

# RITE TRACK



Research shows that connecting youth to workforce development increases the likelihood of stable employment as adults, however many face economic or educational barriers to opportunities. Since 2019 Rite Track's WISE program (Workforce Inspired Student Edification) has provided a holistic approach to workforce development that includes mentoring, tracking, cognitive behavioral therapy, and pro-social activities along with employment services, to remove these barriers and empower youth.

WISE youth were recently invited to the Imperial Valley's Cinemark and Chili's Grill & Bar to experience customer service firsthand and practice their social and customer service and sales skills they learned through RISEUP. Participants practiced asking open-ended questions when ordering, practiced using cash, credit, or debit cards, and practice customer service skills.

With the support of the Rite Track Team participants in WISE take their first steps towards promising careers in the retail industry through the RISEUP curriculum workshops, RISE certification, and internships in the retail industry. The WISE program has certified over 86 youth and over 66 youth have successfully participated in an 80-hour hands on work experience internship in the retail industry. Fifteen youth were officially hired by their assigned business hosts and gained valuable work skills and knowledge. WISE has also awarded over \$33,000 in vocational stipends to youth who have successfully completed the program. Through WISE our youth acquire the skills they need to land jobs in the retail industry and advance into promising careers.