

# Powerful Career Pathways

**cord** Center for Occupational Research & Development



## TRANSFORM STUDENT POTENTIAL into a powerful driver of economic success

The world of work is rapidly changing. Many of the jobs of tomorrow don't yet exist and the skills required to navigate this change are shifting faster than students, businesses, and communities can adapt. At the same time, the field of education faces strong headwinds from students and employers who perceive programs as irrelevant and frustrating to navigate. Collectively this leaves economic advancement at risk for everyone—students, businesses, and communities.

**For 45 years CORD has been here—helping you activate powerful career pathways for students.** Through our proven framework, you'll transform disjointed programs that leave students and employers floundering, to dynamic, aligned career pathway ecosystems that power individual economic success, business growth, and community vibrancy.

### CORD'S FRAMEWORK FOR CAREER PATHWAYS ALIGNMENT

#### 1 FOSTER ECOSYSTEM

Foster a coordinated ecosystem of industry, K-16, workforce agencies, and community organizations—placing the evolving skill and personal support needs of a community's learners front and center.

#### 4 SUPPORT COMPLETION

Remove barriers and surround students with holistic support—providing credit for prior learning, course schedules and delivery modes that accommodate the needs of working adults, and efficient program design that accelerates credential attainment.



#### 2 ENGAGE EMPLOYERS

Collaborate with industry through our proven employer-led model. Understand market conditions, gather workforce intelligence, and design industry-responsive programs with an annual cycle of feedback that drives innovation.

#### 3 DESIGN CAREER PATHWAYS

Create and align seamless pathways of stackable credentials, giving learners of all ages and skill levels a lifetime of practical building blocks for in-demand skills, employment opportunities, and career advancement.

# Why CORD?

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As nationally-recognized experts in career pathway design and strategic employer engagement, our frameworks, tools, and technical assistance programs have been producing successful outcomes across the country for 45 years.

## How We Help

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You lead with a vision for excellence in career education; we support you with the resources and expertise to realize that vision. Through technical assistance and professional development, CORD is your ally in dismantling silos and fostering collaborative growth.

### TECHNICAL ASSISTANCE

- Coaching
- Institutes and Academies
- Technical Assistance Cohorts
- Tools and Templates for Local Adoption

### PROFESSIONAL DEVELOPMENT

- Workshops and Certifications
- National Career Pathways Network (NCPN) Leadership Certification Workshops
- NCPN Connect Conference

## A Powerful Partnership

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We're not just an experienced team of professionals; we're your biggest fans, trusted advisors, and dedicated partners. Here are seven things you can expect from CORD:

- 1. Outcomes-focused.** We fully commit to your success.
- 2. Proactive.** We promise to think ahead, be prepared, and work efficiently.
- 3. Practical.** We promise to provide solutions that are sensible, sustainable, purposeful, and highly effective.
- 4. Collaborative.** We generously contribute ideas and effort to help you reach your goals. We promise to listen first, treat all team members and ideas with respect, and encourage diversity of thought.
- 5. Candid.** We're honest, objective, and constructive with frequent feedback.
- 6. Inspirational.** We see potential everywhere and inspire others to take the next step. We promise to bring positivity, energy and humor to encourage you when things get tough.
- 7. Future-facing.** We promise to look boldly to the future and advise you on trends, ideas, and solutions, so you can solve challenges in innovative ways and continuously improve.

## Get Started

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**Schedule a free strategy session today to discuss your situation and explore the possibilities.**



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