



Launch Your Future Today

LYFT Pathways Advisory Committee

June 15, 2023 **[Including Notes]**

Redwood Learning Center

Career & Technical Education

LYFT Pathways Advisory Agenda/Objectives

- 9:00 – 9:05 Welcome and Introductions
- 9:05 – 9:20 Marketing Roadmap
 - Messaging Retreat Updates
 - Web site refresh
- 9:20 – 9:50 LYFT Mapping & Engagement
 - Engagement levels across the region
- 9:50 – 10:15 LYFT Expansion
 - Update of Regional Discussions
- 10:15 – 10:25 BREAK
- 10:25 – 11:10 Establishing Priorities & Aligning Resources (2023-25)
 - LYFT Current Priorities & Accomplishments
 - Portfolio of Services/Statewide Priorities
 - Current/Future Budget, and Legislative Funding
- 11:10 – 11:40 Innovation Funding
 - Overview of LYFT Process (Past/Current)
 - Discussions of regional/state process
- 11:40 – 11:50 Regional Sharing (Updates/Points of Interest)
- 11:50 - Noon Closing Reflections/Next Steps

Key Insights We Need...

- *What might some of the barriers be in areas with lower activity? How might we improve engagement in these areas?*
- *How might we protect the integrity of the LYFT brand if adopted statewide?*
- *What might a statewide innovation funding look like? What are the advantages/disadvantages?*
- *Are our current priorities still relevant for 2023-2025? What might we be missing? How might we best align funding resources?*

LYFT Pathways: Marketing Roadmap



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

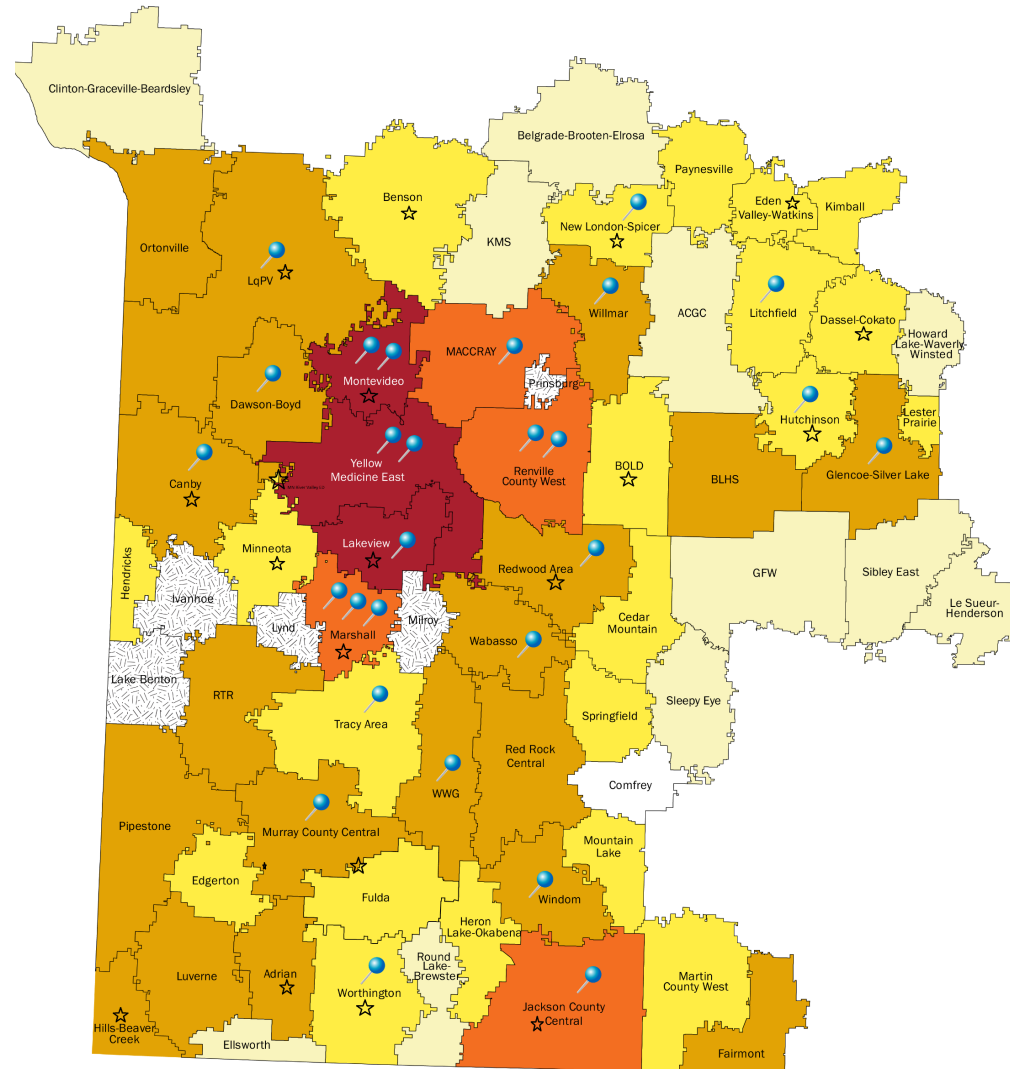
- Website
- Social Media
- SMS Marketing
- Email Marketing
- Print Collateral

4. Analytics

5. Budget

LYFT Mapping & Engagement

- 29 Total Responses
- 21 Schools
 - MN West: 16
 - Mid MN: 5
- 15 Teachers
- 7 Principals
- 3 Counselors
- 2 Career Coordinator/WBL
- 1 Registered Nurse
- 1 Paraprofessional



LYFT 1.0 Projects (January 2017 - June 2022)

- 1-2 Projects**
Also includes ECHO Charter, Grand Meadow Home School, Lower Sioux, New Century Academy, Southwest Christian, Central Minnesota Christian School, Winsted Holy Trinity, Willmar Community Christian
- 3-5 Projects**
Also includes Dream Academy, Southwest Christian, Central Minnesota Christian School
- 6-10 Projects**
Also includes Minnesota River Valley ALC
- 11-20 Projects**
- 21-30 Projects**

LYFT 2.0 Projects (2022-23)

- LYFT 2.0 Projects (2022-23)**
Also includes New Century Academy
- No high school students

Your insights... LYFT Mapping & Engagement

What might some of the barriers be in areas with lower activity?

- Time/Capacity (4)
- Lack of Messaging/Outreach (Getting information to schools/educators/businesses) (4)
- Geography (Large area; Variations in size/capabilities/interests of districts) (4)
- Availability of Resources (to initiate/sustain projects) (3)
- Staff Turnover (teachers, business representatives, administrators, higher education leadership) (3)
- Distance/Transportation (distance between schools; distance between school/business) (2)

Other Thoughts...

School/Business Connections

Perspectives on Required Collaboration

Mission Alignment/Organizational Speed (Education, Agency, Business)

Deciding who needs to be at the table

Credentialed faculty and available curriculum

Getting school buy-in

Initiative/Change Fatigue

Recognizing/Addressing Equity Issues

“Kandiyohi, McLeod, and Meeker do not typically identify as part of SW MN.”

“[It’s] hard to get all the info & resources out to schools.”

Your insights... LYFT Mapping & Engagement

How might we improve engagement in areas with lower touch points?

- **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.

- **Clarity of Funding and Process Components (5)**

- Partnership expectations
- Updates to funding/grant requirements
- Simplify grant application (1 PG + Budget)
- Templates to help get started
- How to blend Perkins and LYFT funds
- 2023 Legislative changes

- **Expanded Career Coordinators/Connectors (5)**

- More needed in northern area
- Increase access to connectors/navigators

- **Direct outreach/connections (3)**

- School Staff/Teachers
- Business to business contacts across similar industries
- Employers

- **Other:**

- Create joint goals for activities in regional plans
- Share staff
- Attach concrete benefits for students – college credit/credentials

LYFT Expansion - Prior Insights...

If LYFT Pathways was adopted as a multi-region or State model, how might that positively or negatively impact our region's efforts?

POSITIVES/ADVANTAGES

- Political Capitol
- Shared ideas/best practices; avoiding duplication
- Spirit of cooperation (regional yet collaborative)
- LYFT brand and model expanded upon; building bridges between business, education, community
- Greater opportunity for leveraged dollars
- Continuity for students; mobility

CHALLENGES/DISADVANTAGES

- Potential loss of control; how to collaborate yet customized/flexible within each region
- Equitable distribution of funds
- Regional differences (demographics, lifestyle, economics)
- Keeping focus on spirit of cooperation
- Concern of losing voice of business/economic development
- Larger areas/cities may not “need” collaborations
- Keeping administrative costs down
- Competition between schools/regions

If adopted, what might a statewide structure for LYFT Pathways look like?

- Regional Steering/Advisory groups with state-level interaction between the groups
- Grants handled at local/regional level
- Shared web site (LYFT) with regional opportunities/resources by drop downs
- Funding – some for statewide efforts/coordination and some at regional level
- Coordination of some statewide efforts handled by specific region (FutureForward™ by SE, 3E's by SWWC, etc.)
- Have a paid position for coordination within each region; ensure management or coordination not tied to specific person; clear roles/responsibilities if someone leaves
- Use existing organizational structures as model (service coops, ADO's, ECI, etc.)

LYFT Expansion



Career Readiness Mission

Bridging relationships between education and industry to create immersive career-connected learning that ensures all students have the experience, knowledge, mindset, and skills to successfully navigate toward economically viable careers.



CTE Mission: Quality career and technical education ensures every learner has equitable access to career-connected learning through a network of knowledgeable partners

Career Academies/Pathways



Career Exploration

Work-based Learning/Career Coordination

LYFT Expansion: SE Informational Session

What stands out for you?

- Business connections for educators and students
- Business as the catalyst; not just the “investor”
- Opportunities for students that extend beyond careers that require 4-year degree
- Collaborations – Sharing CTE teachers/courses to provide student opportunities
- The connections you’re seeing
- Cooperating school districts
- Collaboration with multiple industries

LYFT Success Factors Shared with Partners

- **Collaboration**

- Advisory Committee members; between school districts & with local colleges to offer CTE courses/programs; broader collaboration among business, economic development, communities

- **Connection**

- **Business partnerships** – actively involved with schools and student experiences
- **Career-Connected Learning for students**– CTE exposure, courses, work-based learning, career exploration, hands-on experiences/skill building

- **Coordination**

- **On-the-ground support** to connect local business/industry with schools, teachers, students; align regional resources; promote experiential learning and career opportunities

LYFT Expansion: Insights on “Requirements”

What are the essential components of LYFT that will ensure the integrity/success across multiple regions?

- **Collaboration**
 - No reluctant partners; all believe in the “why”
 - No egos/control; strong leadership without turf protection (willing to relinquish control)
 - Leveraging resources
 - Working collectively with diverse stakeholders
 - Aligning efforts/avoiding duplication
 - Convening diverse stakeholders
- **Engaged regional advisory committee** – not just on paper; working collectively
- **Local Control/Flexibility** – criteria that doesn’t limit or compromise the work to be done; balance of power dynamics
- **Rural mindset**/stakeholders
- Ties to the needs of **local/regional labor market**
- Awareness of current employment conditions/forecast
- Regional Focus (Good for entire region/good for entire state)
- Required business partnerships
- Willingness to try new things – be a disruptor; encourage creativity
- Commitment to thrive
- Good neutral facilitation of the group
- Effective communication
- Knowing key organizations who can help/answer questions
- Understanding how funds are dispersed
- Scope – recognition that this may not last 10 years; but is still successful
- Seed money
- Successful models shared and replicated

LYFT Innovation Funding: Past

Goal: Every student in the region, grades 7-12, gains marketable skills leading to further education and careers that match our region's labor market needs.

- Annual/Bi-Annual Grants
- Varied maximums - \$5,000 to \$50,000
- Reviewed by LYFT Grants Committee
- Average grant award: \$23,750

IMPACT: 79 LYFT Projects leveraging more than \$1,884,772 of matching funds

Funding Criteria 2022-23

- 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
- 3) Align to local/ regional career opportunities.

PAST: Requirement of 2 schools + 1 or more business partners

LYFT Innovation Funding – Essential Criteria

- ***What is the essential criteria of innovation funding?***

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PAST: Requirement of 2 schools + 1 or more business partners

Innovation Funding : Essential Criteria

CHANGES/ADDITIONS to CONSIDER

- **Increased emphasis on labor market information**
(Inclusion of DEED data; add link to Luke's app and or refer to local EDA to find information)
- **Equity: Addressing barriers for underserved students**
(Examples: increased student marketing/awareness; intentional initiative for communities of color)
- **Seed funding for engagement/innovation**
(Recognition of the time/capacity it takes to build collaboration and generate innovation)

Establishing Priorities & Aligning Resources (2023-25)

- LYFT Current Priorities & Accomplishments
- Portfolio of Services/Statewide Priorities
- Current/Future Budget, and Legislative Funding

Accomplishments

- 23,728 Students
- Over 40 new courses
- 79 LYFT Projects leveraging more than \$1,884,772 of matching funds
- LYFT Student and Educator Resources (3 E's- Website)
- Career Navigators (5)
- CEO Programs (5)

- Statewide CTE efforts
- LYFT Pathways Expansion
- Career-Connected Learning
- Student Entrepreneurship Conference
- First Tech Challenge

LYFT Pathways Mission: *Rebuilding CTE in southwest and west central MN so that students gain marketable skills that match our region's labor market.*

MSC CTE Mission: *Leveraging statewide and regional approaches to ensure robust CTE experiences for students with an eye on future success.*

Regional – Statewide Priorities: Past and Present

LYFT: PAST PRIORITIES	LYFT PRESENT PRIORITIES	MSC CTE 2023-24 Priorities
<ul style="list-style-type: none"> • Innovation Funding • Business Engagement • Collaboration • Career/WBL Coordination • CEO Programs • Changing Perspectives (4-yr college for all; CTE course interest/importance) 	<ul style="list-style-type: none"> • <u>Advancing Student/Employer Connections</u> <ul style="list-style-type: none"> • Career exploration, exposure, experiences – Career/WBL Coordination • <u>Ensuring Equitable Access to Advanced CTE Opportunities for All Students</u> <ul style="list-style-type: none"> • Innovation Funding • Career/WBL Coordination • <u>Expanding Regional Awareness and Collaboration</u> <ul style="list-style-type: none"> • Communications/Marketing • Business/Education/Workforce connections • <u>Advancing Educator Awareness and Development</u> <ul style="list-style-type: none"> • Teacher Lic./Prof Dev 	<p><u>School CTE Supports</u> (Educator-Centric Support)</p> <ul style="list-style-type: none"> • CTE Teacher Licensure, Mentorship, Induction • Teacher Prof Development – Externships, Industry Training • Innovation Funding • Equipment Upgrades/Training • Career Pathways/Academies Development <p><u>Career-Connected Learning</u> (Student-Centric Support)</p> <ul style="list-style-type: none"> • Career Coordination Services (Exploration, WBL, Entrepreneurship) • Career Course, Curriculum, Pathways Support • Labor, Industry, Workforce Connections (Youth skills, apprenticeships, internships) <p><u>Partner Engagement</u> (Partner-Centric Support/Engagement)</p> <ul style="list-style-type: none"> • Business, Industry, Labor Engagement • Higher Education Program/Resource Alignment • Regional/Statewide CTE Collaboration

LYFT Priorities: Past, Present, Future

PRESENT	FUTURE??
<ul style="list-style-type: none">• Advancing Student/Employer Connections<ul style="list-style-type: none">• Career/WBL Coordination• Ensuring Equitable Access to Advanced CTE Opportunities for All Students<ul style="list-style-type: none">• Innovation Funding• Career/WBL Coord.• Expanding Regional Awareness and Collaboration<ul style="list-style-type: none">• Communications/Marketing• Business/Education/Workforce• Advancing Educator Awareness/Development<ul style="list-style-type: none">• Teacher Lic./Prof Dev	<p><i>What should we prioritize for 2023-25?</i></p> <p><i>Keep/Change/Add</i></p>

2023-25 Priorities: Keep/Change/Add

KEEP (What's Working Well)	CHANGE (May Need Adjustment)	ADD (May be Missing)
Career/Work & Learn Coordinators/Navigators (7)	Increased focus on equity/access (6) (Intentional student support and stakeholder engagement for underserved students)	Help facilitate dual credits (HS/College; Expanding and/or improving articulation, concurrent, PSEO) (8)
Innovation Funds (6)	Advancing Educator Awareness (5) (Awareness of careers/skills/training)	Expand storytelling about student/school/employer experiences (7)
Student/Business Connections (4)	Continue increasing awareness – enhanced messaging; stronger delivery/intentionality	Increased emphasis on Work-based Learning (3)
Focus on Labor Market Needs (Local/Regional) (4)	Improved engagement and resources/capacity in areas where engagement is lacking	Teacher licensing outreach/support (3)
Student Focus (3)		Support transportation for equitable student access (2)
Keep the current mix (1)		
Continue increasing awareness & collaboration (1)		

2024-2025 Legislative Funding

- [HF 2497/SF 2684](#)
 - Sec. 6. I24D.45436; Career and Technical Education Consortium Grants
- Collaboration of the MN Service Cooperatives and other regional public/private partners
- \$5 Million/Year
- All 9 Service Cooperatives (including Metro ECSU; focusing primarily on Intermediary Districts)

CTE Consortium must:

1. Develop career pathways
2. Develop new CTE programs tied to regional industries/economy
3. Equip students with technical/workplace skills
4. Improve access to CTE programs by developing public/private partnerships and increasing postsecondary options
5. Increase family/student awareness of CTE
6. Provide industry-level equipment/technologies supporting skills development

In addition, CTE Consortium may:

1. Address teacher shortage in CTE
2. Provide Prof Dev for teachers
3. Provide transportation reimbursement for CTE student participation

Potential CTE Funding Opportunities in Our Region

- MSC CTE Grant Funds 2023-24 (Extension) - \$390,000
- MSC CTE Grant Funding 2024-25 unknown amount
- Perkins CTE Funding
- WIOA Funding
- Rural Career Counseling & Coordination (\$1 Million/yr in workforce services areas)

2024-2025 Legislation: Other Workforce/Youth Bills-Appropriations

Jobs & Labor (HF 3035)

- \$10 million – Drive for Five Initiative (prepare workers to enter five of the most critical occupational categories in state: technology, caring professions, education, manufacturing, trades; targeting populations with barriers to employment: people of color, people with disabilities, those facing other systemic barriers); \$2 Million/Yr awarded to trade associations/chambers for job placement services partnering with employers/workforce training – includes funds for welcoming/retaining a diverse workforce
- \$3 million – competitive grants to support high school robotics teams and prepare youth for careers in STEM fields; carve out for internships for high school students to work at private companies in STEM fields
- \$3,000,000 the first year is for competitive grants to support high school robotics teams and prepare youth for careers in STEM fields. Of this amount, \$2,000,000 is for creating internships for high school students to work at private companies in STEM fields, including the payment of student stipends. This is a onetime appropriation and is available until June 30, 2028.
- Workforce Development Fund – (\$1.5 Million/Yr) Youth Skills Training grants
- Pathways to Prosperity Competitive Grant Program – (\$2,546,000 each year from the general fund & \$4,604,000 each year from the workforce development fund)
- Labor Education Advancement Grant Program – (\$1 Million/Yr) facilitating the participation or retention of people of color, Indigenous people, and women in registered apprenticeship programs
- Targeted Populations Workforce Grants – to nonprofit in historical underserved community of color or low-income community
- Entrepreneur education grants: to institutions of higher education and other organizations to provide educational programming to entrepreneurs and provide outreach to and collaboration with businesses, federal and state agencies, institutions of higher education, trade associations, and other organizations working to advance innovative technology businesses throughout Minnesota.

2024-2025 Legislation: Other Workforce/Youth Bills-Appropriations

Jobs & Labor (HF 3035) Continued

- Youth-at-work competitive grant program (\$750K/year and \$6.7 Million from WFD fund)
- YouthBuild Program - \$1.1 Million/Yr from Gen and \$1 Mil from WFD fund)
- \$1,000,000 each year is for a competitive grant program to provide grants to organizations that provide support services for individuals, such as job training, employment preparation, internships, job assistance to parents, financial literacy, academic and behavioral interventions for low-performing students, and youth intervention. Grants made under this section must focus on low-income communities, young adults from families with a history of intergenerational poverty, and communities of color.
- Job and Entrepreneurial Skills Training Grants – Up to \$750,000/year/organization (Total \$18.5 Million)- Provide skills training that leads to employment or business development in high-growth industries. May be used for student tutoring/testing support services; training and employment placement; industry certifications; remedial training; real-time work experience or on-the-job training; career/educational counseling; work experience/internships; supportive services; career mentorship; job placement services
- Capacity Building Grant Program –(Total \$5 Million/year) Up to \$50,000 – one grant per community-based organization; to provide training services; workforce program delivery staff; program infrastructure costs; workforce training related service model development
- \$1,000,000 each year is for the getting to work grant program under Minnesota Statutes, section 116J.545.
- \$4,511,000 each year from the general fund and \$4,050,000 each year from the workforce development fund are for the Minnesota youth program under Minnesota Statutes, sections 116L.56 and 116L.561
- \$500,000 each year is for a grant to Greater Twin Cities United Way to make grants to partner organizations to provide workforce training using the career pathways model that helps students gain work experience, earn experience in high-demand fields, and transition into family-sustaining careers.

Aligning and Leveraging Resources

- *What resources exist that align with our priorities?*
- *What might it look like to align these resources?
(Process, collaboration, etc.)*

Enter your Thoughts @

<https://forms.gle/fk9W3BTrSdeXxEVVA>

Regional Updates/Closing Reflections ...

- Sharing Regional Activities/Insights
- Closing Reflections
- Next Steps

UP NEXT:

July 20 - Virtual Check-In 3 PM

August: TBD (need to move August 17)

Qtrly Meeting:

Sept 21: 9 AM-Noon

(May move to August)

ENTER AVAILABILITY IN:

[THIS DOODLE POLL](#)



Thank You!

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