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SHU collaboration recognized by National Fund for Workforce Solutions

By [Fairfield Sun](#) on July 22, 2015 in [Business](#), [Features](#), [Lead News](#), [News](#), [News Highlights](#), [Schools](#) · 0 Comments



Sacred Heart University Professor David Taylor teaches digital marketing to high school students in the Mayor's Youth Employment Program.

About author



Fairfield Sun

Sacred Heart University's partnership with the Stamford Mayor's Youth Employment Program and Starwood Hotels & Resorts has been recognized by The National Fund for Workforce Solutions for supporting "Young Adult Employer Champions."

The Young Adult Employer Champions program was created to acknowledge employers who have made lasting investments in young adult workers by providing access to training and skill development opportunities, creating long-term career goals for students that result in overall long-term retention and career stability. Fairfield County's Community Foundation nominated the program for this prestigious national award.

The partnership among the three organizations was proposed by Starwood to

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address a local need for digital media and IT talent and to mitigate rising youth unemployment. This was accomplished through customized training and internships in the digital media and IT fields. Sacred Heart's role has included providing digital marketing training to high school students participating in the Mayor's Youth Employment Program. Professors from SHU's Jack Welch College of Business have joined with employees of Starwood to teach the students new skills before they spend two weeks shadowing Starwood employees while developing their own digital media campaigns.

"This combination of classroom learning and work-based experience gives these young people real-world educational experience while increasing their exposure to digital marketing," says David Taylor, assistant professor of marketing and sport management. "As we train these future workers, we are also addressing a pressing need for skills in the local community."

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