Youth Workforce Development Program

Cohort Project Overview, Requirements & Role Responsibilities — ASCENDtials

Requirements -These apply to every participant in every role.

Weekly Deliverables Required for Payment

- **Weekly presentation** — present your weekly activity using the required template. Mandatory, and should not require reminders.
- **Workshop attendance** — attend all scheduled workshops.
- **Onsite participation** — complete your weekly onsite day and ensure it is logged.
- **Meetings and tasks** — attend scheduled meetings and complete assigned tasks on time.
- **Track It Forward** — sign in and out for every shift, at the time of the shift.
- **Weekly timesheet** — submit on time.
- **Role-specific duties** — complete the deliverables listed for your role.

Hours not logged through Track It Forward and the weekly timesheet cannot be verified, and therefore cannot be paid. Logging is the participant's responsibility, at the time the work is done.

Attendance

- **Consistency** — all scheduled workshops, meetings and onsite days must be attended.
- **Notification** — if you must miss a session, notify the team before it begins.
- **Impact** — missed sessions produce incomplete deliverables, which affects payment eligibility.
- **Accountability** — repeated absence disrupts the whole team's work.

Participants must maintain at least 75% attendance across scheduled sessions to remain active and eligible for payment.

Communication

- Slack is the primary channel. Participants are expected to be reachable and to respond within one working day.
- A participant who cannot be reached for a week has effectively stepped away from the role, and it will be treated as such.
- Difficulties are expected and workable, but only if raised. Tell your coordinator early.

Corrective Action

Where requirements are not met, these steps apply in order. Each is documented.

1. Check-in — the coordinator raises the gap directly and agrees what changes, by when.
2. Written warning — written notice of what is missing and the deadline to correct it.
3. Reduced scope — responsibilities and paid hours reduced to match actual participation.
4. Removal — place in the cohort closed. Documented hours paid out.

Steps may be skipped where a participant cannot be reached at all, or where conduct is harmful to other participants.

Role Responsibilities

Every participant holds one role. The requirements above apply to all roles equally; what follows is specific to each.

1. **Market Operations & Youth Vendor Development**

Purpose

Market Operations participants are the engine behind ASCENDtials' youth vendor ecosystem, learning to design, launch and sustain youth-led vendor businesses at community markets.

Youth vendor development

- Learn how youth vendors operate at farmers markets
- Support peers in developing products — art, crafts, food items, services
- Assist youth vendors with setup, pricing, customer engagement and sales
- Track vendor attendance, sales and growth
- Help maintain ASCENDtials' 10% revenue model

Market operations and activation

- Assist with setup and breakdown of youth vendor booths
- Support vendor placement, customer flow and onsite logistics
- Help maintain equipment, signage and storage areas
- Represent ASCENDtials professionally at all market events

Event planning and production

With the Program Coordinator, help plan and execute two monthly events from ASCENDtials' current offerings — Youth Day at the Farmers Market, Night Sky Hike, yoga sessions, camps and mini-camps, holiday parties, networking events, tastings and demonstrations, and sports fundraisers. Contribution covers outreach, vendor recruitment, setup, running youth booths, collecting feedback, and documenting attendance and impact.

Community engagement

- Promote youth vendor opportunities to peers, schools and community groups
- Help recruit youth and adult vendors
- Share content with the media team
- Build relationships with visitors, partners and market stakeholders

Capstone — Youth Vendor Launch & Sustainability Plan

1. Recruitment of 5–10 youth vendors

2. Support for product development and booth setup

3. Execution of two monthly events

4. Market activation strategy: foot traffic, engagement, demonstrations

5. Revenue tracking against the 10% model and vendor fees

6. Community partnership outreach

7. Final presentation: vendor growth, event outcomes, revenue generated, lessons learned, recommendations for the next cohort

Deliverables

- Youth vendor roster and contact list
- Vendor development worksheets
- Event plans and run-of-show documents
- Market activation notes and revenue tracking sheets
- Outreach logs — schools, partners, vendors
- Weekly progress updates and final capstone presentation

Success indicators

- 5–10 youth vendors launched per cohort
- Two monthly events executed smoothly
- Increased market engagement and foot traffic
- Revenue that supports youth stipends
- Polished capstone and demonstrated leadership

2. Data & Evaluation

Purpose

To track, report and communicate program activity across ASCENDtials: managing intake pipelines, maintaining trackers, and documenting cohort learning through newsletters, LMS progress and session summaries.

Intake pipeline management

- Monitor incoming submissions across Forms & Analytics, BusDev and program-specific forms
- Verify intake responses daily and reconcile against email confirmations
- Update individual trackers with accurate counts, daily tasks and weekly goals
- Flag discrepancies and resolve them at weekly check-ins

Cohort activity tracking

- Attendance at learning sessions and participation in workshops
- Completion of LMS modules and progress toward individual goals
- Milestones achieved during the cohort cycle

Mini newsletter

Produce a monthly mini newsletter covering learning session summaries, workshop highlights, student achievements, LMS progress, and upcoming goals and events. Draft content, collect photos and quotes, format, track distribution and engagement, and archive each issue for reporting and grants.

Learning session documentation

- Record attendance and capture key takeaways
- Document skills practised and note follow-ups
- Upload summaries to the shared folder and Asana

LMS monitoring

- Track enrolment, module completion, quiz scores and presentation readiness
- Identify gaps in progress and ensure correct access to materials

Reporting

- Weekly intake and activity reports
- Monthly cohort summaries and mini newsletters
- End-of-month leadership readiness reports

Outcomes

- A complete record of cohort engagement
- A monthly archive of mini newsletters
- Accurate intake and tracker data
- Documented learning sessions and LMS progress
- Materials that support grants, reporting and program storytelling

3. Communications, Digital Marketing & Graphics

Purpose

Support ASCENDtials' digital communications by creating social media content, graphics and visual storytelling that highlight programs, markets, workshops and community events.

Social media

- Capture photos and short videos at markets, workshops and events
- Draft captions reflecting ASCENDtials' mission and community voice
- Assist with posting and scheduling on Instagram, TikTok and Facebook

Digital marketing

- Track engagement and note what content performs well
- Help organise weekly content for the All-Staff Newsletter
- Support outreach campaigns by sharing event links, flyers and updates

Graphics and visual design

- Create graphics, flyers and digital posts in Canva
- Design visual elements for youth activities, markets and workshops
- Maintain consistent branding across all materials

Weekly workflow

- Attend assigned markets or workshops to gather content
- Plan weekly posts with the Communications Team
- Create or edit graphics and draft captions
- Submit content for approval before posting
- Share updates for the All-Staff Newsletter

All external content is approved before posting. Any content referencing grant funding or the funder requires additional approval and at least two weeks' lead time.

Learning goals

- Real-world communication and teamwork skills
- How digital marketing supports community programs
- Graphic design and visual storytelling practice
- Confidence presenting information clearly and creatively

4. Partnership & Outreach

Purpose

Primarily remote, focused on community outreach, partner communication and relationship-building across ASCENDtials' programs, with a weekly onsite day providing direct context.

This role is not tied to a single program. As part of the programs team, the participant takes outreach tasks from whichever program lead needs support that week.

Core responsibilities

- Research and identify potential community, school and business partners
- Draft and send outreach emails and follow-ups
- Track partner and outreach activity in ASCENDtials' systems
- Schedule meetings between ASCENDtials leads and partners
- Pick up outreach tasks from whichever program lead needs support
- Escalate partner questions and needs to the relevant lead

Onsite day

- See how the relationships supported remotely show up in person
- Support setup, breakdown and vendor needs
- Practise in-person outreach and relationship-building

Deliverables

- Current partner and outreach tracker
- Weekly outreach log — who was contacted, what came back
- Meeting notes and scheduled follow-ups
- Weekly progress update

5. Program Team Lead

Purpose

A peer leadership role, supporting the cohort day to day and acting as the link between participants and the Program Coordinator.

Core responsibilities

- Run peer check-ins and track what each participant is working on
- Maintain cohort tasks and deadlines in Asana

- Collect and compile attendance data for reporting
- Flag participation concerns to the Program Coordinator early
- Support new participants joining mid-cycle
- Help prepare cohort-wide presentations and showcase materials

Deliverables

- Weekly attendance summary for the Program Coordinator
- Current cohort task board
- Check-in notes
- Weekly progress update

This role carries visibility into other participants' performance. It does not carry authority over payment or standing, which remain with the Program Coordinator.