Civic Tech Toronto
Youth Employment Challenge

Fall 2016

A few **firsts**:

- First time collaborating directly with a **government agency**

- First time that we're able to offer **financial incentives** for members of the community to work on civic tech projects ($3,000)!

- This challenge is an **experiment** in both of these respects.

Who is involved?

Sponsored by:

Canada

Administered by:

Urban+Digital

Hosted by:

Civic Tech TORONTO

Different from other hacking challenges

- Focus on **process**

- **Non-competitive**

How might **civic tech** contribute to **improving youth employment** in Canada?

Improved youth employment **may include**:

- Youth getting **jobs**

- Job **readiness/employability**

- Knowledge of **job market**

- Making more **informed education decisions**

- And lots of **other things**!

Project **scoping**

- Design for youth **as you see it**

- Typically, governments and social service providers consider youth to be people **between 15 and 29** years old
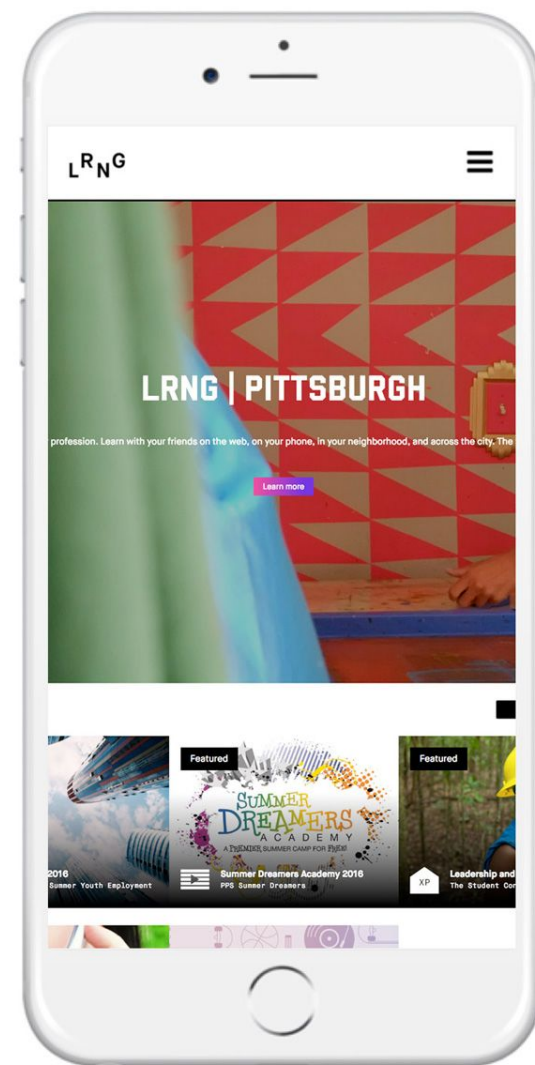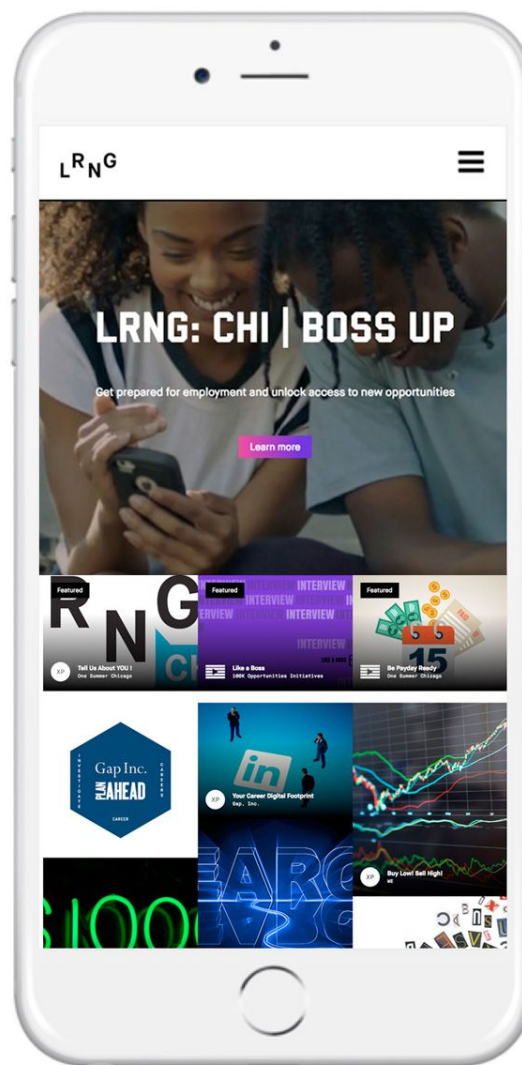
Project **scoping**

You might choose to focus on a more specific group of youth. Some groups are face **particular challenges**:

- Indigenous youth
- Racialized and newcomer youth
- Youth living in poverty or in conflict with the law
- Youth in and leaving care
- LGBTQ youth
- Youth with disabilities and special needs

LRNG

- Video playlists focus on 21st century workforce competencies, with local playlists in 12 cities

- Users can earn badges that unlock employment-related opportunities

- http://about.lrng.org/

Boston SuccessLink

- City initiative to match students with summer work

- Formerly was analog extremely labor intensive, relied on staff memory and knowledge

- Cocreated a civic tech solution

Photo by Brian Talbot https://www.flickr.com/photos/b-tal/493801802/

How to **participate**

Frame > **Research** > **Prototype** > **Test** > **Submit**

Frame > Research > Prototype > Test > Submit

- Deciding to focus on **one aspect** of youth employment

- Develop an **initial plan** for how to use civic tech to address the problem

- Identify **users** and other stakeholders

Civic tech planning canvas:
Step 1: Problem framing

Input:
Problem statement: what is the issue we are trying to solve?

Users and other stakeholders:
Who will use this tool? How, where, and why will they use it?
Are there other groups that will be affected? If so, how?

Background info:
What do we know about the problem?
What further research do we need to do?

Project vision:
What would this project look like when it's complete?
How will our project address the problem statement?

Prototype scope:
Which aspects of the project need to be prototyped first? How do we decide?

Created by Urban+Digital (urbandigital.ca), inspired by Open Austin's Civic Tech Canvas (https://www.open-austin.org/civic-tech-canvas/)

Frame > **Research** > Prototype > Test > Submit

- Validate your ideas with potential **users**

- Gather feedback and **refine your plan**

Civic tech planning canvas:
Step 2: Initial user research

Input:
Problem framing: how do we envision solving the problem?

Goals:
What are we hoping to learn from this research?

Users:
Who are our target users?
What do we know about our target group?

Methods:
How will we conduct our research? (Interviews, focus groups, observations, etc?)

Questions:
What questions do we need to ask during research?

Implementation:
How will we find our users?
When will we conduct research?
Who from our team needs to be involved?

Documentation:
How will we record and share our learnings?

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Frame > Research > **Prototype** > Test > Submit

- Build an initial **prototype**

- May consist of **physical and/or digital artifacts**

- Needs to be something you can **test with users**

Input:
Completed initial user testing

Civic tech planning canvas:
Step 3: Prototyping

What did we learn:
What insights did we gain from our user research?

Refined vision:
How do we need to adjust our vision?

Updated prototype scope:
How will we refine features based on research.

Logistics:
What tasks need to be completed?
Who will be responsible for which tasks?
What are our target deadlines?

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Frame > Research > Prototype > **Test** > Submit

- Test your prototype **with potential users**

- Gather **feedback** on strengths and weaknesses of the prototype

Frame > Research > Prototype > Test > **Submit**

- By 11:59 pm on Tuesday, **November 29**

- Project must be **publically available**

- **CC license or open source**

- Tell us about your **research and testing**

Youth Employment Challenge submission

[Team name]

How to use this template:
1. Create a public Github repository or Google drive folder for your project. This is where you'll store all your submission materials (code, prototype, supporting materials)
2. Copy this document into your public folder, renaming it to "YEC project brief - [team name]"
3. Replace all red text. All questions are mandatory, unless specifically marked otherwise.
4. Please do not include personally identifying information in your submission.
5. Submit the link to your project folder here

Contents:
I. Prototype:
II. Problem information:
III. User research:
IV. Prototype testing:
V. Reflection:

Participant **resources**

- **Google** drive ([here](#))
  - These slides
  - Briefing document
  - FAQ document
  - Submission checklist
  - Optional support resources (civic tech project canvases)
  - Required submission templates

- **Slack** channel (#youth-employ-chal)

- Work sessions at **Civic Tech Toronto hacknights**

Eligibility **criteria**

All teams that meet submission criteria, will **share** in the $3,000 award:

- Is the team's work **publically available** and licensed with **Creative Commons or open source**?

- Does the team's work document **initial user research**?

- Does the team's work document **prototype testing**?

If you fully answer all the questions in the submission template, you will meet these criteria.

Quasi-legalistic **details**...

- **Intellectual property** will remain yours!

- Submissions must use Creative Commons licenses, and code must be open source

- ESDC, Urban+Digital, and Civic Tech Toronto may use any part of your submission for **research and promotion**

- Incomplete, duplicative, or bad faith submissions will be disqualified.

What's **next**

1. Form a team! There are no restrictions on team size

2. Check out the challenge folder on Google Drive ([here](#))

3. Join the Challenge channel on Slack (#youth-employ-chal). **Each team must have at least one member in the channel!**

4. Review the questions you'll need to answer in your submission. ([here](#))

5. Do great work!

6. Review the **submission checklist**. ([here](#))

7. Submit your work [here](#) by **11:59 pm on Tuesday, November 29**

What's **next**

It is possible to complete the challenge by working only during hacknights. Remember the challenge is about **process**. Your product **does not need to be polished** or ready for the public to submit!

Questions?

Appendix

Why are we doing this?

- To **explore civic tech solutions** to youth employment challenges

- To **learn**! (sponsors, organizers, participants)