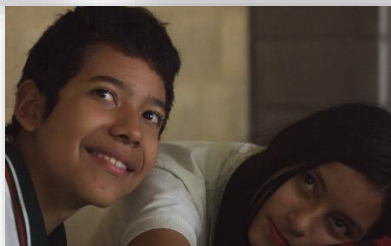
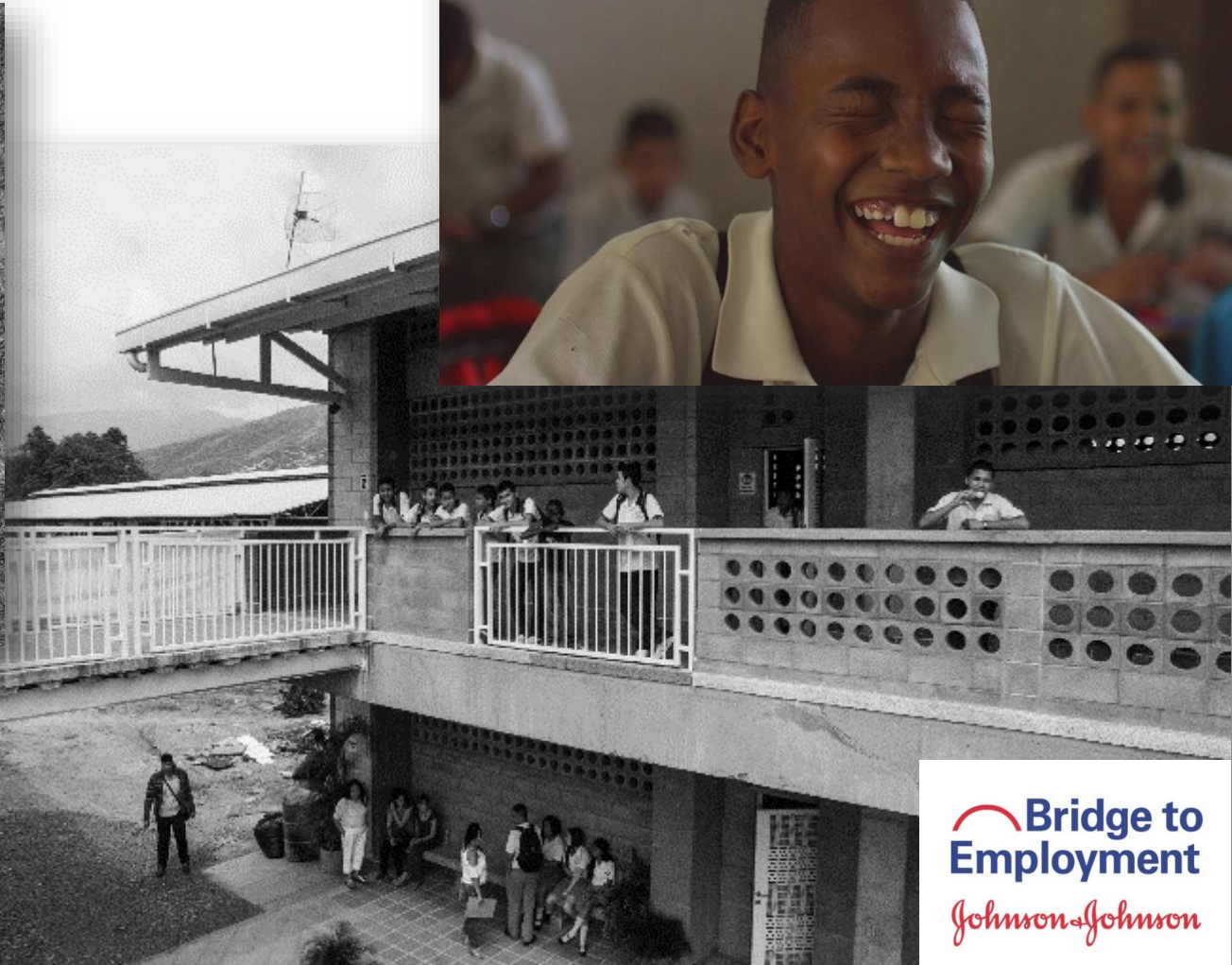
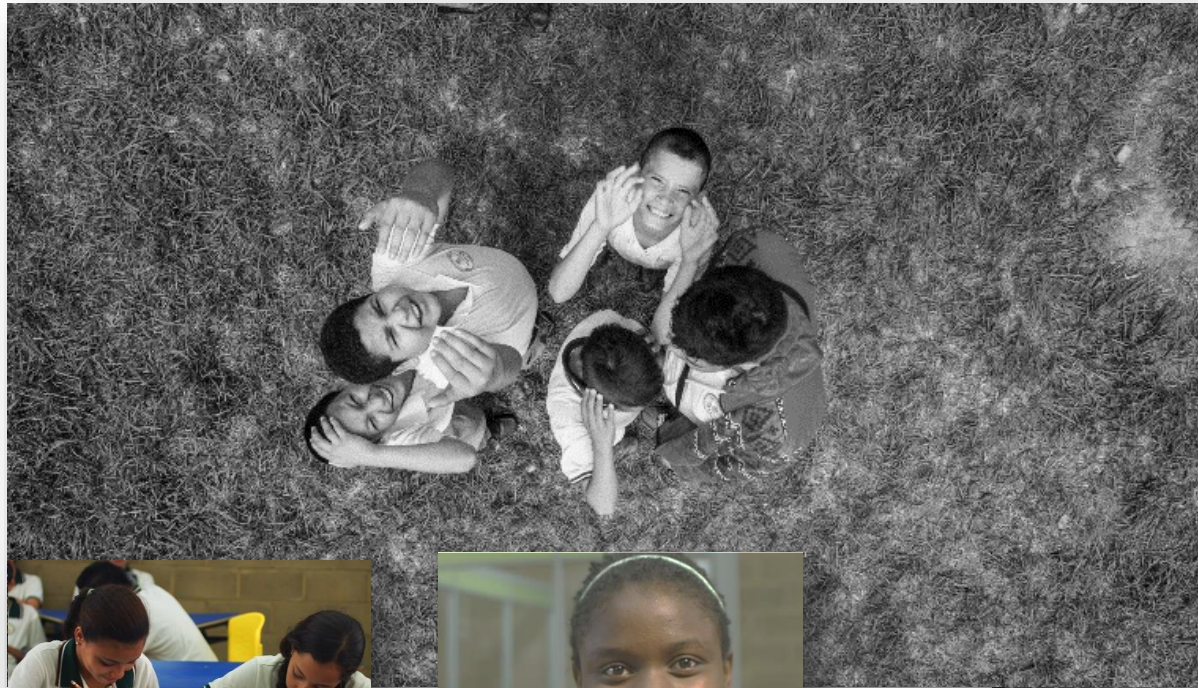


Building and implementing a Successful Program – BTE Yumbo 2017-2019



Investing in Planning & Building Buy - In



Our Agenda

1. Our Challenges @ the starting point
2. Engaging the System
3. BTE as an strategy for Youth @ Colombia

Our Credo

We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services. In meeting their needs everything we do must be of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our suppliers and distributors must have an opportunity to make a fair profit.

We are responsible to our employees, the men and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe. We must be mindful of ways to help our employees fulfill their family responsibilities. Employees must feel free to make suggestions and complaints. There must be equal opportunity for employment, development and advancement for those qualified. We must provide competent management, and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens — support good works and charities and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be created to provide for adverse times. When we operate according to these principles, the stockholders should realize a fair return.

Johnson & Johnson

WDC – 9th – October /2017



Investing in Planning & Building Buy - In

1. Our Challenges @ the starting point

- ❖ City of impact
- ❖ ONG
- ❖ Institution
- ❖ J&J volunteers

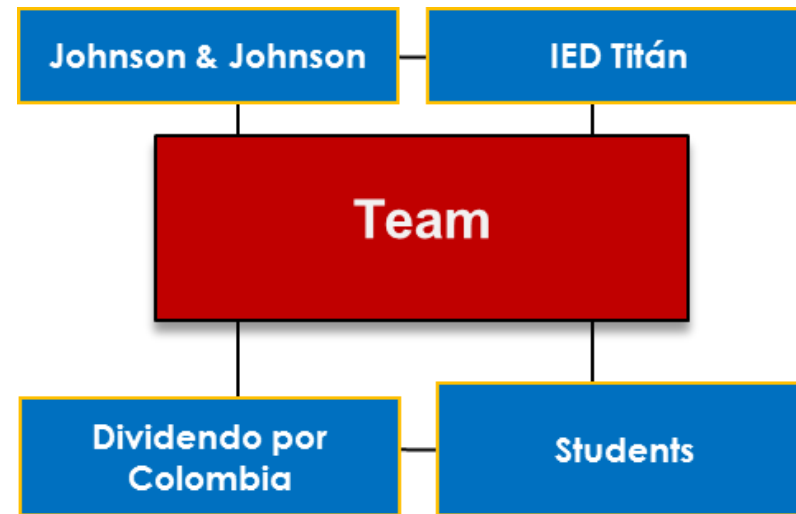
Access to the Government -
Make them believe

Find the best and aligned
ONG

Make the Students Believe

Find and Institution that is
really committed with the
program

1. Our Challenges @ the starting point



50 students!!!

VIDEO

Investing in Planning & Building Buy - In

2. Engaging the System

2. Engaging the System

Johnson & Johnson
(Employees/Volunteers)



Johnson & Johnson

Participation

**PARTICIPATIVE –
MOSTLY INTUITIVE + PARTLY
INFORMATION BASED**

Challenges we had: How we started.

Outputs	Description
Strengthen Institutional Management	Sensitization and training of directive team, teachers, students, parents, family and community in a continuous process for at least two years, empowering the students in the continuous improvement process.
Curricular enrichment	Biannual diagnosis reporting the evolution of management capacities and maturity of group and institutional context in which they develop.
Higher Education and Career Readiness	Projects and Labs. Company Tours, testimonials, workshops, financial education, reading comprehension (with cultural and art expressions), job shadowing.
Parent and Family Sensitisation	Knowledge of higher education programs and career fields related, available in Colombia
Tutoring	Students apply and link academic, technical, and career knowledge and skills. Developed soft skills. Integrated Education and Career Planning and Preparation.
Academic Credits	Student, Parent and family workshops (Learning Communities Blueprints).
Higher Education and Job readiness Workshops	Meeting with parents, school community and families to commit with BTE students.
Resource Management Workshop	Job shadow in year 1 and bimonthly session beginning in year 2.
Student Empowerment as leaders and social entrepreneurs.	Help and guide for students towards higher education.
Opportunity Divide closing	Credits
	Higher Education and Career readiness workshops
	Financial and non financial management tools
	8 hours per month in average in information management and learning communities.
	Increase in motivation for study, income generation and social responsibility.
	Income generation strategies

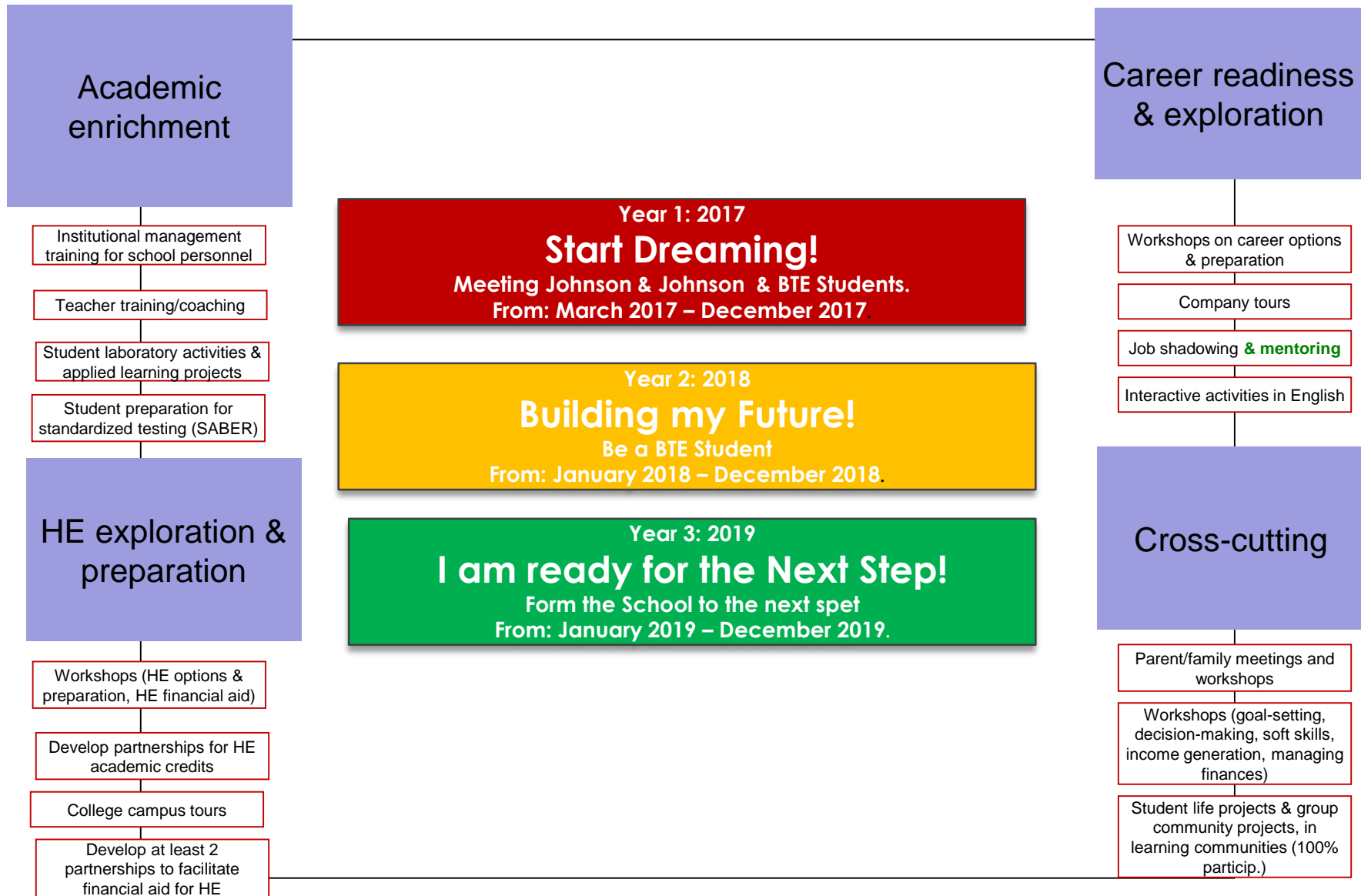


Alignment

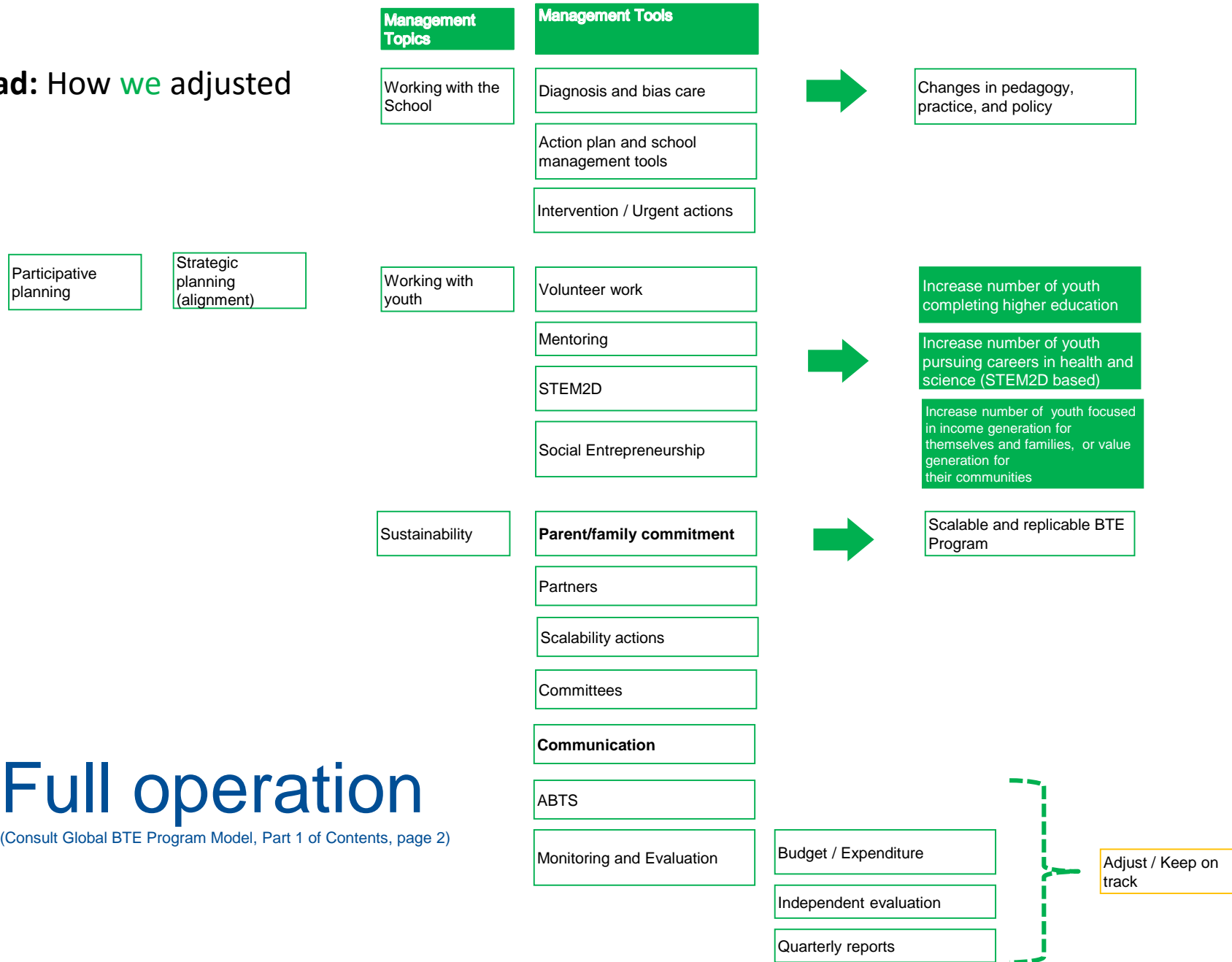
Challenges we had: How *we* adjusted the program.

Outputs	
Program Strategies	Program Activities
Academic enrichment	Institutional management training for school personnel
	Teacher training/coaching
	Student laboratory activities & applied learning projects
HE exploration & preparation	Student preparation for standardized testing (SABER)
	Workshops (HE options & preparation, HE financial aid)
	College campus tours
	Develop partnerships for HE academic credits
Career readiness & exploration	Develop at least 2 partnerships to facilitate financial aid for HE
	Workshops on career options & preparation
	Company tours
	Job shadowing & mentoring?
Cross-cutting	Interactive activities in English
	Parent/family meetings and workshops
	Workshops (goal-setting, decision-making, soft skills, income generation, managing finances)
	Student life projects & group community projects, in learning communities (100% particip.)





Challenges we had: How we adjusted the program.



Full operation

(Consult Global BTE Program Model, Part 1 of Contents, page 2)

2. Engaging the System

Communications

- Inside J&J
- Media
- Government
- Others

Videos: Introducing our program: Meet some of our students – Communications strategy.

Somos Responsables de invitar a nuestros jóvenes a ver el Futuro

...
y hacerlo realidad



Danna Valentina Salinas

BTE student from Yumbo, Colombia

"Espero con este proyecto encontrar lo que yo quiero ser, mi vocación, porque esta es una decisión para toda la vida. Por eso daré mucho de mi tiempo para rendir positivamente tanto en el colegio, como también con este proyecto."



¡Démole la bienvenida a los nuevos cincuenta estudiantes BTE de Yumbo, Colombia!



#SOYBTE

HAZ SIDO VALIENTE
HAZ SIDO VISIBLE
TE HAZ LEVANTADO
HAZ TOMADO ACCION
Y SIGUES HACIENDO
LA DIFERENCIA
#SOYBTE



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Innovations



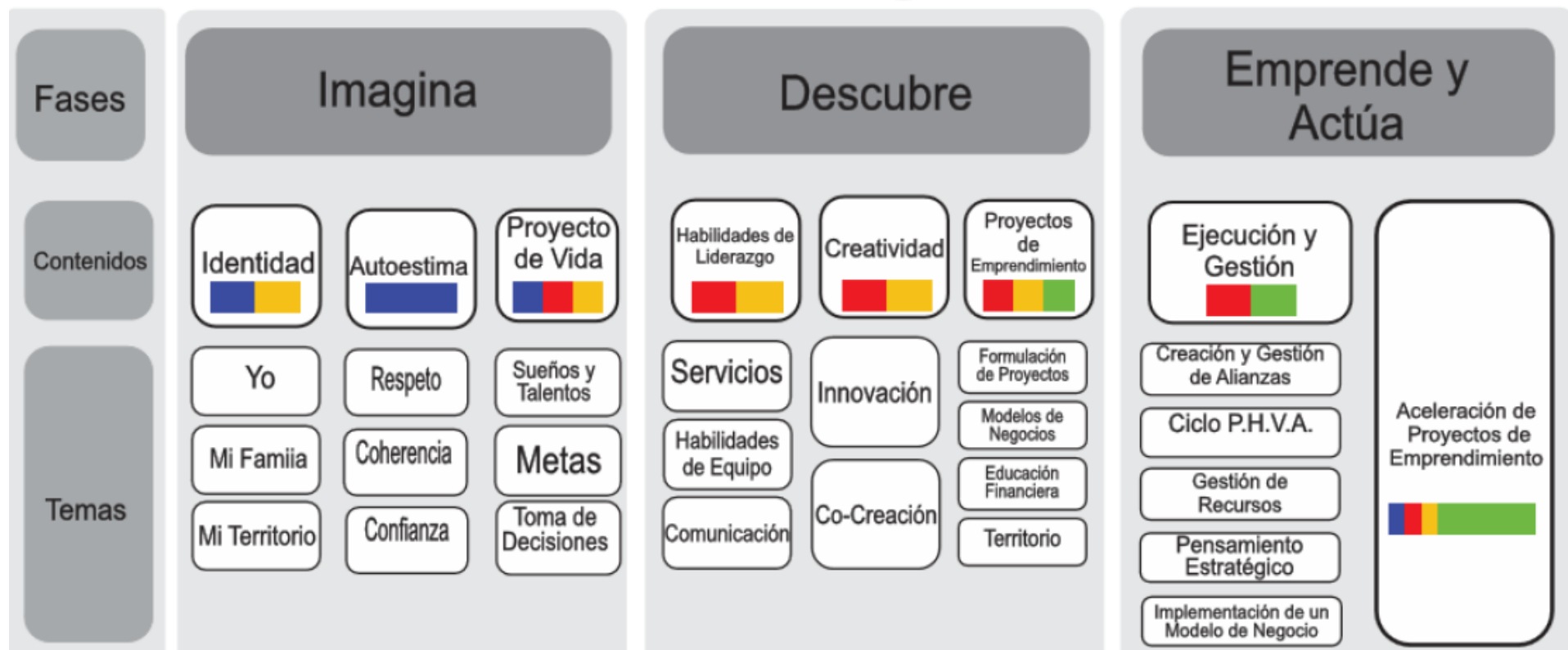
NO WORRIES.....



ALREADY DID THE HOMEWORK

IDENTIFIED HIGHER EDUCATION PROGRAMS OFFER	✓
RESEARCHED SUBJECTS INCLUDED IN PENSUMS	✓
SHOW CLEARLY WHERE YOU MAY WORK WHEN GRADUATED FROM HE	✓
TALK TO YOU ABOUT HE LIFE	✓
TALKED WITH REAL PEOPLE ABOUT THEIR EDUCATION AND CAREERS	✓
IN WHICH HE INSTITUTIONS ARE THE PROGRAMS YOU ARE INTERESTED IN	✓
AND MUCH MORE...	✓

The screenshot shows the mentero website interface. At the top, there is a navigation bar with the mentero logo, a user profile 'Hola, Miguel Trujillo', and a 'Salir' button. Below the navigation bar, there are filters: '4 Me interesan', '1 De pronto', '3 No me interesan', and '0 Notificaciones'. The main content area is titled 'Derecho' and features several article cards. Each card has a title, a thumbnail image, and a 'YA LO VISTE' badge. The cards include: '¿Qué es?' (with a play button and 'ABRIR' button), '¿Qué no es?' (with a play button and 'ABRIR' button), 'Vida Universitaria' (with a play button and 'ABRIR' button), '¿Qué hacer una vez graduado?' (with a play button and 'ABRIR' button), and 'Materias' (with a play button and 'ABRIR' button). On the right side, there is a sidebar with a 'No me interesa' button and a list of 'Entrevistas' including 'Mitos o Consejos', 'Lo Chévere', 'La Realidad', 'Lo Difícil', and 'Estereotipos'. At the bottom of the sidebar, there is a section 'La puedes estudiar como:' with 'Jurisprudencia' and 'Derecho' listed.



Eje del Ser
 Eje del Saber
 Eje del Conocer
 Eje del Hacer

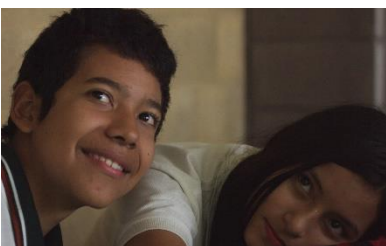
* Los contenidos de cada fase se desarrollarán en espacios como sesiones de talleres, coaching, mentorías y planes de desarrollo individual y familiar.

Investin in Planning & Building Buy - In

3. BTE as an strategy for Youth @ Colombia

How we project sustainability of the program

Systematized Tools – Teachers – STEM 2D



Johnson & Johnson

BTE as an strategy for Youth @ Colombia

Dividendo
por Colombia

**United
Way**



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