work, prepare them for professional environments, and show them a variety of career options.
- **Higher Education Awareness & Preparation:** Activities that prepare participants to explore, apply for, pay for, and thrive in higher education.
- **Youth Leadership.** Activities that encourage participants to lead locally and globally.



NATIONAL INSTITUTE FOR
WORK & LEARNING

28

YEARS

Johnson & Johnson launched the BTE initiative in 1992 in New Brunswick, New Jersey.

96⁺

COMMUNITIES

23 countries
6 continents
64 US locations, including 13 states and Puerto Rico.

5,500

ALUMNI

Over 5,500 young people directly impacted by the BTE program.

79%

SUSTAINABILITY

The majority of BTE sites sustain at least one program activity beyond the period of corporate funding.

Impacts and Outcomes

We measure the impact of BTE at both the local and global level. The program is proven to have success for students, volunteers, and the broader community.



INCREASED STUDENT ENGAGEMENT

- 98% graduation rate among students completing the 3-year BTE program.
- 98% of BTE graduates aware of higher education opportunities (vs. 88.1% of comparison group).



INCREASED HIGHER EDUCATION ENROLLMENT

- 89% of BTE graduates plan to attend an institute of higher education (vs. 78.5% of comparison group).
- 9 out of 10 of BTE alumni are currently enrolled or received a degree from a 4-year college.



- 89% of BTE graduates possessed key college- and career-readiness skills (vs. 86.9% of comparison group).
- 50% of BTE graduates plan to pursue a career in the STEM²D /health sectors (vs. 33.8% of comparison group).
- 83% of BTE alumni work in the STEM²D sector, including engineering (25%), researchers/analysts (25%), and 16% nurses/doctors; 17% are or have been employed at Johnson & Johnson (the program's sponsor).



IMPROVED EMPLOYEE ENGAGEMENT, RETENTION & SKILLS

- 91% of volunteers feel more connected to the local operating company.
- 47% of volunteers are more likely to stay at J&J because of the BTE opportunities.
- 89% of volunteers report improved leadership skills after working with young people.
- 91% of volunteers report that the program increased their ability to work with others.
- 51% of volunteers believe BTE improved the local operating company's reputation in the community.

ABOUT US

FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions.

FHI 360's National Institute for Work and Learning (NIWL) advances access, equity and excellence in education and workforce systems. We focus on two key drivers of individual well-being – education and employment – to improve lives. NIWL seeks to build the capacity of public and private organizations, providing information, resources, and support needed to make decisions, strengthen programs, and improve outcomes for individuals.

Lessons Learned

After a quarter century of impacting lives, a successful BTE partnership — one that is transforming to all partners — embraces several key elements:

- Strong collaboration
- Effective management and leadership
- Structured work-based learning opportunities
- High expectations and accountability
- Evaluation and continuous improvement
- Institutionalization and sustainability

We invite you to join us at FHI 360's National Institute for Work and Learning along the journey to serve and provide pathways to lifelong opportunities for all.