

Career Pathways Leadership II

How to Improve Existing Career Pathways

Day 2

2023 Summer Institute
Palatine, IL June 21 - 22



1



Workshop Resource Toolbox

2

Marketing your Career Pathways

You need to get the word out!



3

Manufacturing Video



4

Who needs to know?

- Stakeholders, who are they?
 - Students
 - Parents/Family
 - Counselor
 - Advisors
 - Business and Industry
 - ??

5

In well-articulated pathways, college-level and honors/advanced courses are integrated with opportunities to develop "real-world" and technical skills—and available to all students. Policymakers and local education leaders have the opportunity to change these perceptions by more clearly demonstrating how all students can access and combine a variety of different types of educational opportunities, and the potential advantages of doing so. They can also make it a priority to ensure that such pathways are, in reality, feasible and that common barriers to access (again, scheduling conflicts, limited program or class availability) are mitigated if not eliminated.



"I did not even know that these programs were an option in high school. It would have been nice to actively learn about different careers rather than just hearing about them."
—Young Adult

ExcelinEd. (2021). Pathways Matter to Families: What Parents and Young Adults Believe and Want to Know About Education to Workforce Pathways

6

We don't ask kids what they want to be when they grow up; we ask them what problems they want to solve when they leave school.

Rick Surrency
Superintendent
Putnam County, FL

7

Poster Activity

How will you share the message?

- Flyers
- Text Messages
- An App
- Panel of Experts

Take ___ minutes to create a poster with three ways to market your identified pathway.

Be ready to share.



8

Communicating Key Messages

Imagine you've secured an appointment with a local philanthropist who has supported education and workforce development initiatives in the past. You have 6 minutes to explain why the Career Pathways program you're proposing should be the recipient of the foundation's \$250,000, 12-month grant.

What would you say?
Take a few moments to think about it.
We will share.

9

Elevator Speech



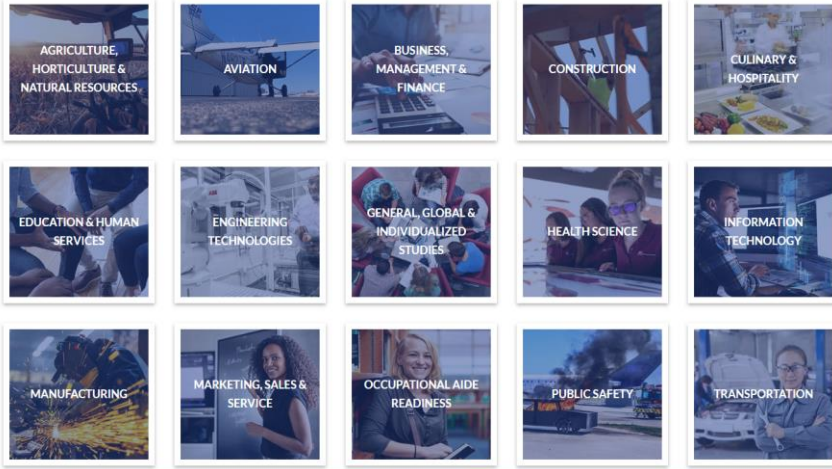
What is an elevator pitch?

It's a short, memorable description of what you do and/or what you sell. The goal is to earn a second conversation, not to convince the person you're talking to they should hire you or buy your solution.

An elevator pitch is never an opportunity to close a deal. It's an opportunity to close more of your prospect's attention and time. It's a quick introduction to you, your company, and how you can help your prospect.

10

Career Pathway Website



11

Sample Annual Report



https://issuu.com/chippewavalleytechnicalcollege/docs/annual_report_to_high_school_2020-2021?fr=sNmMwNDI2Mjc5MTM

12

Career Pathway Websites

Partner Poster Project!

Do you have a website?
What would the front page look like?
Where would it go next?
Who is your audience?
What would you include?

You will have __ minutes to work on this.

13

Evaluation of your Career Pathway



14

What Steps Should You Take to Evaluate Your Career Pathways Program?

- Quality program design and curriculum; employer engagement to ensure occupations you're training for are really in demand
- Logic model for program/plan in place to track program implementation
 - Inputs? (People served, financial resources, staff/personnel...)
 - Track program activities (Types of education and training provided)
 - Track program outputs (Completers, test takers, attendance....)
 - Outcomes? (Learning gains, credential attainment, employment, earnings...)

15

Career Pathway Evaluation



Cluster: _____ Pathway _____

- 1. Quality program design and curriculum; employer engagement to ensure occupations you're training for are really in demand**

Is my Career Pathway meeting the needs of employers and is there a demand? **Y ___ N ___**

Evidence:

- 2. Logic model for program/plan in place to track program implementation**

- Inputs? (People served, financial resources, staff/personnel...)

Are we serving the right people, do we have the financial resources, do we have staff? **Y ___ N ___**

Evidence:

- 3. Track program activities (Types of education and training provided)**

- Track program outputs (Completers, attendance...)

Do we know what types of education and training is provided, who is completing and who is coming each day? **Y ___ N ___**

Evidence:

- Outcomes? (Learning gains, credential attainment, employment, earnings...)

Can we see gains in learning, are credentials able to be obtained in this pathway, can we track employment?

Y ___ N ___

Evidence:

16

The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.



Michelangelo

17

Next Steps



18

When Defined

At what time

“When will we make changes”

19

Assessment Next Steps

Action Steps

- Time to go back to your assessment, review the ratings you gave for each element
- Start creating “action steps”

20

Next Steps; “Making It Real”

Timeline	Plan	Who needs to be involved	A D D
What will happen next week?			
What will happen next month?			
What will happen in 3 months			
What will happen in 6 months			

21

Never give up on a dream just because of the time it will take to accomplish it. The time will pass anyway.

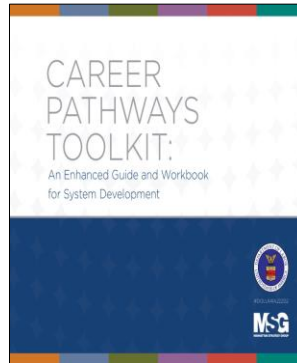
Earl Nightingale
radio speaker, writer

22

Resources



23



<https://lincs.ed.gov/professional-development/resource-collections/profile-957>



24

What are the industry needs in your community?

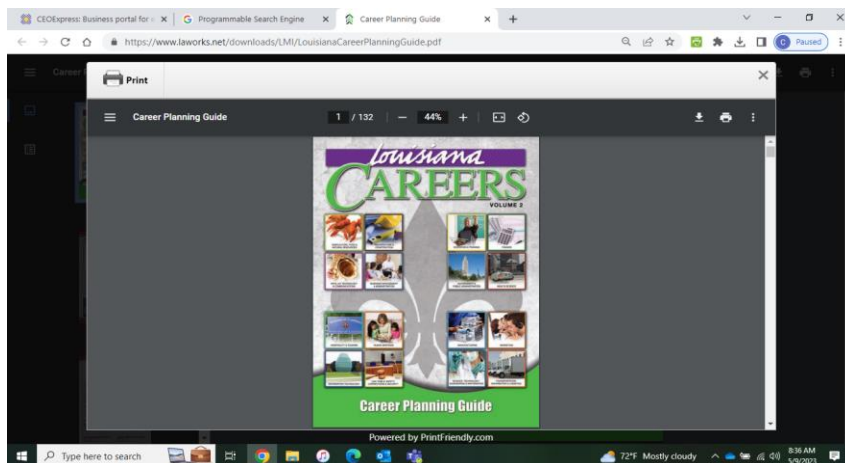


www.bls.gov

25

Louisiana Careers

<https://www.laworks.net/downloads/LMI/LouisianaCareerPlanningGuide.pdf>



26

Top Career Areas

- Associate of Arts and Science Degrees
- Marketing, Sales and Service
- Information Technology

Additional Career Areas

- Finance
- Education and Training
- Business, Management and Administration
- Architecture and Construction
- Transportation, Distribution and Logistics
- Law, Public Safety and Security
- Hospitality and Tourism
- Health Sciences
- Human Services
- Arts, Audiovisual Technology and Communications
- Agriculture, Food and Natural Resources
- Science, Technology, Engineering and Mathematics
- Manufacturing

Top Results

These careers are the best fit for you based on your quiz answers.

Career Area	Match Percentage
Associate of Arts and Science Degrees	33%
Marketing, Sales and Service	26%
Information Technology	26%

Career Exploration Site: <https://www.wtcsystem.edu/programs/career-quiz/>

27

Occupational Outlook Handbook

28

<https://cte.ed.gov/initiatives/credentials>



29

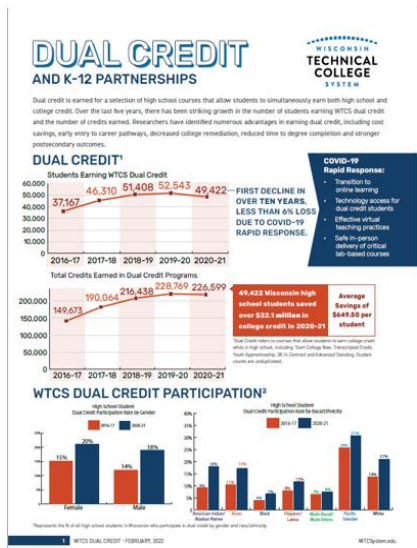
NCPN Webinar recording

Beyond Dual Credit Courses: Creating High School Academies That Offer Stackable Credentials



<https://www.ncpn.info/webinars/>

30



DUAL CREDIT TYPES

Start College Now

Allows public high school juniors and seniors who meet certain requirements to take postsecondary courses at a Wisconsin technical college. Approved courses count toward high school graduation and college credit is earned. All cost for this program is covered by the high school.

Transcripted Credit

A college course and all its resources, including a college mentor are provided to a qualified high school teacher in order to deliver a full college course to students while in high school. The students will receive a college transcript, and both college and high school credit at no cost to the student.

Youth Apprenticeship

Allows high school juniors and seniors who meet certain requirements to receive school-based and work-based instruction. A high school can contract with a technical college and instructor to teach a college level course to high school students when appropriate. The contract is paid by the high school.

38.14 Contract

Allows high school students to gain college level instruction from a college instructor. Both college level credit and high school credit is earned. The high school and the technical colleges engage in the contract. The contract is paid by the high school.

Advanced Standing

Advanced Standing is also referred to as "Credit in Course". The credit is activated when a student enters a program at the college. The college has an articulation agreement with the high school stating that one or more high school course(s) outcomes align to the first college level course. No additional costs are incurred to the student or high school.

TRANSCRIPTED CREDIT: TOP CAREER CLUSTERS

Articulation Course Agreements With High Schools (2020-21)

- Business Management: 600
- Information Systems: 436
- Manufacturing: 411
- Healthcare: 408
- Information Technology: 370
- Information Systems: 305

IN 2020-21, 4,356 HIGH SCHOOLS OFFERED 3,628 TRANSCRIPTED CREDIT ARTICULATION AGREEMENTS. Transcripted Credit is FREE for all students.

*I feel great knowing that not only I accomplished all of this before I graduated high school, but getting the college degree will give me the edge I need for my career and business!

- Hunter, East Troy High School, GTC Business Management

WTCs Dual Credit - FEBRUARY 2022

31



Preparing Technicians for the Future of Work.

A Framework for a Cross-Disciplinary STEM Core

Preparing Technicians for the FUTURE OF WORK

CORD
Council on Occupational Readiness

<https://www.preparingtechnicians.org/cross-disciplinary-stem-core/>

32

If everyone is moving forward together, then success takes care of itself.

John F. Kennedy

33

— “ —

Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.

– Steve Jobs



34

Thanks for being with us!

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