



*Launch Your Future Today*

Advisory Committee Meeting  
September 21, 2023  
Redwood County Learning Center

**Career & Technical Education**

# LYFT Pathways Advisory Agenda/Objectives

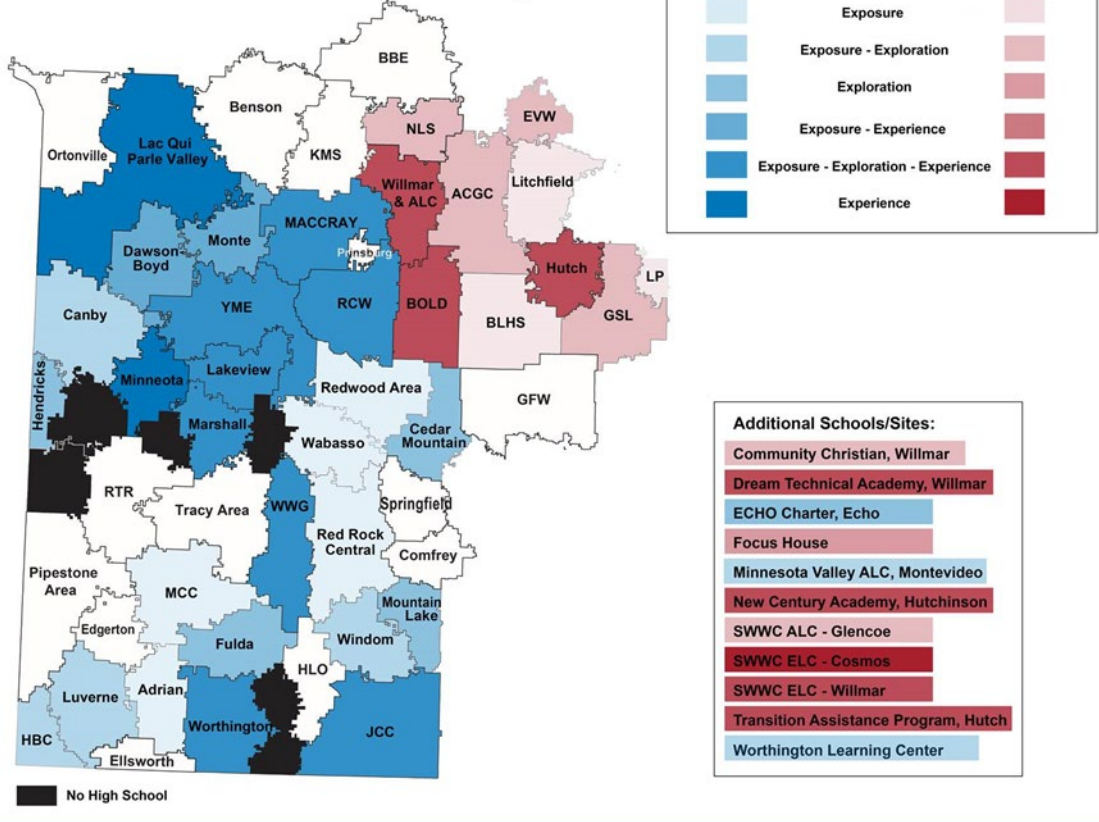
9:00 – 9:05	Welcome and Introductions
9:05 – 9:30	LYFT Updates
9:30 – 10:40	Marketing & Messaging Update – Claire Meyers
10:40 – 11:00	Strategies for Improved Engagement/Awareness
11:00 – 11:20	Aligning Priorities & Resources (2023-25)
11:20 – 11:40	Lunch/Regional Updates and Celebrations
11:40 – 11:55	(If Time) Asset Gap Survey: Purpose-Process
11:55 - Noon	Closing Reflections/Next Steps

## Key Insights We Seek...

- *What outreach/engagement opportunities should we prioritize? What might be missing? How might you help support outreach & awareness efforts?*
- *How will we align priorities and avoid duplication?*
- *What is our primary purpose/process for collecting information?*

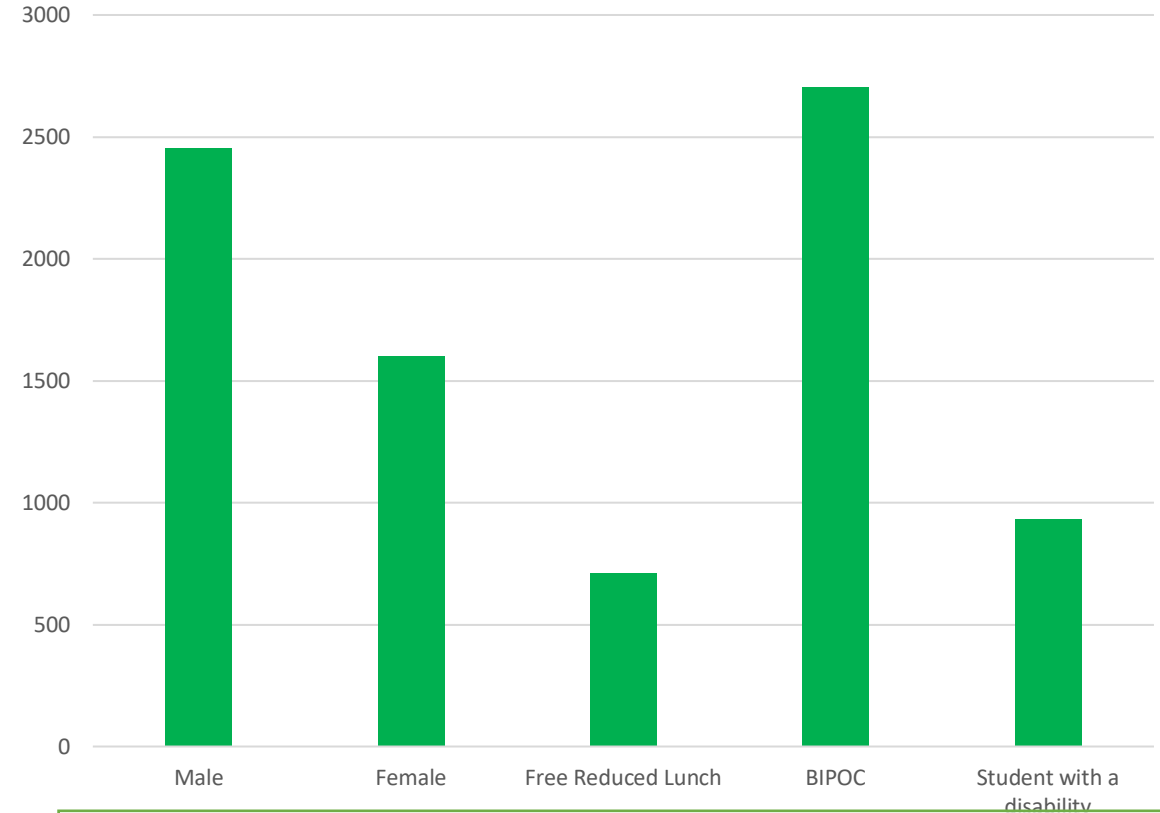
# LYFT Updates

## Career Connected Learning



**5988 Students**  
**44 Schools**

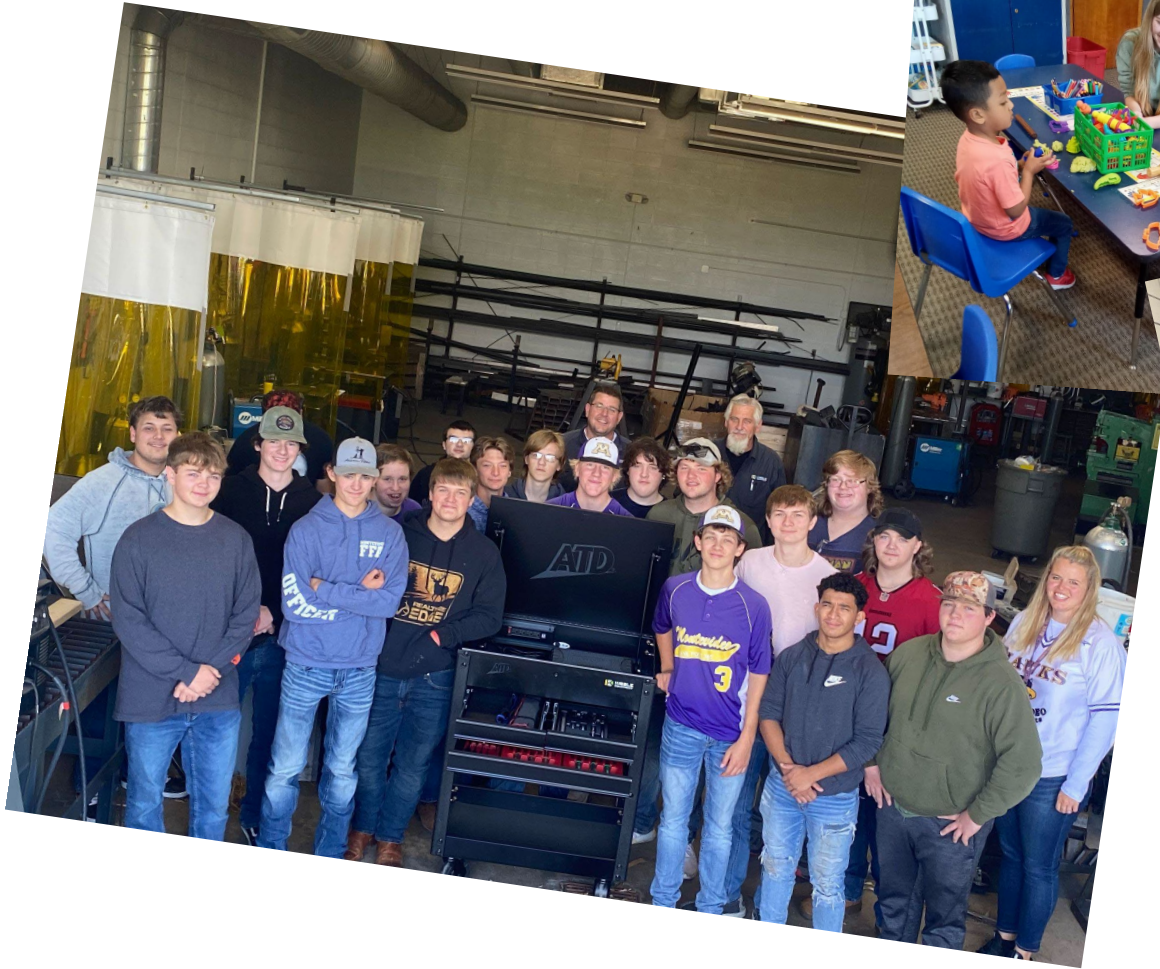
## LYFT Career Pathways Innovation Grant 2.0 Project Demographics



### Awareness Opportunities

- October 4<sup>th</sup>** - Redwood County EDA Workforce Shortage Workshop
- October 30<sup>th</sup>** - Shared Services Common In Service (Canby, Hendricks, Lake Benton, Lynd, RTR, and WWG)
- November 8<sup>th</sup>** - Region 6W Workforce Summit

# LYFT 2.0 Projects



# LYFT Pathways: Marketing Roadmap



*VantagePoint*

Heather Koffler & Claire Meyers

VantagePoint Marketing Consultants, LLC

## Goals:

- Create a brand and narrative that portrays a unified vision of the program to all counties in the service area, as well as, the staff and partners of LYFT
- Capture success stories
- Assist in the general promotion of CTE

## 1. Building Blocks

- Branding
- Logo & Style Guide

## 2. Message

- Organizational Why
- Our Story
- Testimonials
- Content Calendar
- Imagery & Video

## 3. Marketing the Message

- Website
- Social Media
- SMS Marketing
- Email Marketing
- Print Collateral

## 4. Analytics

## 5. Budget



# MARKETING PRESENTATION

September 21st, 2023



# **THEMES FROM STORIES**

- Inspired Collaboration
- Inspired Relationships
- Magnified Strengths
- Supported Excitement
- Built Momentum
- Built Confidence
- Identified Possibilities
- Made Informed Decisions



# WHY STATEMENT

At LYFT we believe our potential is limitless when we know our strengths.

Through partnerships and education we support relevant and engaging opportunities for secondary students to pursue the career path that best fits them.





The goal of LYFT Pathways funds are for every student in the region, grades 7-12 to gain marketable skills leading to further education and careers that match our region's labor market needs.

**2023-24 CTE Innovation Grant**

The maximum amount of funding that can be requested is \$15,000 or less that provide opportunities for businesses and schools to collaborate on hands-on CTE exploration, exposure, and experiences for students in grades 7 through 12. This grant opportunity estimates that \$100,000 is available to fund 6-7 proposals. We reserve the right to offer grant amounts that differ from the applicant's request, or the maximum identified above.

**Submission and Due Dates:**

- Applications must be submitted by October 31, 2023.
- Selection and notification of successful applicants will be no later than December 15, 2023.
- All funds must be spent before June 30, 2024.
- Contact [lyft@swwc.org](mailto:lyft@swwc.org) if you have any questions or want to discuss your project idea.

**CTE Projects must:**

1. support and engage students to gain greater exposure to careers and/or build work skills through innovative hands-on learning,
2. include the collaboration of *at least one school and one or more businesses or industry-related partners*, and 3
3. relate to local/regional career opportunities.

Funding requests must be for new project ideas (not meant to support previously funded projects).

Previous LYFT Pathways funds awarded to the applicant, as well as outcomes from previously funded projects, will be considered in the review process.

The grant application is available on the [LYFT Pathways](#) website. Responses received to frequently asked questions will be posted on the [Forms/FAQ](#) page.



Posts About Mentions Reviews Followers Photos More

linkedin.com/company/lyftpathways/



**Launch Your Future Today (LYFT) Career Pathways**

At LYFT we believe our potential is limitless when we know our strengths.

Technical and Vocational Training · Marshall, Minnesota · 1 follower

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**About**

Launch Your Future Today (LYFT) is a rural career and technical education (CTE) pathway initiative with the purpose of rebuilding CTE in southwest and west central Minnesota. The goal of LYFT Pathways is for every secondary student in the region to gain marketable skills through meaningful CTE courses and ... see more

Support LYFT by following us on...

Facebook

<https://www.facebook.com/LYFTPathways>

LinkedIn

<https://www.linkedin.com/company/lyftpathways/>



Get in Touch



Watch a testimonial video of Windom students and Kibble Equipment:

<http://drive.google.com/file/d/1hqH3lx8a5BR30ITj8nTQDpyPIJw9m0DT/view>



We want to get to know you (our Advisory Committee members)

Please use this QR code to complete our “*Get to Know You*” Form

# Improving Engagement & Awareness

# Your insights... Awareness/Engagement

## **Convening/Outreach (Groups) (13)**

- Economic Developers/Businesses
- Local groups – school Boards
- Principal's groups
- Parents event to highlight CTE value/opportunities
- Businesses/employers – identify/share opportunities; value, partners, cost, time commitment
- Regional LYFT 101 for Econ Dev, Chambers, Business, Higher Education
- Local civic organizations (Lions, Rotary, etc.)

## **Share/Showcase Projects and Stories (8)**

- Messaging – Sharing stories, success, case studies, business/school partnerships
- Sharing current CTE courses/projects; work-based learning opportunities
- Clarify the “why” apply for LYFT; how different from CTE levy, District, Perkins, etc.

## **Awareness Opportunities**

**October 4<sup>th</sup>** – Redwood County EDA Workforce Shortage Workshop

**October 30<sup>th</sup>** – Shared Services Common In Service (Canby, Hendricks, Lake Benton, Lynd, RTR, and WWG)

**November 8<sup>th</sup>** – Region 6W Workforce Summit

*What opportunities should we prioritize? What might be missing?*

*How might you help support outreach & awareness efforts?*

# What *specific* outreach opportunities should we prioritize?

WHO... *Prioritize geographic areas of less engagement!*

Associations/Affinity Groups	Regional Economic/Workforce Development/Chambers-Cities	Education Groups
<ul style="list-style-type: none"><li>• <a href="#">West Central MN SHRM</a></li><li>• <a href="#">Southern MN Area HR Association</a></li><li>• <a href="#">Greater MN Partnership Initiative Foundations</a></li><li>• <a href="#">League of MN Cities</a></li><li>• <a href="#">Economic Dev Assoc of MN</a></li><li>• <a href="#">MN Association of Professional County Economic Developers (MAPCED)</a></li><li>• <a href="#">Association of MN Counties</a></li><li>• Agriculture Teacher Conference</li><li>• MN Valley Education Network</li><li>• <a href="#">MN School Boards Association</a></li><li>• <a href="#">MN Chamber of Commerce</a> – contact Mary Hodson</li><li>• <a href="#">Central MN Manufacturers Association</a></li></ul>	<ul style="list-style-type: none"><li>• Regional Development Commission Boards</li><li>• Regional Econ Dev Professionals<ul style="list-style-type: none"><li>• SWIF/RDCs; talk with Scott M.</li></ul></li><li>• Regional/Local Workforce Boards &amp; Committees<ul style="list-style-type: none"><li>• Carrie B.- SW MN WDB</li><li>• Briana M. – Redwood County Workforce Committee</li><li>• Aaron Backman - Kandiyohi County Business Retention/Expansion/Recruitment Committee (workforce goals for '23-'24)</li><li>• Jackson Economic Development – Craig can connect</li></ul></li><li>• DEED – Lisa H., Jessica M.</li><li>• City Councils<ul style="list-style-type: none"><li>• Pipestone – talk w/ Craig</li></ul></li><li>• Tribal Councils</li></ul>	<ul style="list-style-type: none"><li>• South Central School Counselors</li><li>• School Boards (Shelly M. has list)</li><li>• MN West/Ridgewater College Boards</li><li>• <a href="#">MN State Centers of Excellence</a></li><li>• U of MN Extension</li><li>• <a href="#">Construct Tomorrow</a></li></ul>

# *What specific outreach opportunities should we prioritize?*

## *HOW... Specific suggestions*

- LYFT 101 to schools (new staff/underrepresented schools)
- Present at TigerPath 4.0
- Willmar Area Chamber Policy Makers Meeting – monthly guest speakers; Eric can connect
- “Open Mic” opportunities on local radio stations (Lakeland, JP Cola)
- Utilize Advisory Committee for making connections
- Create a messaging toolkit for CTE (directory of expertise; messaging for various audiences)
- Provide a one-stop shop for CTE
- Pioneer TC current affairs
- MELT – at Lac qui Parle Valley each winter

# *What messages should we be emphasizing/sharing?*

- Focus on importance of exploration!
- Embrace the undecided
- Many paths – stop comparing yourself with others
- Thinking of courses/experiences as stepping stones
- Success is defined in many ways
- It's more about “who” you want to be than “what” you want to do.
- Dispelling false expectations of having a “perfect job that you love”
- Focus on non-traditional audiences/messages (male/female non-typical careers; BIPOC; etc)
- Empower others through our messages
- Emphasize LYFT funding – simplicity of process
  - Provide a template of data/info that needs to be collected
- Embracing the “undecided” through hands-on experiences (particular message to parents/undecided students)
- Highlight parallel funding and how LYFT is one piece to solving the larger puzzle
- Provide simplified visuals/graphics
- Explain the why behind previously funded projects

# Aligning Priorities

# Aligning Priorities and Resources: MSC CTE Consortium

## Advancing Career Connected Exploration & Learning

Innovation Funding

Career/WBL Coordination and Support

Grades 5-8 Exposure/Exploration Program - Metier

Business and Community Engagement Models/Structures

Intentional Supports for Opportunity Youth

## Strengthening CTE Through School/Educator Supports

CTE Alternative Licensure Program

Development of Career Pathways/Academies

CTE Teacher Induction Program

Teacher Externships

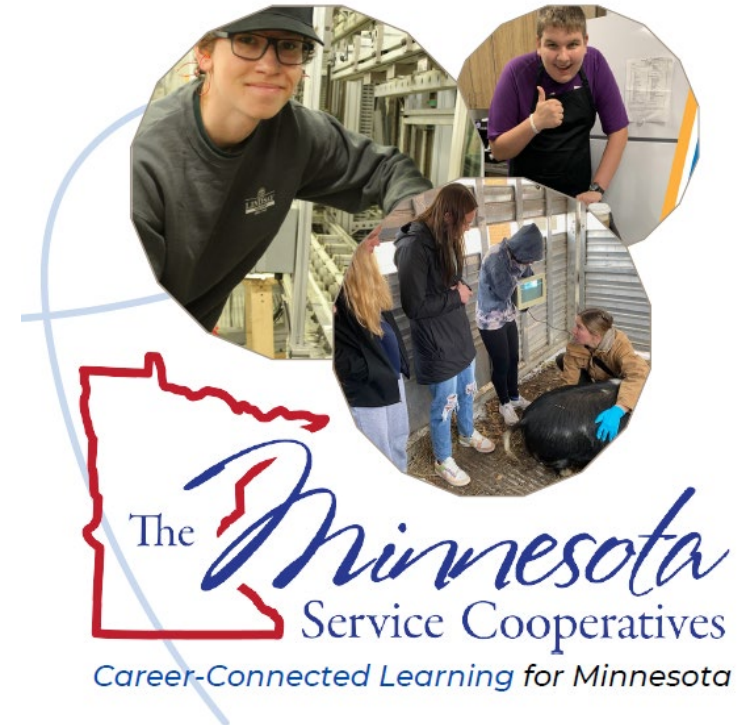
## Advancing Statewide Collaborative Partnerships

CTE Consortium Sharing/Learning/Evaluation

Outreach/Relationship Building to Advance Collaboration

(Outside of Consortium @ Regional & State Levels - Higher Ed)

CTE Marketing and Communications



## REGIONAL WORKFORCE DEVELOPMENT STRATEGIES

- Increase high school student's understanding and exposure to regional occupations in demand.
- Expand the number of skilled workers through sector-based career pathway approaches in key industries.
- Reduce education and employment disparities by providing greater opportunities.



# E XPLORATION

EXPLORE INTERESTS,  
SKILLS AND VALUES

MATCH TO CAREERS

944

EXPLORE  
CAREERS &  
JOB OUTLOOK

1,840

CHECKPOINT 1

CAREER  
ASSESSMENTS  
EMPLOYER 502  
PRESENTATIONS

# E XPOSURE

INTERVIEWS

CAREER  
VIDEOS

423

CHECKPOINT 2

TOURS, EVENTS &  
JOB SHADOWS

2,703

CAREER FAIRS 1,782  
JOB SHADOWS 149  
TOURS 772

# E XPERIENCE

OJT, INTERNSHIPS,  
APPRENTICESHIPS

121

WELDING 14  
CNA 2  
TRAINING &  
EDUCATION

CAREER  
GOALS

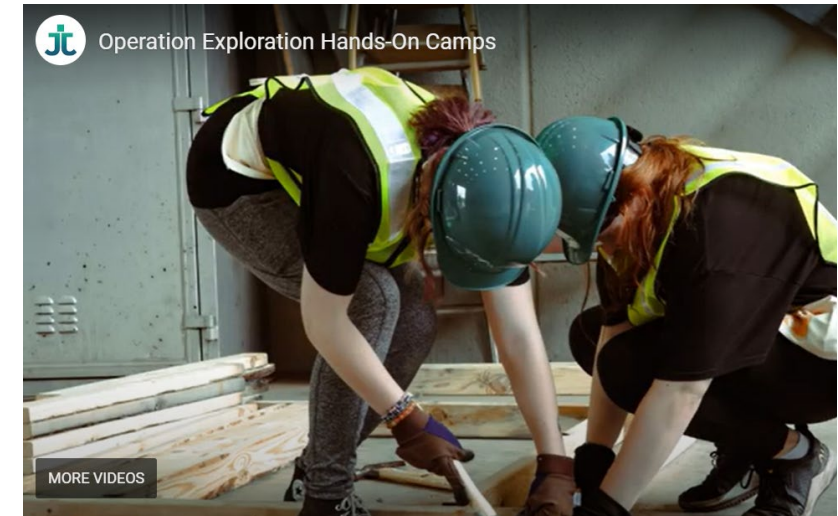
16

We follow the 3 E's Roadmap created by LYFT Pathways and the Southwest Service Cooperative.

The numbers on the map indicate the number of students we worked with in each of these categories over the past year.

# Central MN Jobs and Training Regional Workforce Development Strategies (LYFT)

- Providing hands-on opportunities for career exploration through work-based learning and career exploration activities.
- Expand career pathway opportunities for youth in career fields that are in demand.
- Provide a no wrong door approach that reduces disparities and provides opportunities for all youth.



# E XPLORATION

EXPLORE INTERESTS,  
SKILLS AND VALUES

MATCH TO CAREERS

EXPLORE  
CAREERS &  
JOB OUTLOOK

522

CHECKPOINT 1

Career Exploration 494  
Camps 28

# E XPOSURE

Job Interviews 182

Employer Connections 67

INTERVIEWS

249

TOURS, EVENTS &  
JOB SHADOWS

CAREER  
VIDEOS

CHECKPOINT 2

1,695

Job Fairs 575

Ignite 903

Regional Career Day 217

# E XPERIENCE

OJT, INTERNSHIPS,  
APPRENTICESHIPS

CAREER  
GOALS

TRAINING &  
EDUCATION

240

Post-Secondary Exploration 47

Workplace Readiness Training 65

Big Ideas Mobile Lab 128



# Perkins: Regional Priorities

- Career Exploration
- Work-based Learning
- Teacher Licensure/Professional Development
- Career Pathways/Courses
- Closing achievement gaps (underserved students)
- Increased awareness for families/teachers



# Aligning and Leveraging Resources

## How do our efforts align?

LYFT	Workforce	Higher Education	Economic Development
<ul style="list-style-type: none"><li>• Exploration</li><li>• Exposure</li><li>• Experiences</li><li>• Student-focused</li><li>• Partnerships with business/industry</li><li>• Career-connected Learning</li><li>• Pathways</li><li>• Building skills</li><li>• Expanding awareness</li><li>• Innovation Funding</li></ul>	<ul style="list-style-type: none"><li>• DEI – closing the gaps; accessibility and equitability</li><li>• Creating pathways</li><li>• Skill Development</li></ul>	<ul style="list-style-type: none"><li>• LYFT aligns economic development and education at the local level</li><li>• Creating a feeder program/entry points – the beginning of the path</li><li>• DEI – mandates to close achievement gaps and increase awareness through reducing barriers</li><li>• Focus on skill development and regional workforce needs</li></ul>	<ul style="list-style-type: none"><li>• Workforce is essential for sustainable economies</li><li>• Workforce demand/immediate needs;</li><li>• Aligned interest at the local level – skill development, regional workforce needs/demand</li><li>• Pathways and resources</li><li>• Education interest in student on-the-job opportunities</li></ul>

*Awareness is important across all audiences; we need a unified message!*

# Aligning and Leveraging Resources

- What stands out to you as key commonalities/differences across all of these?

## Commonalities

- Exposure
- Exploration
- Reducing Disparities
- Creating pathways
- Life Experience

## Differences

- Who we support (HS students, college students, adults, etc. – various audiences)
- Rules/Red Tape
- Sources of funding
- Language – how define CTE, etc.
- Credit/Non-credit

- What can we do to help avoid duplication or confusion?

- **Continued collaboration**
- **Informative meetings**
- **Career Connected Programs/Learning**
- **Alignment**
- **Communication**
- **Common/unified messaging**

# Regional Updates/Celebrations Working Lunch

Congratulations on your retirement, Tom!

*May your retirement life be as remarkable as what you've done for students through CTE!*



November 1994 – August 2023  
28 YEARS and 10 Months

[https://www.canva.com/design/DAFu6-Wwzg0/Wf-xmPqh11AVNqX3Rfg\\_eg/edit?utm\\_content=DAFu6-Wwzg0&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFu6-Wwzg0/Wf-xmPqh11AVNqX3Rfg_eg/edit?utm_content=DAFu6-Wwzg0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

SOUTHWEST WEST CENTRAL SERVICE COOPERATIVE

**SWWC**

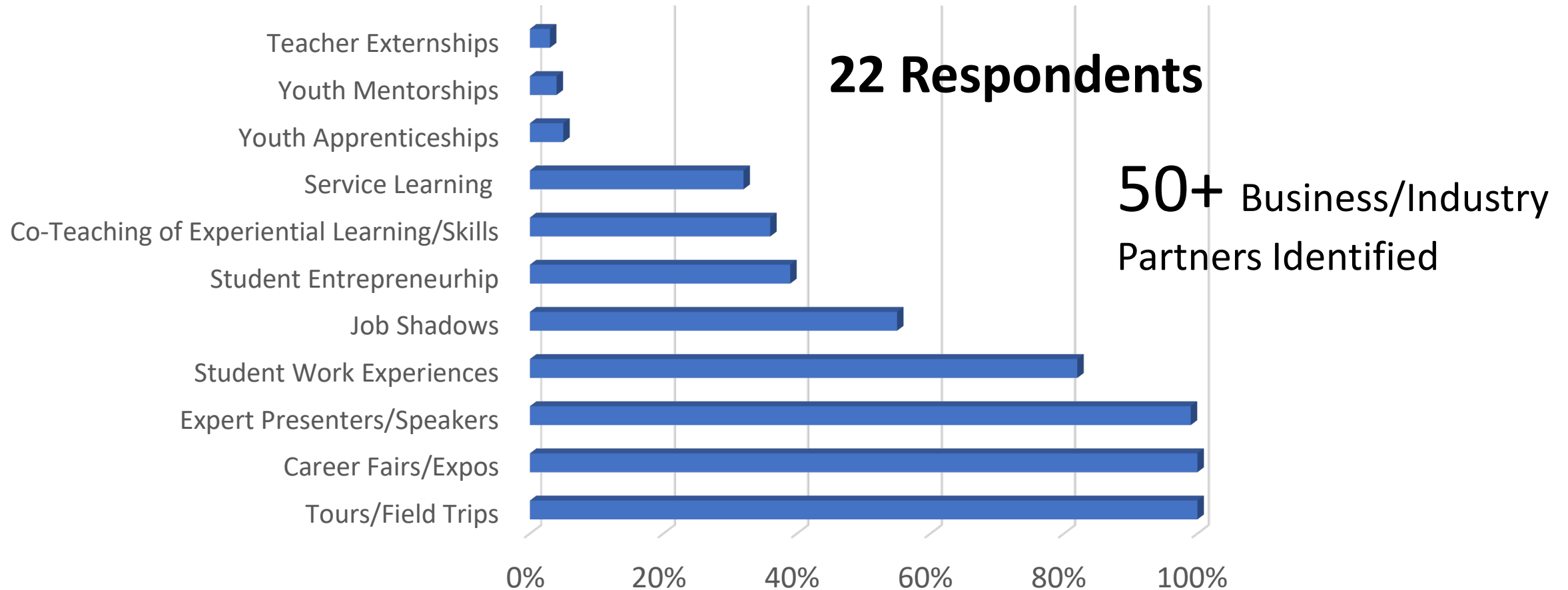
Education & Administrative Resources

# Measuring Results: Purpose and Process

# Asset Gap Survey Results: Overview

Which of the following opportunities do staff and/or students participate in that are in partnership with business, civic, or non-profit organizations? (Select all that apply)

% Participation in Partnership Opportunities



# Asset Gap Survey Results: Overview

## Career Services Provided Across Survey Respondents

- **14** - Coordinating business/student interactions for work-based/career-connected learning
- **13** - Coordinating out-of-school student experiences in partnership with business/community
- **12** - Providing personalized student support for career pathways planning
- **11** - Providing personalized support for student assessment of interests/skills
- **10** - Providing teachers/students with timely, accurate information about in-demand jobs/skills
- **8** – Coordinating business engagement efforts
- **4** - Providing teacher support for aligning curriculum to careers/industry standards

## Who Provides These Services?

- 14** – Staff serving as School Counselor
- 12** – Staff serving as Work-based Learning Coordinator
- 8** – External Partner (Workforce, Chamber, EDA, etc.)
- 5** – Staff serving as Career Coordinator
- 4** – Staff service as Careers Course Instructor
- 2** – Staff serving as Ramp Up Coordinator
- 0** – Staff service as Success Coach

# Key Questions: Measuring Results/Data Collection

What might our primary purpose be for gathering metrics/information?

- Determine who needs attention/support
- Help market to target audiences
- Help schools see the gaps
- For receiving Perkins funds
- To create better economic development/workforce strategies
- To assess gaps of what's being taught
- To drive LYFT priorities/support
- To showcase success/inspire others

What might the data collection process entail?

- Connect with Perkins survey (1 person/District)
- Collect data on efforts whether Perkins approved or not
- Look at Luke's "game" data; update to capture data we'd like to see
- Final Reports – Require Pre/Post Data (we provide form/survey tool)
- Employer Survey – of those involved in LYFT projects
- Explore new avenues to get student impact data/hear the student voice
- Create a video with follow-up quiz – provide \$100 incentive to complete

# Regional Updates/Closing Reflections ...

- Closing Reflections
- Next Steps



Thank You!

- Eriann Faris, [eriann.faris@swwc.org](mailto:eriann.faris@swwc.org)
- Cheryl Glaeser, [cheryl@achieveresultstogether.com](mailto:cheryl@achieveresultstogether.com)

Upcoming meetings:  
Virtual Check-Ins:  
3 PM on Oct. 19/Nov. 16  
Qtrly Meeting: Dec. 21?