



CAREER PATHWAYS

Launch Your Future Today

**LYFT Pathways CTE Advisory Committee
October 16, 2019**

Rural CTE Consortium



Mid-Minnesota
Development Commission
Serving citizens of
Kandiyohi, Marshall,
Meeker, & Renville Counties



MEMBER SCHOOL DISTRICTS

Meeting Objectives

- Share and reflect on the projects and efforts funded thus far through LYFT
- Sharing communications strategies and how you can help
- Gather your insights on legislative action and LYFT Mini Grants
- Develop strategies for continuing to expand school/business partnerships

Updates & Recent Efforts

- LYFT Funds at Work in the Region
- Other Support/Work
- Pilot with Learning Blade
- Evaluation – Ripple Effect Mapping
- Real-Life Success Stories
- Partner Updates

Finding a Pathway

Typically



1. College



2. Major



3. Career Pathway

Instead



1. Career Pathway



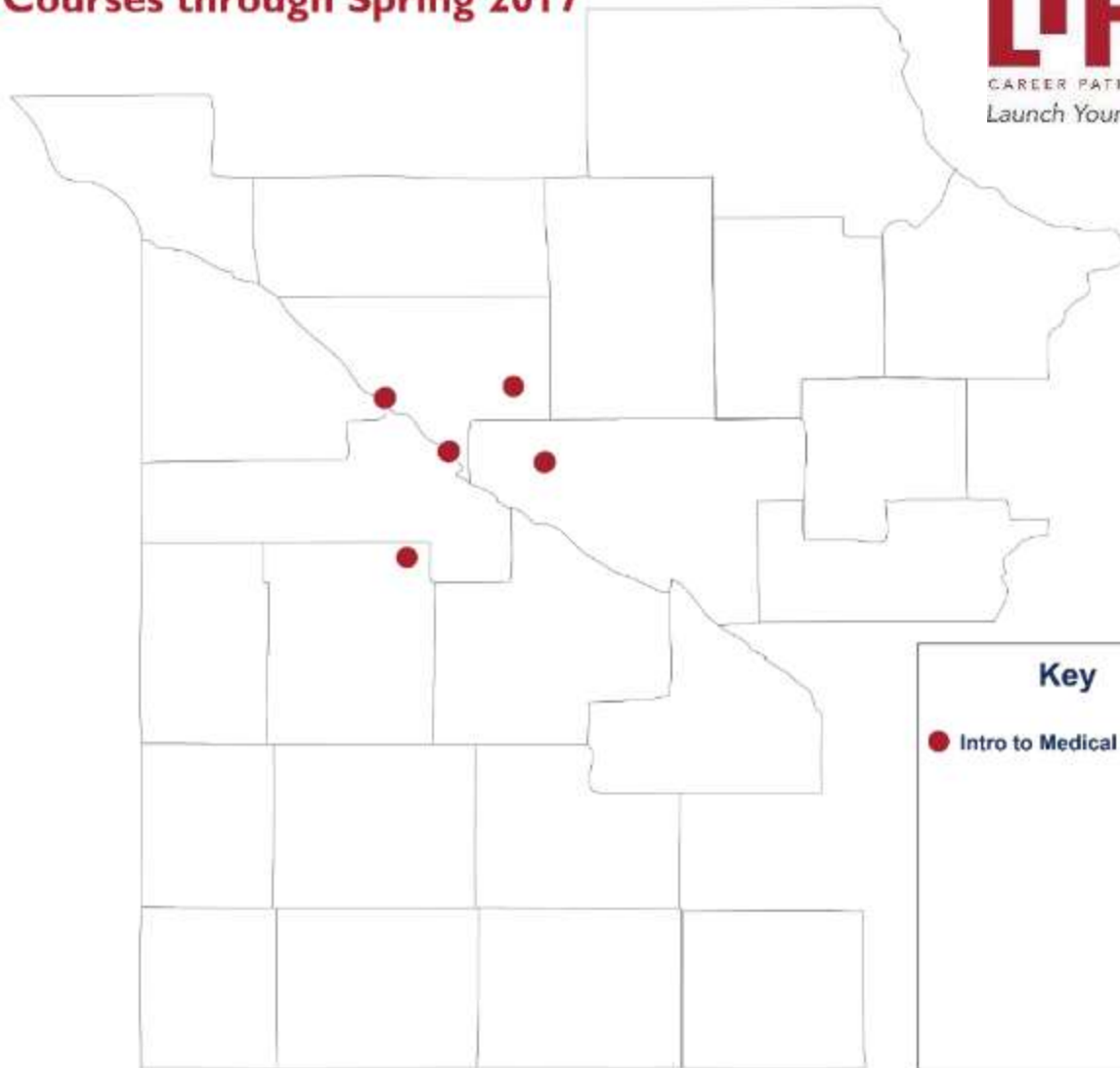
2. Major – Credential



3. Future Training

2016-17 School Year

Courses through Spring 2017

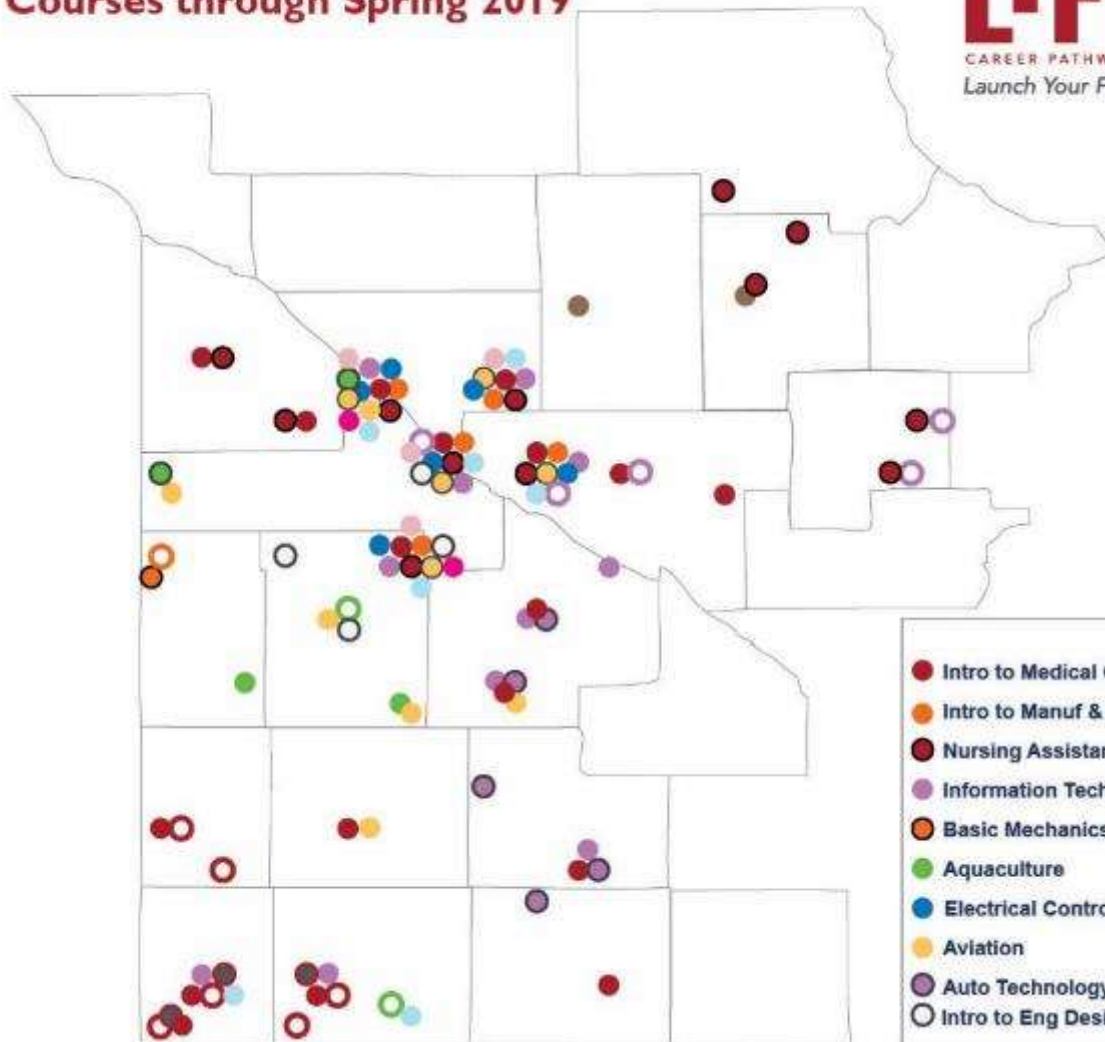


Key

- Intro to Medical Careers

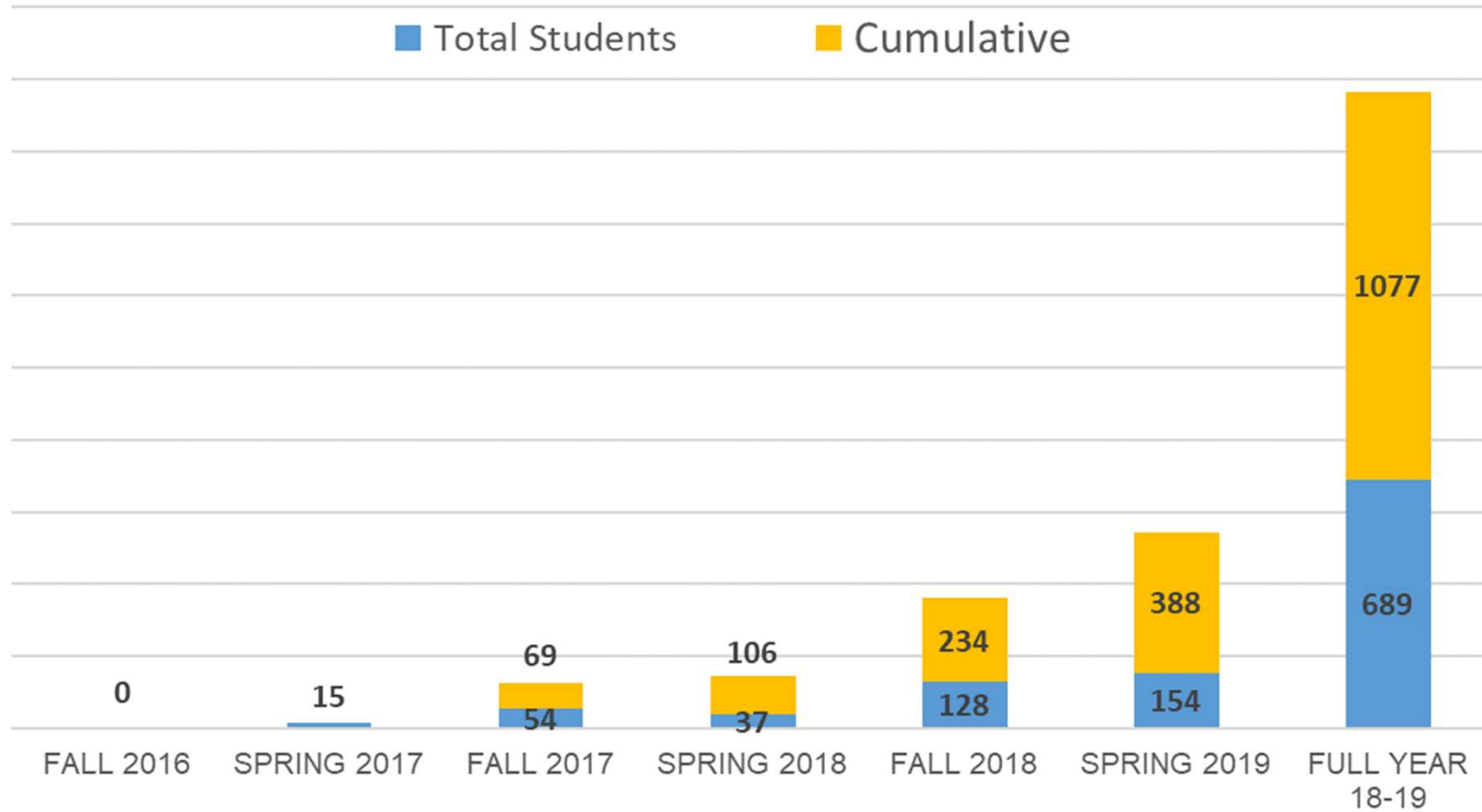
2018-19 School Year

Courses through Spring 2019



Key	
● Intro to Medical Careers	○ ProStart
● Intro to Manuf & Engin	○ CEO
● Nursing Assistant	○ Manufacturing
● Information Tech Concepts	● Welding Principles
● Basic Mechanics	● CDL Training Program
● Aquaculture	● Intro to Education
● Electrical Controls	● Pharmacy Tech
● Aviation	● AgDrone Technology
● Auto Technology	● Medical Careers Internship
○ Intro to Eng Design	● Industrial Const Methods
	● PIC Work Based Learning

Shared CTE Student Participation Growth



Shared CTE Student Opportunities Funded & Planned

Course/Experience	# Schools	# Students
Ag Drone Technology	2	6
Aquaculture	2	11
Auto Technology	6	12
Aviation	2	25
Basic Mechanics	2	4
CDL Training Program	3	10
Computer Integrated Manufacturing	3	369
Creating Entrepreneurial Opportunities	7	17
Electrical Controls	5	4
Flight School	4	12
Industrial Construction Methods	4	16
Information Technology Concepts	9	30
Intro to Engineering Design	4	10
Intro to Manufacturing & Engineering	5	23
Introduction to Education	5	14
Introduction to Medical Careers	16	143
Medical Career Internship	3	4
Nursing Assistant	11	65
Pharmacy Technician	4	3
ProStart	3	16
SW PIC Work-based Learning	8	85
Welding Principles	3	8
Yellowstone Trail Manufacturing	2	190
Total # Students		1077

Course Type	# Students
High School Course	908
Minnesota West Contracted PSEO	141
Ridgewater Contracted PSEO	28



Nearly **2,000*** Students participating in shared CTE opportunities through LYFT Pathways!

*At end of 2019-20 school year

NEW Opportunities Planned for 2019-2020 (200+ students)

- Architecture PLTW
- CADD PLTW
- Child Development
- CMJTF Work-based Learning
- Community Health Worker
- CS Discoveries
- Digital Electronics
- Electrical, Plumbing, HVAC
- Food and Nutrition
- Food Truck
- Industrial Construction Basics
- Intro to Energy
- IT Exploration
- Medical Terminology
- Networking Basics
- Principals of Design PLTW
- Small Business Basics
- Tiny House Construction
- Yellowstone Productions - Videography

Other Support/Work

- MN River Valley CTE Collaborative structure and expansion
- SWPIC and CMJTS – Expanding Work-based Learning Programs through Career Pathway Navigators
- Technical Assistance for developing school-business partnerships
- Tours and presentations with out-of-region/state groups looking to replicate the program
- Learning Blade – STEM Toolbox

Learning Blade – STEM Toolbox

Providing STEM and Computer Science e-learning grants to schools offer **licenses at no charge** for the 2019-20 school year.



Interactive Lessons



Challenge Projects



Design Thinking



3D Printing



Career Videos



Parent Discussions



Coding Exercises



Papercraft

www.learningblade.com

LYFT Funding to Date...

Rural CTE Consortium Funding	\$3,000,000
Expended to Date	\$ 935,000
<u>Awarded Grants and Remaining FY 19 Costs</u>	<u>\$ 600,000</u>
Remaining for FY 20, 21, 22	\$1,465,000



Evaluating Our Efforts



- Project Mid-term and Final Reports
- Annual legislative report
- Gathering insights from recipients & partners – Ripple Effect Mapping

Ripple Effects Mapping



Ripple Effects Mapping for Evaluation

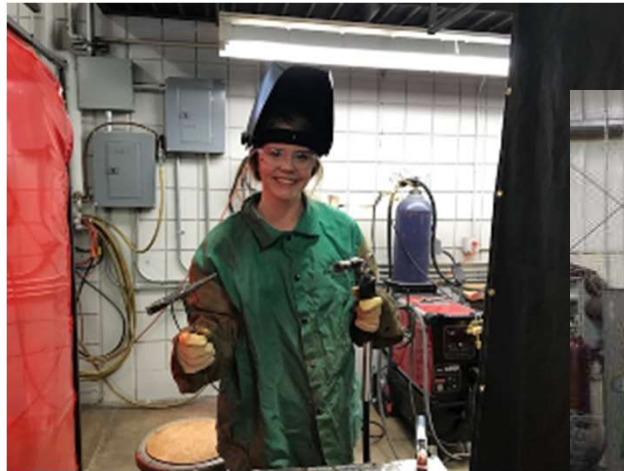
Working with Scott Chazdon, U of M Extension; Schedule

- Spring 2020 - Students
- Summer 2020 - Business and Workforce/Economic Development
- Fall 2020 – K-12 teachers and administration
- Fall 2020 – Higher Education instructors and administration



The real LYFT success stories...

Emma
Brandon
Taylor
& More!





Emma

- First girl in the Introduction to Manufacturing/Engineering class with MRV CTEC
- Filled a leadership role in the class
- Found a career path that she enjoyed and is pursuing that path after high school
- Enrolled at NDSU in an engineering program



Brandon

- A senior in Introduction to Manufacturing/Engineering class
- When class began, Brandon had no plans for his life after graduation
- By the time the class was over, Brandon indicated a strong interest in manufacturing, especially in welding jobs.
- Worked for Fagen, Inc the year after graduation



Taylor

- A senior in 2nd Intro to Manufacturing / Engineering class
- Good worker (worked 4 part time jobs during his senior year)
- Fast learner, connected to the skills taught, especially the welding and machining skills
- Offered a job at Action Manufacturing during business tour
- Attending Minnesota West, Fall 2019

Your Reflections/Thoughts ...

- Potential improvements to the web site...
 - Provide a grid of the projects with basic info/key contacts (so people don't need to open each separately to get ideas; see who to connect with for info)
 - Share [abbreviated versions] of reports provided to the State (or at least share with committee members)
- Other Resources/Helpful Information...
 - SLEDS – the power of stories/sharing information/tracking data; good resource for data/trends/grant opportunities (<http://sleds.mn.gov/>)
 - Dr. James Johnson, Demographer (<https://www.youtube.com/watch?v=6MaedeUyIEI>)
 - College in High School Alliance – Closing Equity Gaps
 - <https://www.collegeinhighschool.org/roadmap>
 - <https://www.collegeinhighschool.org/finance>

LYFT – Continuing the Work

- Success/Impact
- Essential for Sustaining the Work
- Top Priorities for Near Future

Your Thoughts – Success & Impact

	Moderate Extent	Great Extent
Overall Impact	75%	25%
Increased Collaboration	50%	50%

- Increase in School and Community Collaboration
- MRV CTEC – true collaboration & depth of offerings
- Businesses teaching classes
- Students interested/trained for healthcare careers
- ACGC – students participating in CNA/CDL without needing to qualify for PSEO

Essential to Sustain...

	Extremely	Moderately	Essential
Business/School Partnerships	92%	0	8%
Working w/ Legislators	83%	8%	8%
Business Engagement	67%	16.5%	16.5%
SWSC Staff Coordination	58%	25%	17%
Funding for CTE Equipment/Projects	58%	25%	8%
School/Agency Partnerships	50%	33%	8%
Funding for Work-based Learning	42%	33%	17%



What is Most Needed - Spring

- Mini Grants for smaller amounts with more straight-forward access to funds
- Encourage project-based Learning that focuses on transferable skills; building student portfolios of experiences vs. course lists
- Social Media/Communications Campaign – push the video/success stories/other CTE awareness
- Encouraging/supporting Jr. High Experiences
- Shared learning - developing replicable “models” – off the shelf based on successes
- Understanding Employer Needs/Experiences - Employer/Business Focused Round Tables; Increased collaboration with Chambers of Commerce and Economic Development



Priorities - Your Thoughts (Fall)...

	Extremely	Very	Important
Working w/ Legislators	75%	17%	8%
Communication/Awareness	67%	16.5%	16.5%
Encourage Innovation (Outside of Classes)	50%	42%	8%
Businesses – Evaluation/needs	50%	33%	17%
LYFT Recipients – Evaluation/shared learning	8%	58%	33%
Expanding CTE to JR High	8%	50%	42%
Professional Evaluation	0%	25%	42%



Communications – Your Ideas...

Building Awareness

- Videos for different audiences – snippets; various uses
- Engage businesses in monthly conversations
- Share at career events – college/career fairs
- Feature LYFT participants in local news/social media
- Include LYFT info/speakers in regional workforce meetings
- Develop language for multiple audiences – avg citizen, Perkins/Voters, employers, etc.



Communication Strategies – How You Can Help with Awareness...

- Social Media
 - Hashtags
 - Photos
 - Tagging
 - Video
 - Key Messages



LYFT on Websites

- ADD “Proud to be a LYFT Partner” and LYFT logo/website URL to your websites
 - Download logo from www.lyftpathways.org/resources
 - LYFT URL: www.lyftpathways.org
- Link the LYFT video to your websites and/or social media accounts
 - Direct link on YouTube: <https://youtu.be/4Ucqfc0vHtY>
- Embed code: `<iframe width="560" height="315" src="https://www.youtube.com/embed/4Ucqfc0vHtY" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`

Social Media Tips/Tricks

- **Hashtags**

- Please use: #LYFTPathways; #SWWC; #CareerTechEd
- Include your own Hashtags – Example #GoHawks

- **Photos**

- Include at least one to enhance message; max 3 per tweet
- Make sure you have permission to post pictures

- **Tag Schools/Businesses** associated with project/event

- Facebook: use @ symbol and then start typing school/business name; click on “handle” when pops up
- Twitter – include Twitter handle in body of message or use “Tag people”

Messages to promote LYFT Career Pathways...

- We're proud to be a part of #LYFTPathways – offering exciting opportunities for student learning!
- (Name of school) is so excited to be a part of #LYFTPathways! Here is a look into our classroom. We thank (business name) for partnering with us!
- Students are developing the skills that business need through #LYFTPathways!
- We are supporting students as they launch their future today with #LYFTPathways! Here are some pictures of us working with students from (name(s) of school).
- Have questions about #LYFTPathways? Learn more at www.lyftpathways.org .

Communications – Your Insights

- How might you envision using these communication strategies within your organization/work?
- What other strategies should we be using to create awareness?

Your Insights/Questions?...

- Consider adding LinkedIn info (Luke/Cheryl could help with instructions/ideas)
- Send these social media instructions to all grant recipients; Encourage grant recipients to send to all partners
- Use Marketing and Sales students [colleges?] as social media resources to do the work of posting and/or farm out services to other partners
- Create marketing kits for business partners
- Create communications/messaging targeted to County/City Economic Development Professionals, Chambers of Commerce
- Published story of LYFT identifying industry need and impact of LYFT
- Market LYFT to school districts not yet participating
- Student Survey – if offered what interested in; show other school examples
- Student Generated Testimony – Can students post? Can we gather student comments on evaluations?
- What case studies are being shared of each/most successful LYFT projects?
- How might we educate middle school parents to change mindset of 4-year as only option?

Priorities...Your Insights for Moving Forward

- Mini-Grants to Encourage Innovative Hands-on Experiences
- Legislative Priorities and Advocacy
- Expanding Business/School Partnerships



LYFT Mini Innovation Grants

Application/Process
Guidelines



DRAFT Mini Innovation Grant Guidelines & Priorities

- Less than \$5,000
- Hands-on CTE Exposure/Skills Building
- Not used solely for equipment
- Maximum Benefit – Is there a maximum \$ amount or number of grants than any one school can benefit from? (standard and mini)

Innovation That's Real & Relevant

- Student-led projects across school Districts
- Weekend/Summer Experiences
- Trades Days
- Product Demonstrations
- Simulations
- Industry site visits
- Job shadowing
- Apprenticeships
- Internships

Your Insights... LYFT Mini Grants

- Is what we're seeking clear?
- What's missing or what might we improve?
- How do we "market" this opportunity?

Comments/Suggestions - Mini Grant....

- Change Title: LYFT Career Exploration/Experience Grants
- Like lower risk/investment; encourages cooperation/partnership at comfortable level
- Point out for 7th through 12th grade; send to JR High teachers
- Alg II/Chemistry Project-based – project within an academic course
- How are home school/on-line students being served?
- Intentionally market to areas that haven't done anything yet; encourage those that are first-timers; encourage those that are currently doing it on their own (how could LYFT funds take their projects further?)
- Exemption if more than 4 grants [from this point forward]– unless including other school districts; address outcomes from previous grant – evals/impact?
- Opportunity between <\$5K and full grant (perhaps \$10K?) – specific opportunity to develop student apprenticeships – MN Apprenticeship Initiative; Youth Skills Training; Paperwork heavy; set requirements

Legislative Priorities

Key Areas of Focus
Advocacy



Legislative ASKS - 2019

- Support the vocational enrichment legislation that would provide funds to offer career and technical (vocational) programs in the summer or on weekends.
- Add full travel reimbursement to the local CTE Levy Legislation.
- Extend the CTE Licensure Exemption Legislation to 2022.
- Maintain currently Tier 1-4 Licensure rules.



Legislative Asks – Your Ideas 2019

- Incentivize businesses, through tax incentives, to offer scholarships and tuition assistance to recruit college students in high demand fields.
- Incentivize partnerships between school districts and colleges to develop shared CTE programs (i.e., school day, evening, morning, summer, weekend) by offering state k-12 funding at 1.4 FTE per high school student general aid.
- Provide full (for student or teacher travel) reimbursement to schools for shared CTE to level the playing field for smaller districts or those that need to travel to a central site.
- More flexibility to cover requirements for graduation so students can fulfill academic requirements through their CTE courses (i.e., fulfill math or language arts credits in the context of CTE course) Example: Allow a school the local option of substituting Algebra II with a rigorous math course taught in the context of a career pathway if that is in the best interest of the student.
- WBL licensure endorsement? What flexibility do we want?



Legislative Work Today... Ideas

- 100% Reimbursement for transportation through CTE Levy Funds
- Incentive \$\$\$ for Evening/Weekend CTE opportunities
- Local control for grad requirements (Alg II /Chem)
- Permanent funding for CTE Partnerships



Your Insights... Legislative Work

- What's Missing?
- How do we best advocate for these legislative priorities?

Comments/Suggestions – Legislative Work

• **Flexibility in Requirements**

- Limits students; Intended for students going to 4-year post-secondary
- System sets up inequity – reward and moves students already likely to succeed; sets up students already behind for failure; ESL students who age out; missing kids in the middle – need different career pathways
- More contextualized classes; no work ethic taught; students more successful when have CTE experience – push more for this
- Integration piece – how does it fit in?

Comments/Suggestions – Legislative Work

- **Transportation**

- Safety concerns for students (especially dangerous conditions)
- Equity issue; rural areas
- only 35% covered currently; should be 100% [? May impact sustainability]

- **College Partnerships**

- Credentials of Instructors – college credits; disconnect; loosen up/offer more options

Comments/Suggestions – Legislative Work

- **Flexibility in # of Classes/Schedules [Summer Programs]**
 - Loosen up school year schedule constraints
 - How many classes students can take – should not be limited (to an extent)
 - Include summer courses – schools empty in summer; why summer academic programs stopped after elementary?; have “applications” to participate in summer CTE programs; Involve businesses in summer programming (examples: St. Cloud/Sauk Rapids)
 - Stability for students in need

Comments/Suggestions – Legislative Work

- **Incentive \$\$\$**
 - Should be available for flexibility
 - Stability for students in need
- **\$\$\$ Tax credits for businesses – Other People’s Money**
 - Financial incentive – their contribution matters
 - Industry need is great – lack of child care affects workforce
 - Businesses skin in game; looking for future employees; sustainability
- **Simplification of Apprenticeship Process for Businesses**
 - Change how apprenticeships work – businesses having to fill out paperwork

Comments/Suggestions – Legislative Work

- Work-based Learning
 - Licensing Issues – ex: Special Ed teacher can't be WBL teacher
- Concurrent Enrollment
 - Difficult to find HS concurrent teachers; how can we continue to enhance relationships?
 - PELSB standards
 - Are we meeting needs of students?
 - Loosens tension but moves forward
- Key Committees – Who/Where are they?
 - Invite to central location; educate them on LYFT program
- Manage existing initiatives
 - Look at big picture; funnel management; loosen up guidelines; already exist/why create something new?; look at everything & promote

Business & School Partnerships

Innovative Business Engagement
Work-based Learning Opportunities



Your Insights – Spring 2019

Continue to Engage Businesses

Encourage Opportunities beyond Courses

- Frame other ideas FIRST– summer academies; trades camps; internships; project-based academies; work-based learning
- Think earlier – middle school; exposure to careers/jobs/pathways; more flexibility; more room for experiential learning

Your Insights – Survey 2019

- Business/Education Partnerships are Essential - 92% Extremely Essential
- Business Engagement is Essential – 84% Moderately or Extremely
- Encourage Innovative, Hands-on Experiences
- Work with businesses to evaluate their experiences. How are we meeting their needs?

Business/Education Partnerships

Current Examples...

- trü SHRIMP
- Tiny House – Friendship Homes
- Fairmont Welding Academy
- MAPs

trū[®] SHRIMP



trū[®] SHRIMP - Aquaculture



trū[®] SHRIMP



RTR and TMB Aquaculture

- Initial Hesitation – staff time required
- Start small... tour and overview
- Advanced into students on-site working alongside staff

WIN- WIN - WIN

for Employees, Company, Students!

Friendship Homes - MRV CTEC Construction

- MRV CTEC, Friendship Homes, Ice Castle
- Building a park model house; already purchased by City of Granite Falls
- Taught at Friendship Homes by YME Instructor w/ technical assistance from staff, Tues – Fri
- Ice Castle also a partner; host student visits to see production process



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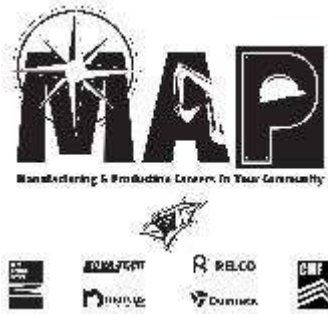
Zierke – Fairmont Welding Academy

- Saturday Welding Academy, a 15-week program at Fairmont Jr./Sr. High School
- Open to students, community members and students from other schools
- Free for Fairmont students; \$250 ea for others
- Zierke Built Manufacturing; 8 academy graduates



Photo Courtesy of Fairmont Sentinel

Other Innovation: MAP

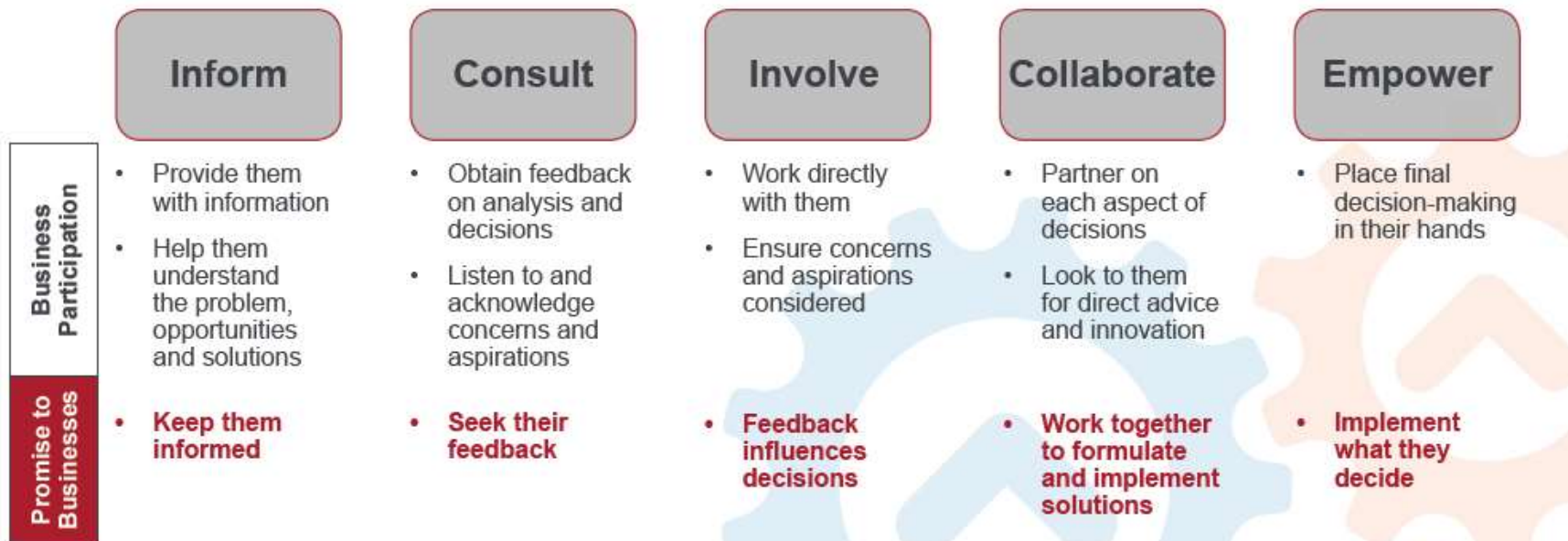


Students Win – Businesses Win – Community Wins

- Willmar, ACGC, NLS area; 5 founding businesses
- Each hosted the students 8 days for a 1 ½ hour block, creating their own curriculum
- Skills/Experience: Safety, CAD, CNC, Quality, Welding, Estimating, Project Mgmt, & more

Business Engagement Spectrum for Career and Technical Education Courses

This tool shows different levels of engagement on a spectrum from “inform” to “empower,” with businesses having higher degrees of influence over decisions made as the engagement levels move toward empower. There are many factors and situations that determine the degree of engagement, so there is no right or wrong placement on the spectrum.



YOUTH CAREER PATHWAY NAVIGATORS

Intermediary to schools and employers; providing support to both students and employers.

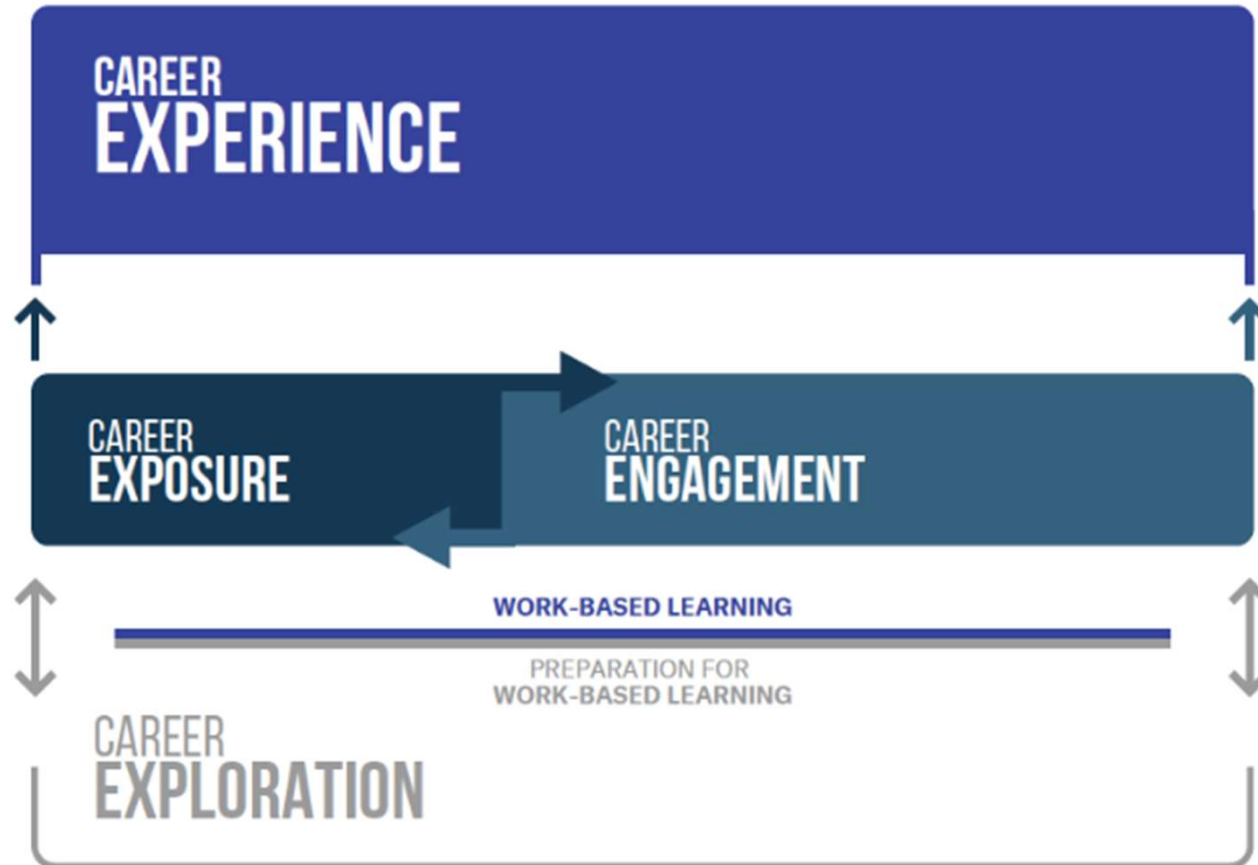
STUDENTS	EMPLOYERS
Continuum of career services: career awareness & exploration and career preparation & training	Coordination of job shadows; workplace tours; guest speaking
Practical employability skills (soft skills: problem solving, communication, professionalism, teamwork, etc.)	Staff training and evaluation for successful student interactions
Hands-on Experience - job shadows, workplace tours, on-the-job training, apprenticeships, etc.	Exposure and building skilled future workforce

Youth Skills Training Program

- Youth Skills Training Program at the Minnesota Department of Labor and Industry (YST@DLI)
- Supports the development and implementation of experiential learning opportunities for students 16 and older
- Locally developed programs implemented in cooperation with employers and schools
- Paid part-time employment and related classroom instruction; approved and monitored by DLI



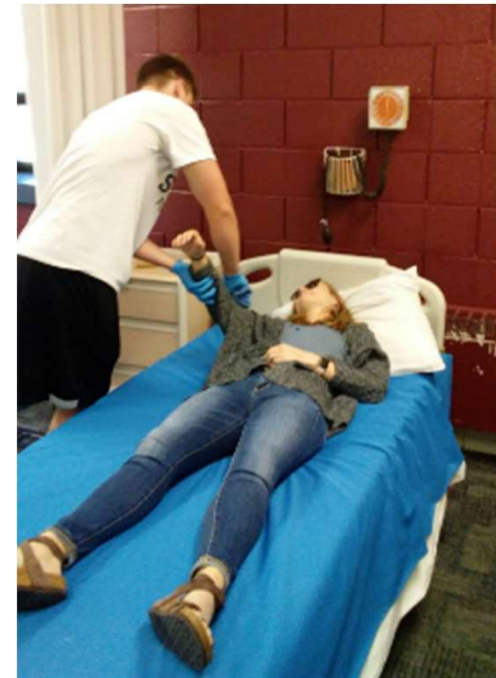
Work Based Learning Framework



Success Stories...

Intro to Med/Health -Student A

- Student A was a in Intro to Medical/Health Careers last fall
- Interested in a health care career but without the knowledge of what she was interested in.
- 4th job shadow – worked with a sonographer doing ultrasounds with mothers experiencing high risk pregnancies
- Loved the different situations she experienced
- Planned for attending school in sonography, but also with an option to move into other health careers later



Success Stories...

Intro to Med/Health -Student B

- Also a student last fall in Lynn Heath's Intro to Med/Health Careers class
- Searching for a career that would be fulfilling and able to work in her home community
- 3rd job shadow – Certified RN Anesthetist (CRNA)
- Was able to observe in the surgical room (knee arthroscopy, rotator cuff repair)
- The CRNA was extremely attentive to showing B how the anesthesia was administered
- B decided to pursue her RN after high school, with a goal of becoming a CRNA



Your Insights... Business/School Partnerships

- How do we expand school/business partnerships to provide more innovative opportunities for students?

Your Insights...Business/Educ Partnerships

- **Communication/Marketing**

- Press release for every project that is funded
- Share business testimonies on the back of the LYFT Pathways overview/flyer
- Success stories – business recognition – nominate employers; how are they being recognized at schools?; share stories on social media, news, chambers, radio
- Tell stories/messaging tailored to EDAs (City/County); Chambers; Service Clubs
- Essential messages and marketing tool kit for businesses – common language; ready answer for common rebuttals/rejections
- Communication plans – include outreach to EDAs/Chambers/Service Clubs; Workforce Development Boards

Your Insights...Business/Educ Partnerships

- **Understanding Business Needs; Engaging Businesses**

- Survey employers to capture needs
- Invite to central location; educate them on LYFT program; Go to where businesses already meet; Industry forums
- Use business engagement spectrum
- Wine and dine Executives/Owners – bring them together; not on-on-one
- Utilize business champions – advocating peer-to-peer
- Leverage competition among businesses to increase participation
- Keep simplified process; Getting to be more structure over people – documenting everything; [be more like?] CEO

Thank You!



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