

Bridge to Employment Overview

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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.

In 1992, Johnson & Johnson launched BTE to support young people to build brighter futures and to make learning meaningful, engaging and relevant. BTE's goal is to: 1) Increase the number of students who enroll in post-secondary education; and 2) Increase the number of students pursuing a career in the Science Technology, Engineering, Mathematics, Manufacturing, Design (STEM²D), or healthcare sectors. To date, Johnson & Johnson has launched programs in more than 105 communities in 27 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.

Bridge to Employment runs college and career readiness programs at the community level for a grant period of three years. BTE prioritizes local leadership, so each site tailors the program to the particular needs of their community, while the BTE program model ensures common pillars are included across sites. Partnership is critical to BTE's success. Therefore, each site includes a local Johnson & Johnson operating company, a secondary school, an institution of post-secondary education, and a community-based organization. FHI 360 facilitates a comprehensive strategic planning session with each new site to develop a customized approach that will best meet the needs of local students and school systems. Together, the partners provide 40-50 participants in their last three years of secondary school significant out-of-school support, targeting three key areas:

- **Career Readiness and Exploration:** Activities that introduce participants to the world of work, prepare them for professional environments, and show them a variety of career options.
- **Post-Secondary Education Awareness and Preparation:** Activities that enhance participants' understanding of subjects and educational pathways that align with their learning strengths and interests, and ultimately prepare them to explore, apply for, pay for, and thrive in post-secondary education.
- **Community Engagement and Leadership:** Activities that encourage participants to lead locally and globally, and that promote the value and importance of giving back and becoming champions for change.



NATIONAL INSTITUTE FOR
WORK & LEARNING

31

YEARS

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

106⁺

COMMUNITIES

27 countries
6 continents
69 US locations,
including 14 states and

5,500

ALUMNI

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

73%

SUSTAINABILITY

The majority of BTE sites sustain at least one program activity

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.



MORE STUDENT ENGAGEMENT

- 71% of BTE participants completed the 3-year BTE program.
- 92% of BTE graduates are aware of post-secondary education opportunities (vs. 88% of comparison group).



INCREASED POST-SECONDARY EDUCATION AWARENESS

- 84% of BTE graduates plan to attend an institute of post-secondary education (up from 76% at baseline).



BETTER PREPARED and PURSUING STEM²D CAREERS

- 88% of BTE graduates are confident in key college- and career-readiness skills (up from 84% at baseline).
- 52% of BTE graduates plan to pursue a career in the STEM²D /health sectors (vs. 36% of comparison group).
- 75% of BTE graduates indicate key knowledge of skills needed in STEM²D/health careers (up from 58% at baseline).



IMPROVED EMPLOYEE ENGAGEMENT, RETENTION & SKILLS

- 97% of volunteers feel more connected to the local operating company.
- 81% of volunteers are more likely to stay at J&J because of the BTE opportunities.
- 91% 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.
- 100% of volunteers plan to volunteer again in the future.

Lessons Learned

After more than 30 years 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

ABOUT US

FHI 360 is a global organization that mobilizes research, resources and relationships so that people everywhere can access the opportunities they need to lead full, healthy lives.

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 strengthen the capacity of public and private organizations, providing information, resources, and support needed to make decisions, strengthen programs, and improve outcomes for individuals.

We invite you to join us at along the journey to serve and provide pathways to lifelong opportunities for all. Visit bridge2employment.org to learn more about the BTE program.