

CONNECTING WITH YOUTH & IMPROVING LIVES

Alcatel-Lucent Employee Engagement
with the ConnectEd Program



The aim of ConnectEd is to help the most disadvantaged youth in Australia, Brazil, China, India and Indonesia to achieve better learning outcomes, learn skills in Information Communication Technology (ICT) and other skills that will make them better prepared for the world of work, and to be more active in their communities. Since ConnectEd began in April 2011 the program has reached 22,575 youth. Over that time, 3,537 volunteer placements have been filled by Alcatel-Lucent employees.

ConnectEd uses a range of interventions to reach these goals, from scholarships, coaching, life skills and personal development courses, to nonformal education programs for out-of-school youth, job skills training, work placement, and 'youth civic voice' actions. ICT is also emphasized to enhance learning. ConnectEd recognizes the importance of possessing basic ICT skills for fostering inclusion, giving disadvantaged youth a better chance to cross the opportunities gap and to access more and better employment options.

ConnectEd is a project of World Education and is funded by the Alcatel-Lucent Foundation. In Indonesia, the program works in partnership with local NGO Yabim.



An Alcatel-Lucent employee volunteer visits a classroom in Brazil.

Overview

Employee Engagement in the ConnectEd Program

"I truly believe that the opportunity we had under ConnectEd to involve Alcatel-Lucent volunteers really strengthened the potential impact of the program."

- Estelle Day, ConnectEd Director

Under ConnectEd, Alcatel-Lucent employees have been important resources – utilizing their skills, background and passions to benefit some of society's most disadvantaged youth. From co-facilitating classes and workshops and tutoring, to helping with computer training, mentoring youth, donation drives or taking youngsters on outings - Alcatel-Lucent employees have involved themselves with ConnectEd in a whole range of ways. In just Year 3 alone, 2,171 volunteer placements were filled by Alcatel-Lucent employees across five countries, with 11,755 young people, parents and teachers benefiting.

Through ConnectEd, World Education and partners provided the 'bridge' that enabled employees to reach youth and communities most in need. The impact of Alcatel-Lucent employees' involvement should not be underestimated. Research confirms that one of the most effective factors in reducing the vulnerability of at-risk youth is the presence of

a caring adult, outside of their family, who takes an interest in their lives, provides encouragement, and most importantly, gives them time.

In the article that follows we chart the types of volunteering that took place under ConnectEd, the impact and some of the key factors behind the successes.

As will be seen, time and again Alcatel-Lucent employees have been making a difference for young people in ConnectEd. Employees have strengthened youth's work-preparedness and academic performance, opened their eyes to employment opportunities, provided inspiration, instilled self-confidence and influenced decisions that will have a ripple effect lasting a lifetime.

This article is not just a tribute to these employees and the ConnectEd youth, but also a testimonial to the value of employee engagement in programs serving young people in need.

From donation drives to career workshops to English classes to work exposure visits, thousands of students were impacted by the time and generosity of Alcatel-Lucent employees, including Alcatel-Lucent Foundation Board members.

Alcatel-Lucent employee volunteers accompany students on an outing to a natural history museum in China.

In total, over
3,500
volunteer placements
have been filled by
Alcatel-Lucent
employees





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EMPLOYEE ENGAGEMENT ACTIVITIES UNDER CONNECTED

*ConnectEd India
students talk with
Alcatel-Lucent
volunteers during an
English lesson.*



An Alcatel-Lucent Australia employee performs a mock interview with a ConnectEd student.

Activities utilizing employees' skills and experiences

Over the life of the program and across all countries emerged a plethora of activities that strategically used employees' skills in areas most needed by ConnectEd youth.

Volunteers share skills in:

- **Computers and technology**
- **Work readiness**
- **Career awareness**
- **Financial literacy**
- **English**
- **Math and numeracy**
- **& more**



Volunteers share their knowledge of computer skills in India.



Alcatel-Lucent Australia volunteers worked with trainers from ConnectEd's partner organization YWCA NSW to help lead the Money Savvy workshop for students at a girls' school



ConnectEd China students hold up clothes donated by Alcatel-Lucent Shanghai-Bell volunteers.



In India, employees donated bikes to ConnectEd students to attend school and exams, saving time for homework.



Donation Drives

In addition to skill-specific options, World Education and partners also offered the more general volunteering option of participating in donation drives that could be open to anyone. Such opportunities were taken up eagerly by employees and over the program numerous campaigns were implemented.

Volunteers collected:

- Clothes
- Table lamps
- Hygiene products
- Art materials
- Books
- Bicycles
- & more

In **Indonesia**, Alcatel-Lucent employees worked together with YABIM staff to organize a donation drive to provide much-needed hygiene products for ConnectEd students staying at YABIM's boarding house. Volunteers from Alcatel-Lucent delivered 300 brightly colored packages to YABIM which each contained liquid soap, shampoo, toothpaste; toothbrush, detergent, anti-mosquito cream, and hand towels.



ConnectEd students visit the Alcatel-Lucent office in Brazil.

Short-term volunteering options

In all countries, both short and longer term options were offered to Alcatel-Lucent employees.

Popular examples of short-term activities:

- One-time field trips
- Guiding a technology trade show
- Visits to Alcatel-Lucent corporate offices
- Judging technology competitions
- Participating in special events



An Alcatel-Lucent Shanghai Bell volunteers helps a ConnectEd student learn how to play during a Sports Fair.



An Alcatel-Lucent volunteer visits a class in Cambodia.



Alcatel-Lucent employees in Indonesia ran weekly tutoring sessions with ConnectEd students.



A volunteer during a tutorial day in Indonesia.



Students learn English from an Alcatel-Lucent volunteer in India.

Long-term volunteering commitments

Regular tutoring proved one of the most valuable of all employee engagement activities, having a real impact on ConnectEd youth.

Volunteers tutored lessons in:

- English
- Math
- National exam preparation
- & more



Alcatel-Lucent scholarship recipients in Indonesia joined a virtual call with board member Christine Diamante.

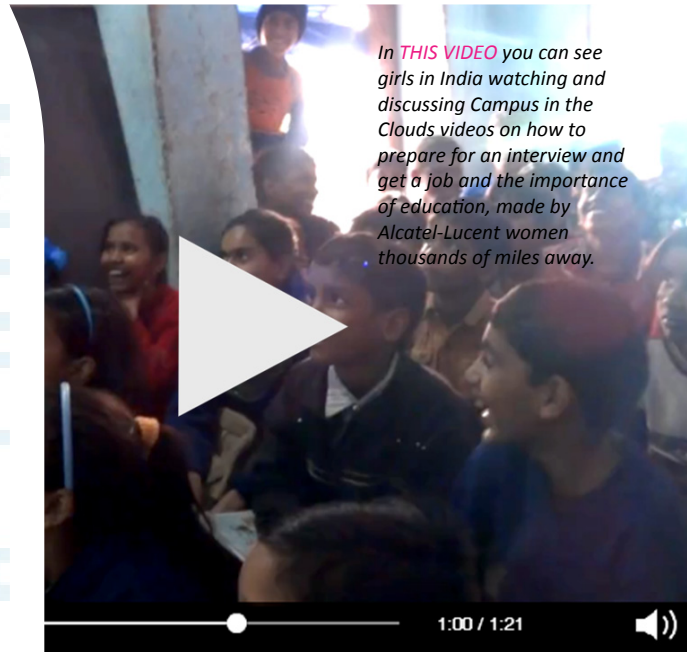
[CLICK HERE](#) to read the blog post from Christine on the interaction.

Virtual volunteering

World Education and Alcatel-Lucent also established virtual volunteering options, such as instructional videos or Skype interactions, to accommodate employees who may not be close to volunteer sites.

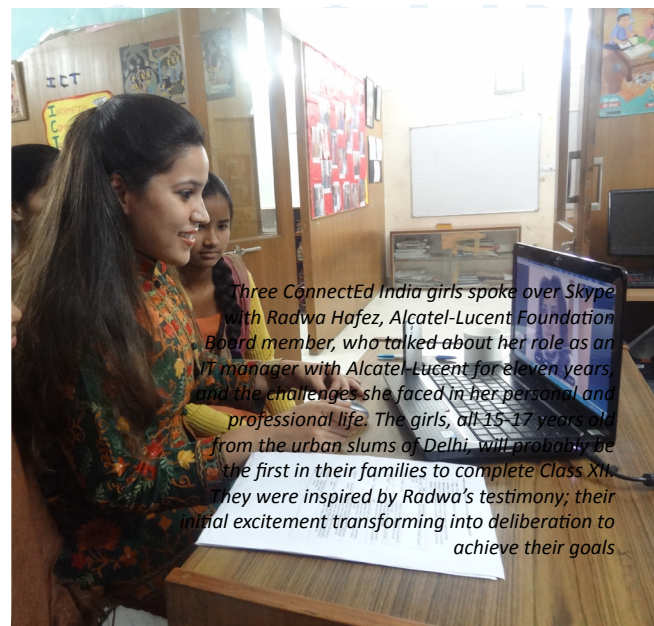
Virtual activities included:

- **Campus in the Cloud**, a signature program of the Alcatel-Lucent Foundation in which employees from around the world record instructional videos. ConnectEd India was pleased to take advantage of the Campus in the Cloud program and it was an excellent way for the global community of Alcatel-Lucent to have an impact on students in India and especially to bring new role-models into the lives of girls served by ConnectEd.
- **Online video interactions**, which became an important feature of ConnectEd with many frequent contributions from members of the Alcatel-Lucent Foundation Board. For instance, Christine Diamante (Alcatel-Lucent Head of Brand and Corporate Sustainability) and Radwa Hafez (Sales Operations Head for the META region) had virtual sessions with young girls in Australia and India. The girls listened to the women explaining their own life journeys and encouraging the girls to follow their dreams and beliefs. Using ICT in this way connected these young girls with women they would never have met, and opened their horizons to new possibilities



In **THIS VIDEO** you can see girls in India watching and discussing *Campus in the Clouds* videos on how to prepare for an interview and get a job and the importance of education, made by Alcatel-Lucent women thousands of miles away.

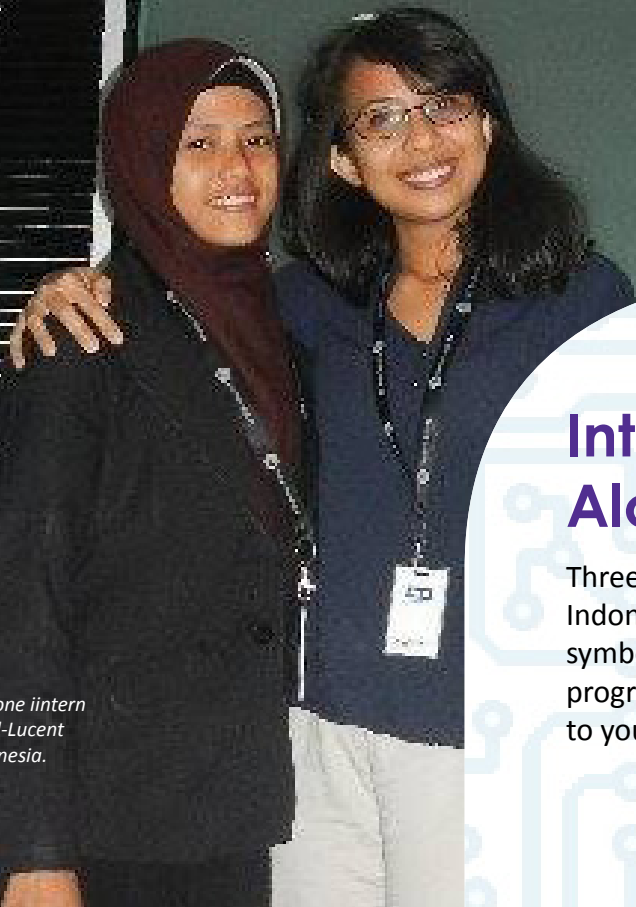
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Three ConnectEd India girls spoke over Skype with Radwa Hafez, Alcatel-Lucent Foundation Board member, who talked about her role as an IT manager with Alcatel-Lucent for eleven years, and the challenges she faced in her personal and professional life. The girls, all 15-17 years old from the urban slums of Delhi, will probably be the first in their families to complete Class XII. They were inspired by Radwa's testimony; their initial excitement transforming into deliberation to achieve their goals.



Alcatel-Lucent



Santika was one intern at the Alcatel-Lucent office in Indonesia.

Internships at Alcatel-Lucent

Three administrative internships offered by Alcatel-Lucent Indonesia to ConnectEd youth have been an incredible symbol of both Alcatel-Lucent's commitment to the program and the quality of opportunities made available to youth through ConnectEd.



Sairah has been able to increase the reach of her career goals with the new skills and confidence she has gained from the internship from Alcatel-Lucent.



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IMPACT ON YOUTH

ConnectEd Brazil
students

Impact on Youth

Employee engagement has had a lasting effect on ConnectEd youth, as witnessed in program assessments, surveys and case studies. The following examples provide a glimpse of how Alcatel-Lucent volunteers have made youth more employable, motivated them, and helped them persist in their studies.



“ I thought the little boxes were only in the movies! ”

– ConnectEd Australia student referring to Alcatel-Lucent workstations



“ I am really confident now because I know how to look for a job and how I should behave! I am also much happier and confident about my future. ”

– ConnectEd Brazil student , Brazil, just one of many ConnectEd girls across all ConnectEd countries who visited Alcatel-Lucent offices and met Alcatel-Lucent staff, who showed them a different world, new career pathways, and advised them on how to do successful job interviews, write resumes and behave in the workplace.



“ What I liked the most about the visit was finding out about so many different technologies, which are new and I had not seen them until then. This knowledge has expanded my viewpoint of the labor and career market. ”

– ConnectEd Brazil student

- Impact of visits to the Alcatel-Lucent offices and workshops on careers, finding a job and workplace readiness



“The students were sincere and willing to learn, and this made the whole activity very interactive and enjoyable.”

– Alcatel-Lucent India volunteer



“By joining the tutorial days with the employees of Alcatel-Lucent, I have stronger motivation to understand math and study harder.”

– ConnectEd Indonesia student

- Impact of tutoring classes



“ Your generous gifts are far more than physical donations. Your contribution is an extraordinary inspiration that encourages our students. ”

-- School Director Su ZhanYing

- Impact of donations



“With these new skills, I can be able to compete with others who graduate from form school and work in the communication industries.”

”

– Sairah, Alcatel-Lucent intern

INTERN SPOTLIGHT: SAIRAH

The internship with Alcatel-Lucent in Jakarta has helped Sairah learn more skills in communication technology that she can leverage to find a better job, and has improved her self-esteem. She says, “Now, I am more confident to make friends, and have lots of knowledge and experience.”

The Alcatel-Lucent employees at her internship have been supportive of Sairah, connecting her with interesting projects and having the patience and trust to allow her to fulfill her work duties, boosting her confidence even more.

Sairah has been able to increase the reach of her career goals with the new skills and confidence she has gained from the internship from Alcatel-Lucent. She has also developed entrepreneurship skills through a vocational training in the food industries from ConnectEd, where she learned how to start a business, financial planning, and surveying market needs, as well as cooking skills. Sairah hopes to continue on to higher education, and one day to open her own cat fish business.

- Impact of internships



[CLICK HERE](#) to watch video or visit facebook.com/alfconnected

“ That one-on-one situation meant we really talked very openly with each other.... Just sharing each others' experiences, talking very openly about what we did or did not know, and how we would approach the future was really enlightening and felt very special to me. ”

-- Alcatel-Lucent Australia volunteer



[CLICK HERE](#) to watch video or visit facebook.com/alfconnected

“ One girl worked with mentors, had a really good relationship with her mentor in that short time. She built up her resume, did her interview skills, and over the Christmas break she obtained a part-time job. ”

-- A ConnectEd Australia teacher tells the story of how the mentorship of an Alcatel-Lucent volunteer helped a student find a job

MORE ON MENTORING AND ROLE MODELING

Across ConnectEd this type of mentoring and guidance has been really effective. Students have not only learned skills that will help them enter the job market but they have seen how other women and men have been able to create their own career path and find success. Female role modeling has been especially significant, with many ConnectEd girls not having many role models in their daily lives that can inspire them to take a different path in life, or to open their eyes to other possibilities for women. Over the last four years Alcatel-Lucent female volunteers have provided those role models. They have helped break down gender norms - by teaching, by sharing experiences, providing encouragement, and perhaps most importantly by simply showing there are 'other ways of being' for women.

- Mentoring and role modeling



世界教育
WORLD EDUCATION


世界教育
WORLD EDUCATION

Volunteer

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IMPACT ON EMPLOYEES

Volunteers at the
ConnectEd China
Sports Day



*A ConnectEd student
and Alcatel-Lucent
Brazil volunteer laugh
during a career day
activity.*

Impact on Employees

ConnectEd has provided a bridge that allows Alcatel-Lucent volunteers to share their skills, experience, and compassion with disadvantaged youth. But the benefits of employee engagement don't just rest with youth... employees too have reported a range of advantages for themselves too – building new skills, feeling revitalized, and becoming more connected.

“The idea was to do a [skype] mentoring session where I could share my experiences and answer questions from the youngsters. As it turned out, I ended up being the one who learned the most.”

– Marco Malfavon, Communications Leader for Alcatel-Lucent in Latin America

“I liked the challenge of showing students what we do day-to-day.”

-- Alcatel-Lucent Australia volunteer

“It was a shock to see the darkness in their tiny houses. I wondered how soon these children will become near-sighted if they continued studying under such a poor condition.”

-- ASB volunteer after participating in a home visits activity

- Impact on employees



CLICK HERE to watch video or visit facebook.com/alfconnected

“ I feel extremely useful and important, especially sharing guidance and some of my professional experience with the young people. ”

-- Alcatel-Lucent Brazil volunteer discussing the impact of volunteering and career preparations for students.

“ I could see a change in the kids in terms of participation and it was a wonderful thing. ”

-- Alcate-Lucent Australia volunteer

“ I feel like I have really helped introduce the students to new opportunities. ”

-- Alcate-Lucent Australia volunteer

“ Watching the creativity of the young people was great! ”

-- Alcate-Lucent Australia volunteer



- Impact on students



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CORE ELEMENTS BEHIND THE SUCCESS

*ConnectEd Indonesia
students waiting
to take the Paket
national exam.*

Core Elements

Behind the Success of the ConnectEd Program

GETTING BUY-IN FROM TOP MANAGEMENT AND PROGRAM STAFF

Board members, senior executives, middle and top tier managers set a very effective example and acted as cheerleaders for ConnectEd. For instance, the President and Managing Director in Australia took part in a competition to design a health app during a ConnectEd career workshop at their office. The CEO in Brazil took time to meet with ConnectEd youth during an office visit. In Indonesia there was a panel discussion between youth and Alcatel-Lucent Foundation Board member, Frederic Chapelard, as well as the President Director and HR Director of Alcatel-Lucent Indonesia during a visit to the Alcatel-Lucent office.

Involving local managers and staff in key decisions worked particularly well for garnering buy-in at the country-level. In Indonesia, for instance, World Education worked with the Jakarta Alcatel-Lucent office to choose ConnectEd's local implementation partner together. This laid solid foundations of joint ownership and involvement for the ConnectEd program to grow from and ConnectEd Indonesia went on to be a shining success as a result.

TAKING RELATIONSHIP BUILDING SERIOUSLY

World Education invested substantial resources at the start of the program in order to build relationships, through country visits by senior program personnel from headquarters, face-to-face meetings between key persons at the corporate partner offices and joint visits to program sites, as well as regular conference calls and e-mail check-ins.

WORKING TOGETHER TO DEVELOP VOLUNTEER OPPORTUNITIES THAT APPEALED TO EMPLOYEES AND LEVERAGED THEIR SKILLS

Meetings were held right at the start in all countries to come up with jointly agreed-on volunteering opportunities that found an appropriate balance between what ConnectEd's target group most needed, and what the employees were most likely to sign up for and have skills in. What is more, the opportunities offered cover a wide range, from short to long term and basic to skills-based.

An ASB volunteer joins ConnectEd students in walking through their community.





SUPPORTING VOLUNTEERS WITH TRAINING AND ORIENTATIONS

A key to any good volunteer program is having a solid system that can place, train and manage volunteers. ConnectEd orientations, trainings and meetings for staff included an overview of the program, the needs and context of the youth, and training on the methodologies and principles used for working with youth effectively. These trainings and meetings went a long way in making volunteers more effective, and helped them understand how to properly interact with youth and other community groups. A mentoring manual developed by ConnectEd's central team provided a useful resource for employees, giving tips and examples for making the most of their mentoring relationships. Briefings were also given on the organizational child protection policy and volunteer tracking systems were set up so that all required volunteering data was collected.

RESPONDING TO POTENTIAL BARRIERS TO EMPLOYEE ENGAGEMENT

ConnectEd offered a wide range of volunteer opportunities to work around employees' schedules. While some volunteers were interested in sustained options such as weekly tutoring sessions, others

preferred one-time events; for example, Alcatel-Lucent Shanghai Bell volunteers with World Education in China were eager to escort youth on weekend outings to museums. Others wanted to try micro-volunteering – projects that can be completed in short amounts of time. It also proved helpful to bring the volunteer opportunity to the volunteers – in all countries ConnectEd organized for youth to go on visits to the offices of Alcatel-Lucent, to learn about career opportunities. Furthermore, knowing the value in being upfront about time commitments when publicizing an opportunity, ConnectEd volunteer catalogs offered a range of opportunities and listed time requirements for each option

USING PAST VOLUNTEERS TO SPREAD THE WORD

Employees who had already volunteered broadcast their experiences, and encouraged other employees to join too. At Alcatel-Lucent in Australia, for instance, a 'squad' of past volunteers organized new recruitment for the ConnectEd program run by World Education's local partner, YWCA NSW. Forming a team to be the organizers and "cheerleaders" of the volunteer program and providing peer support to those who may be hesitant, proved really helpful and eased the burden on management.

DEVELOPING MATERIALS TO MOTIVATE AND EDUCATE.

Recognizing that a compelling mission and success stories are the main reason people volunteer, World Education committed a substantial amount of resources to communications, developed materials that publicize the program and provided information on volunteer opportunities. World Education's goal was to make sure the ConnectEd program and volunteering opportunities were visible within the company as well as outside.



Materials

World Education produced a wide range of communications materials and tools for the Alcatel-Lucent Foundation to help them with recruitment and program publicity:

- Volunteer Opportunity Catalogs for each country
- A mentoring manual
- Employee engagement newsletters
- Bulletin boards in corporate offices
- Slideshows of program highlights to play on screens in office canteens
- Posts with volunteering highlights, quotes and program updates on social media sites and website
- Email templates for internal mass mailing announcements to employees



An Alcatel-Lucent
volunteer and
ConnectEd student in
Australia participate
in a career day
activity.

Thanks to ConnectEd's local partners:



Every success has its network