

Boston, MA, October 15th, 2009. STEP [www.stepInspire.org] – a unique non-profit youth outreach organization that seeks to expand career exploration opportunities for Boston High School students has officially launched the pilot program in partnership with 15 Corporate Partners and students from the John D. O'Bryant School of Science and Mathematics in Roxbury, MA.

Company Tours offer Students a window to Career Options :

STEP provides career exploration opportunities for students in short informational tours at some of Boston's most exciting organizations. In their first week of the pilot program, students completed tours having gained insights and understanding of varied industries and workplace environments. Further, students had the opportunity to discuss with professionals how their personal education goals, interests and skills might fit into companies like those they were visiting.

"From top to bottom, we truly got to experience every aspect of the company."

"What I found most interesting was actually going there and hearing about what inspired these people go to work every day."

STEP student comments post-appointment

A Mutually Beneficial Exchange:

For companies participating in STEP, the program allows them access to easily managed and highly effective youth and community outreach opportunities. The educational tours last approximately 90 minutes and involve employees from departments throughout the companies.

"... this is also great for our employees. We're tapping our more junior talent to lead the tours for two reasons - we feel the synergy with the students will be stronger, AND it gives our folks an opportunity to take on a leadership role, represent Continuum in a different way, while practicing their presentation and tour skills. This relationship is win-win!"

Freda King, VP Talent and Culture, Continuum

Low investment – High Impact:

STEP's success has been exciting and measurable. To date, STEP has facilitated 266 opportunities for Corporate Partners to engage students in small groups ranging from 2 to 10 students at a time. The commitment of time by the company is only between 2.5 and 7.5 hours total to achieve these results.

"STEP's model is truly scalable – we have the potential to reach so many students, and bring so many corporate partners into this project – the future is very exciting."

Lucinda Baxter, Founder of STEP

*STEP is honored
to be in
partnership with
the following
Companies:*

51 Lincoln
Amory Architects
Archstone North
Point
Bloomingdale's
Boston College
Boston Culinary
Group
Canaccord
Adams
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Essential Design
Ferrari of New
England
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