



Launch Your Future Today

LYFT Pathways Advisory Committee
October 11, 2022

NOTES from meeting highlighted in blue

Career & Technical Education

Meeting Objectives & Key Questions

Meeting Objectives

- Reflect on Regional and Statewide CTE Efforts
- Establish Key Objectives for FY 23 Focus Areas
- Explore the Alignment of Resources to Support This Work
- Establish Working Groups to Address Objectives

Key Questions:

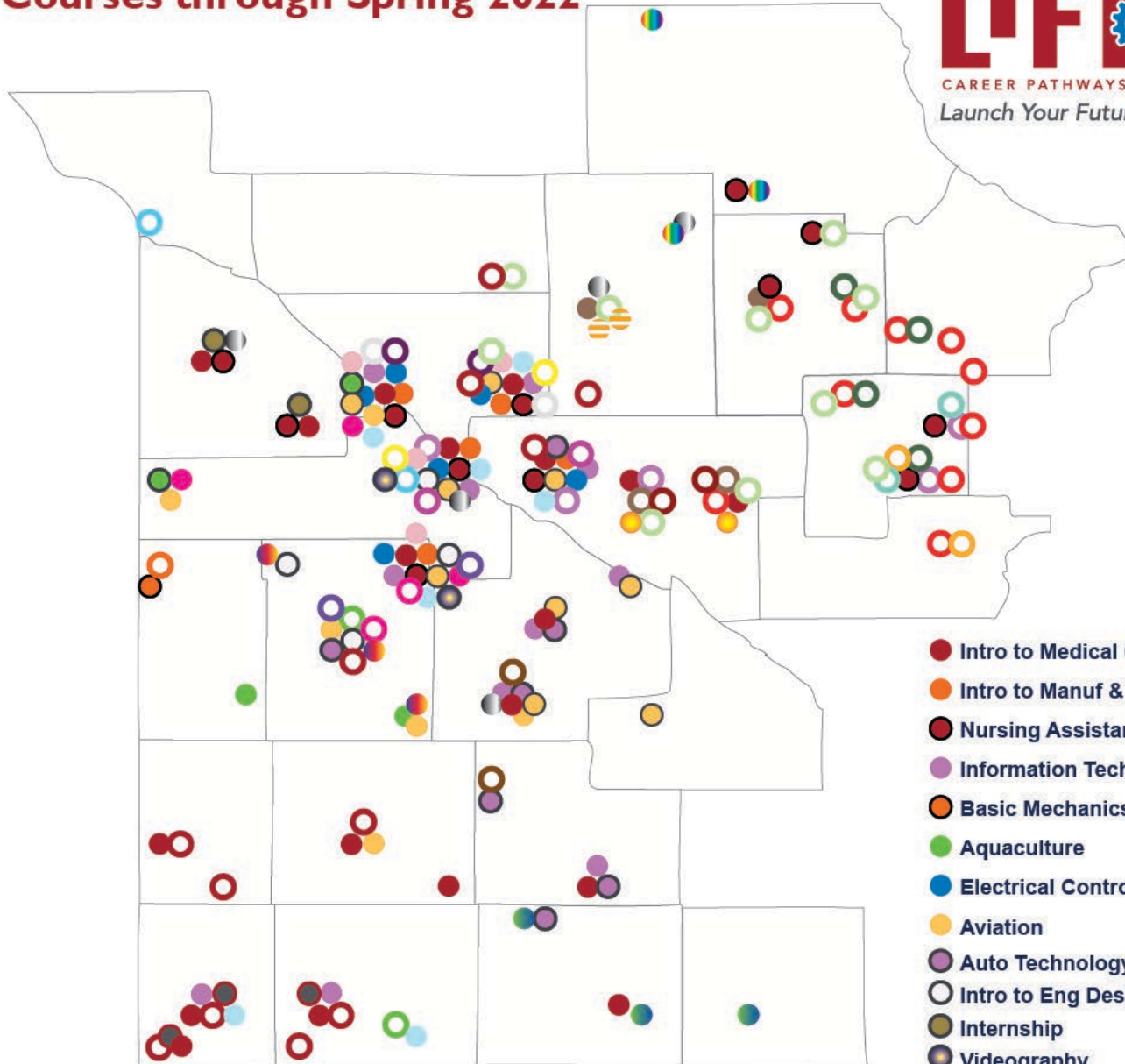
- What key objectives/actions in the next 12-18 month will have the greatest impact?
- How might we best utilize resources and align regional efforts to support these objectives?
- How might we utilize working groups to address objectives?



Updates
Eriann Faris, SWWC
Cheryl Glaeser

2021-22 School Year

Courses through Spring 2022



- Intro to Medical Careers
- Intro to Manuf & Engin
- Nursing Assistant
- Information Tech Concepts
- Basic Mechanics
- Aquaculture
- Electrical Controls
- Aviation
- Auto Technology
- Intro to Eng Design
- Internship
- Videography

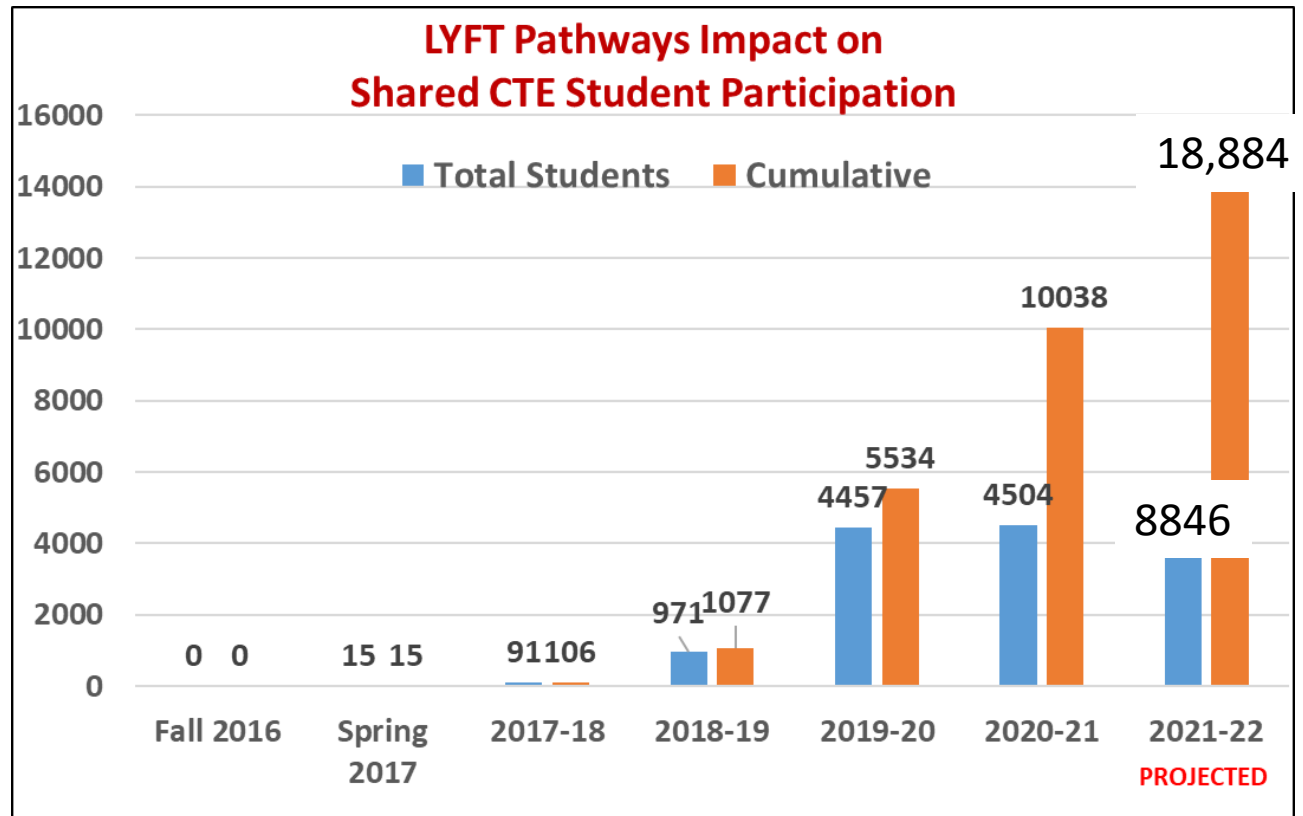
- CMJTS Work Based Learning
- Small Business Basics
- Food Truck
- CS Discoveries
- Community Health Worker
- Networking Basics
- CPR, First Aid & AED
- Electrical, Plumbing and HVAC
- CADD PLTW
- Tiny House
- Medical Terminology
- IGNITE Your Future
- Child Development
- Architecture PLTW
- Yellowstone Productions
- ProStart
- CEO
- Manufacturing
- Welding Principles
- CDL Training Program
- Intro to Education
- Pharmacy Tech
- AgDrone Technology
- Medical Careers Internship
- Industrial Const Methods
- PIC Work Based Learning
- Documentary Film Making
- CROW CAPS MAPS
- Work and Learn
- Pathways Technology
- YES! ECO Careers
- BEN CEO in the Classroom

LYFT Pathways Impact

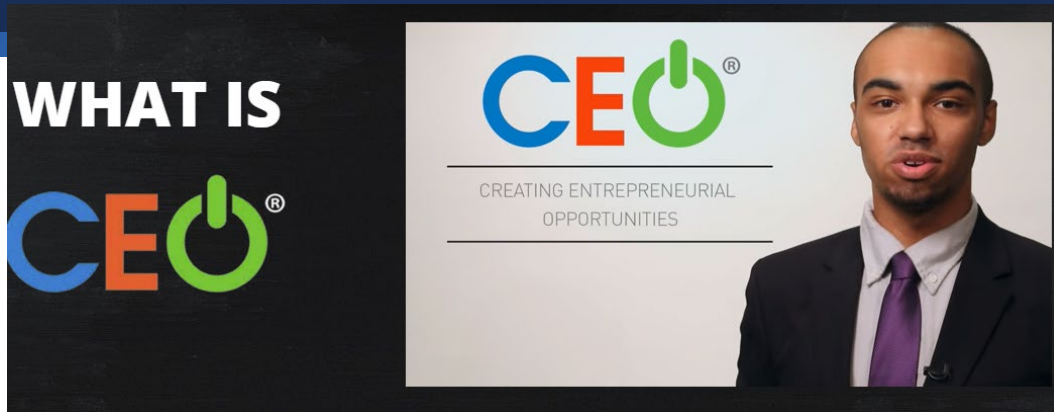
18,884 Students
51+ LYFT Projects

68 Schools

3E's Roadmap
2,129 Views
270 Students Used
by Pilot Teachers
(Hutch/Montevideo)



Entrepreneurship



LYFT-Supported Collaborations:

- SW MN CEO – Luverne, Pipestone, Adrian, Ellsworth, HBC, Edgerton, SW Christian
- West Central MN CEO – MACCRAY, KMS, RCW, Central MN Christian
- Lyon/Murray County Area – Marshall, MCC
- MN River Valley – YME, Montevideo, Lakeview
- Jackson/Windom
- Benson/Morris (possible)

2022-23 CTE Innovation Funding

- Grants of \$15,000 or less
 - Application Deadline: October 31, 2022
 - Businesses and schools collaborate on hands-on CTE exploration, exposure, and experiences for students in grades 7 through 12
 - Review Committee: Representatives of LYFT Pathways Advisory Committee
 - Selection and notification of successful applicants will be no later than November 18th, 2022. • All funds must be spent before June 30, 2023
 - Selection Criteria
 - Collaborative Partnerships (25 points)
 - Project Information: Clearly articulated activities, goals, and outcomes (10 points)
 - Business Driven and Supported (15 points)
 - Student-Centered (15 points)
 - Collaborative and Innovative (15 points)
 - Evaluation and Outcomes (10 points)
 - Budget (10 points)
- Technical Assistance Session
- 24 Registered
 - 14 Attended
 - 1 Application Received

SW MN Career Expo

- Tuesday, October 4 at MN West/Worthington
 - 1,000 Students
- Wednesday, October 5 at SMSU/Marshall
 - 1,200 Students

Expo Activities

- Fast-paced 45-minute Career Game Show with interactive audience polling
- 45-minute college tours and information
- 70 minutes of interactive exhibits (80-100 at each site) with industry, college and agency staff available as resources for students (Interactive exhibits are also open to adults)

Statewide and National Connections

Jobs for the Future 2022 Pathways to Prosperity Institute

Regional Representatives

- Eriann Faris, SWWC
- Keri Bergeson, JCC
- L Lovell, Windom
- B Harwood, Windom
- Scott Marquardt, SWIF

Secondary and postsecondary alignment, work-based learning, education-industry partnerships, career navigation, intermediary development, and policies that support pathways.

Jobs for the Future (JFF) drives transformation of the American workforce and education systems to achieve equitable economic advancement for all.

Redefining Ready

Redefining Ready! - National initiative launched by the AASA (The School Superintendents Association) to introduce new research-based metrics to more appropriately assess that students are:

College ready

- Academic Indicators
- Standardized Testing Benchmarks
- Additional Factors:
- Grades higher than C
- Career Pathway Course Sequence
- College Academic Advising
- Bridge Programs
- Math after Alg II

Career ready

- 90% Attendance
- 25 hours of Community Service
- Workplace Learning Experience
- Industry Credential
- Dual Credit Career Pathway Course
- Two or more organized Co-Curricular activities

Life ready

- Demonstrating personal actualization skills
 - self-awareness
 - self-management
 - social-awareness
 - responsible decision-making
 - relationship skills

Sourcewell: Career Pathways Vision Trip

1 individual per region Exemplary School Usage of Redefining Ready Metrics

What	When / Where	Additional Information
Departure to Wisconsin	October 25th 12:00p.m. Sourcewell 1:00 p.m. RTS-Sartell	We will provide parking space to leave vehicles and will be traveling by coach bus as a group. Tentative travel time is 7.5 hours. Pick up: Sartell (1 PM) Resource Training & Solutions
Elkhorn High School	October 26th 8:00-11:00 Elkhorn, WI	Elkhorn is an AVID demonstration site, has been implementing Redefining Ready metrics for years, and has a College and Career Academy High School to provide students with an innovative and tailored path.
F J Turner High School	October 26th 1:00-4:00 Beloit, WI	Beloit Turner district has adopted the Redefining Ready Metrics as their vision, “All students Life, College, and Career Ready” with the development of High School, Middle School, and Elementary indicators .
New Berlin High School	October 27th 8:30-1:00 New Berlin, WI	New Berlin has identified their K-12 Career awareness, exposure, and preparedness plan to create a vertically aligned system for career development. “College and Career Readiness – All In!”
Return to Minnesota	October 27th Approx. 7:30 p.m. RTS 8:30 p.m. Sourcewell	Lunch will be provided by New Berlin before departing for Minnesota. Tentative travel time is 7.5 hours.

MSC CTE Consortium

- \$6 Million Across 8 Service Cooperatives
- SWWC Funding: \$621,500
- Statewide Goal Areas:
 - Regional Service Cooperatives collaborate to offer competency-based CTE licensure programs that provide a clear pathway yet individualized programs of study toward licensure
 - Regional Service Cooperatives work to increase capacity and advance engagement strategies with dedicated funding to support educators/students in building and sustaining industry and higher education partnerships that lead to real-world skills
 - CTE Consortium works to create efficiencies, leverage partnerships, and build an ecosystem that supports real-world learning in partnership with business/industry

Additional updates/awareness...

- IGNITE career expo – Ridgewater Hutchinson Oct. 14
1200 students; Over 70 hands-on activities
- NACEP in Minneapolis Nov 7/8 – Reduced rates available with a code from NACEP member institutions. Contact Kayla or Theresa for more information



FY 23 Focus Areas

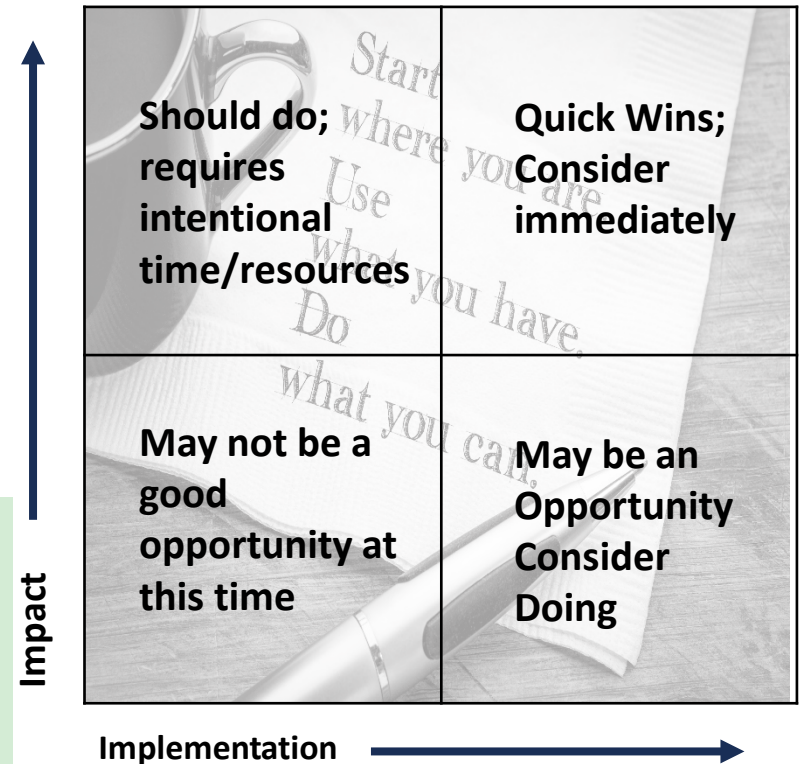
Key SW MN Priorities 2023

- Advancing Student/Employer Connections
- Ensuring Equitable Access to Advanced CTE Opportunities for All Students
- Expanding Regional Awareness and Collaboration
- Advancing Educator Awareness/Development

Exploring the Wildly Important

IF begun today, what efforts would have the greatest impact AND are best positioned for implementation?

Breaking into working groups, determine the “wildly important” objectives that we should address over the next 9-12 months for each of the key priorities on previous slide – **RESULTS ARE SLIDES IN BLUE**



Advancing Student/Employer Connections

Ideas from past discussions:

- More/advanced immersive experiences - Student exposure to multiple career options/skills that transfer; students see that they aren't preparing for one perfect job
- Skills-oriented apprenticeships programs (without some of the other educational requirements; potential DOL Youth Skills; resources like Bring You're A Game)
- Help businesses understand how to partner
- Consider having cohorts/consortiums of like businesses work together to be involved/offer experiences for students (less impact on small businesses)
- Connect branded events – manufacturing weeks, etc.

Suggested actions from July meeting:

- Rotational internships/OJT (more than job shadows and OJT of the past; learning from businesses/promoting opportunities)
- Mentoring – describing regional/local employer opportunities; promoting occupations in demand and the technical skills needed
- Business tours for other businesses, educators, parents
- Job boards

Advancing Student/Employer Connections

High Impact/Harder Implementation (Should do; Requires Intentional Planning/Resources)

- Regional Growth of Work & Learn Coordinators

High Impact/Easier Implementation (QUICK WINS/Must Do)

- Retention of Current Work & Learn Coordinators/Navigators
- Career Expo's (SWMN/Ignite)
- CEO Program
- 3 E's Video/Road Map (increase use)
- LYFT Innovation (Grants)
- TigerPath Conference

Lower Impact/Easier Implementation (Consider Doing)

- [FutureForward](#) implementation
- Community of Practice for Navigators/Work & Learn Coordinators

Ensuring Equitable Access to Advanced CTE Opportunities for All Students

Ideas from past discussions:

- Identify and lessen the “true” barriers for underserved (Transportation/Travel)
- Support collaboration of schools/programs not located near one another
- Expand offerings to Jr High/Elementary levels (ABE; 4-yr drop outs; 2-yr transfer students)
- Career Navigators available in every school – supporting students with not only experiences but also reflections/planning
- Higher education connections – mentorship, inspiration, college credit for work exploration/experience in high school
- CEO programs in more areas

Suggested actions from July meeting:

- **Career Navigators in/available to every school; consider contracting with Chambers of Commerce or local EDAs**
- **Make the CEO classes eligible for college credit**
- **Explore stronger connections from the Career Navigators to a college advisor so that students have continual help to get to post-secondary education and training**

Ensuring Equitable Access to Advanced CTE Opportunities for All Students

High Impact/Harder Implementation

(Should do; Requires Intentional Planning/Resources)

- Supporting collaboration for distance learning/VR; shared time/resources
- Career Navigators in all schools
- Higher Education Connections for College Credit

High Impact/Easier Implementation (QUICK WINS/Must Do)

- Transportation/Travel funding – MDE Transportation Dollars
- Expanding offerings to Elementary and Jr High
- Expanding CEO Program

Lower Impact/Easier Implementation (Consider Doing)

- Substitution of advanced CTE for college required classes (Alg II, Chem, Physics, etc.)

Expanding Regional Awareness and Collaboration

Ideas from past discussions:

- LYFT Advisory Committee diversity (age, gender, geographic, demographic)
- Student engagement/involvement in LYFT/Planning (ensuring their voice in our work)
- Strategic Marketing: Student, Parent and Community/Public Awareness
 - Workforce/CTE information available at school events
 - Public messaging about CTE careers (high demand/high wage opportunities); use social media, TikTok, etc.)
 - Strategic marketing tied to other events (CTE month; manufacturing month, etc.)
 - Myth busting around 2 year and 4 year options (no shaming for either)
- Cross pollination of lessons/ideas (business, education, community engagement)
- Exploration/development of future resources to continue advanced CTE

Suggested actions:

- **Strategic Marketing** - Identifying target audiences and customized messaging for each - focus on targeting key groups and audiences will be critical (funders, elected officials, parents, BIPOC, students with disabilities and more)
- **Diversifying the LYFT Advisory Committee** to include individuals from target audiences to help provide input into the Marketing Strategy and our broader work – specific mention of needing student/industry voices, perhaps create student and business advisory committees

Expanding Regional Awareness and Collaboration

High Impact/Harder Implementation

(Should do; Requires Intentional Planning/Resources)

- **Strategic Marketing to Target Audiences (Customized messaging)**
 - LYFT Adv. Comm. Helps identify networks/audiences; Potential audiences parents, students, employers, economic development, chambers
 - Engage businesses, committee members, schools who have been associated with LYFT; Identify success stories; what to share
 - Gather information on target audiences; what are they interested in? why?
 - Connect with local media
 - Use info gathered from focus groups
 - Identify successful strategies around awareness/marketing
 - Identify our value proposition; talking points; messaging content
 - Engage professional marketing assistance; help with message/strategies
 - Use messaging as opportunity to build relationships

High Impact/Easier Implementation

(QUICK WINS/Must Do)

- **Diversify LYFT Pathways Advisory Committee by geography/other demographics**
 - This will help us expand our reach for sharing stories of success/messaging
- **Student Engagement – establish Student Advisory group for feedback/insights**
 - Consider recent grads; Have them identify impact/what we need
- **Host focus groups to identify needs and establish ways to spread message/story**
 - Parents; Media
- **Sharing information at local/regional events**

Lower Impact/Easier Implementation

(Consider Doing)

- **Exploration and cross pollination of regional efforts that align with our work**

Advancing Educator Awareness & Development

Ideas from Past Discussions

- Career awareness to classroom teachers (all content areas; how learning applies in real world); potential teacher stipend for professional development
- Professional development – licensure; externships, etc. [Define the needs in our region]
- Awareness of the opportunities/experiences that exist and are available to their students
- Cross pollination of lessons/ideas between schools (Innovation in Education Conference?)
- Support to embed CTE into Core 4 and vice versa
- Counselor awareness/understanding of 2-yr ROI/opportunities
- Workshops for out-of-field teaching

Suggested actions based on July meeting:

The Minnesota Service Cooperatives have included this as a key area of focus for the statewide Rural CTE Grant. As such programming and resources will be available to all regions. We will discuss what is available through this effort and consider the needs based on our regional awareness so that we can discuss how these may align for our region.

Advancing Educator Awareness & Development

High Impact/Harder Implementation (Should do; Requires Intentional Planning/Resources)

- Counselor engagement – CTE workshops; Industry experiences; Event to share resources
- Teacher externships (informed by survey)
- Professional Development – Licensure/Externships

High Impact/Easier Implementation (QUICK WINS/Must Do)

- Teachers – Career Awareness
 - Survey regarding opportunities/barriers
 - Planned prof dev that includes industry experiences
- Admin - Career Awareness
 - Integrate career exposure in regular meetings/prof dev days
- Counselor Awareness – 2 yr ROI

Lower Impact/Easier Implementation (Consider Doing)

- Innovation Conference
- CORE 4 Integration
- Workshops for out of field



Aligning & Discovering Resources

Perkins Consortia

- Comprehensive local needs assessment and alignment
- Approved CTE programs only
- 5th grade and up

Funds most often used for purchasing equipment, career exposure through industry tours/expos; and teacher workshops

MN West Consortium

- MN West Community & Tech College
- 38 High Schools

Mid-Minnesota Consortium

- Ridgewater College
- 17 High Schools

Perkins funding has limitations that may inhibit innovation.

WIOA/SW MN PIC YOUTH PROGRAMMING

- Customer-focused, need-based employment and training services; helping young people navigate between the educational and workforce systems; Career exploration/guidance, career pathways, support for educational attainment, opportunities for skills training for in-demand occupations
- WIOA Title I: Supports adult, dislocated worker and youth programming; individual focused for those who qualify - Out-of-school youth (OSY) ages 16-24; In-school ages 14-21
- WIOA Focus: OSY (minimum funds from 30 percent to 75 percent); major focus on work experience opportunities (minimum of 20% of local area funds); new program elements – financial literacy, entrepreneurial skills, labor market/employment information; prep for/transition to post-secondary education/training; concurrent enrollment
- SW MN funds have been decreasing as based on unemployment rates (SW MN as low as 1.7%)
- Work & Learn Coordinators are paid through braided funding from: LYFT, Otto Bremer, SWIF, United Way

Additional Leveraged Resources

What additional resources might support this work?

The group discussed potential opportunities including...

- Founding business partners; create legacy for local area
- Local Economic Development Authorities – funds to support local people/work
- Unions – example shared of reimbursement for students attending heavy equipment class through MN Virtual Academy
- Testimonials from students/other businesses and longitudinal study helps messaging to these entities

Resources Needed

NOTE: Not all groups had time to consider needed resources for priorities



Resources

- Leadership
- Talents
- Time
- Space
- Supplies
- Money – Funds needed/Funds in hand

"It takes resources to create resources."

This Photo by Unknown Author is licensed under [CC BY-SA](#)

Aligning Priorities & Resources

Looking at each of our key goal areas...

- What resources are needed?
- Who is currently connected to/supporting our work? In what ways?
- Who is missing that should be part of our discussions/work?

NOTE: Not all groups had time to consider needed resources for priorities; These will be brought to the committee and/or working groups for further discussion.

Reflections/Next Steps

THANK YOU!

Next meeting:
January - Virtual

- Eriann Faris, eriann.faris@swwc.org
- Tom Hoff, tom.hoff@swwc.org
- Cheryl Glaeser, cheryl@achieveresultstogether.com

Rural CTE Consortium



MEMBER SCHOOL DISTRICTS

