



*Launch Your Future Today*

Advisory Committee Meeting

Presentation & NOTES

August 15, 2024

Pioneer PBS, 1 Pioneer Drive

Granite Falls, MN | 56241

**Career & Technical Education**

# LYFT Pathways Advisory Agenda/Objectives

9:00 – 9:15	Welcome and Introductions
9:15 –10:05	Learning from the Field: <i>YME/RCW Partnerships</i>
10:05 –10:50	Employer/Student Engagement Tools: <i>FutureForward™</i>
10:50 –11:30	Planning: LYFT Annual Meeting/Conference
11:30 –11:50	LYFT Updates/Objectives
11:50 –12:00	Closing Reflections/Upcoming Events

## Key Insights We Seek...

- *What might we learn from today's field example that could be replicated across our work?*
- *How might a tool like FutureForward™ help advance employer/student engagement?*
- *What might draw people to our annual meeting/conference? Who might be willing to serve on a planning committee?*

# Welcome & Intros: LYFT Pathways Advisory Committee

Ally Carlson	Redwood Valley Area High School	Eric Day	Mid MN Development Commission
Andrea Moore	Hutchinson High School	Gail Polejewski	MN West Carl Perkins Secondary Coordinator
Briana Mumme	Southwest Initiative Foundation	<b>James Miller</b>	<b>Willmar Area Chamber of Commerce</b>
Bridget Paulson	Central MN Jobs & Training	Jay Trusty	SW Regional Development Commission
<b>Bridget Borer</b>	<b>Nobles County Integration Collaborative</b>	<b>Kathryn Les</b>	<b>U of MN Extension</b>
Bruce Bergeson	MN River Valley CTE Collaborative	Kelley McClure-Mork	Ridgewater College
Carrie Bendix	SW MN Private Industry Council	Lisa Graphenteen	Development Services, Inc./Meeker County EDA`
Cheryl Glaeser	Achieve Consulting	Luke Greiner	MN Dept of Employment and Economic Development
<b>Christine Fischer</b>	<b>Small Business Development Center (SBDC)</b>	Maria Peters	SW MN Private Industry Council
Craig Peters	MN West Community Technical College	Mark Matuska	Jackson County Central Schools
Dawn Hegland	Upper MN Valley RDC	Matthew Feuerborn	Ridgewater College
Diana Ristamaki	Central Minnesota Jobs and Training	Rick Jorgenson	Redwood Valley Area High School
Doug Jans	SWWC	Scott Marquardt	Southwest Initiative Foundation
Eriann Faris	SWWC	See Leske	SW MN Adult Basic Education

**BOLD** = new members

# Learning from the Field: Yellow-Medicine East/Renville County West



# Presentation by Tamar Isfeld, Yoland, and Abby

**People need to hear these stories!**

- Ms. Isfeld and students shared their personal experiences through LYFT funding.
- The discussion was captured by video – we’ll be sharing something in the future!
- Advisory committee members were asked to identify what stood out to them ...

These students are doing “adult” jobs! They can help.

It’s the teacher’s passion & style of teaching making a difference!

It’s mentorship – having the right people connecting in the right place for the right purpose!

**How do we share stories like these more widely?**

Students are learning real skills... how to ask for help, how to struggle to figure something out, how to learn!

It’s all about building connections...

- Skills
- Businesses
- Teachers
- Co-Workers
- Mentors

This is expanding beyond the typical CTE experience!

**How do we support more teachers who may want to teach this way?**

This is building capacity in young adults – perseverance, confidence!

**How might we ensure sustainability of these programs/projects if teachers or admin leave?**

# Engagement Tools: FutureForward™

We explored and discussed opportunities to connect our region to this engagement tool.

See presentation here:

<https://bit.ly/46YIMv5>



The general consensus was to further explore/pursue bringing this opportunity to the region.

A potential challenge is getting schools and businesses engaged.

MSC has some resources/capacity to help us advance this opportunity.



# LYFT Pathways Priorities: 2024-2025

This year's primary goal:

***Amplifying student opportunity through career-connected learning.***

## **How we will work toward reaching this goal...**

- Provide consistent liaisons between schools and businesses in their area
- Intensify employer/student engagement through work-based learning that advances student experience while meeting the needs of employers
- Help schools create more advanced CTE programming through Impact Grants
- Help educators develop their ability to innovate, collaborate, and through externships,

## **Our why...**

Through the alignment of industry and education, we create relevant and engaging opportunities for *students to discover, pursue, and achieve the career path that best fits them.* We believe that everyone's potential is limitless when we know our strengths.

# LYFT Annual Meeting/Conference

Discussions lead to the following insights...

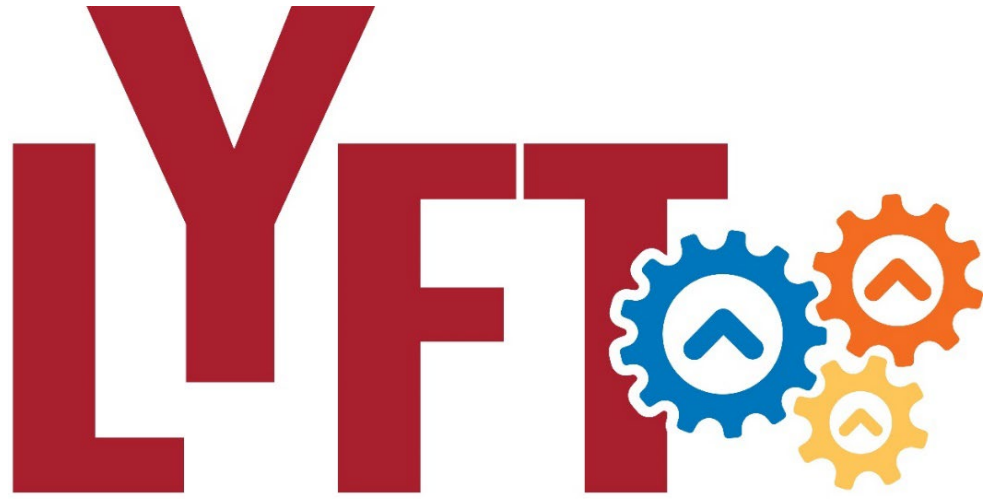
- **Thursday, January 16<sup>th</sup>, 2025 (Save the Date)**
  - Morton, MN: Jackpot Junction (dependent on targeted #s)
  - Consider the best style for brokering enthusiasm through shared learning; may still consider a keynote speaker and ways to highlight models of excellence as a result of LYFT Career Pathway funding.
  - Unclear if we should extend the time beyond lunch
  - Primary Audience - People NOT like us; business, economic development, chambers, boards, etc.
  - Tentative# of Attendees: 100 - Each advisory member invites 2 NEW people (those not currently engaged/informed)
- **NEXT STEPS**
  - **Further explore paths for achieving the desired purpose - is this event the best path forward?**

**Purpose:** *What do we seek to achieve through this event?*

- *Highlight LYFT experiences and practices like the ones we learned about today.*
- *Help others learn how to provide these types of opportunities for students*

**Potential Challenges...**

- *Competition with existing events*
- *Ability of educators to get out of schools - are there other ways to get to them?*



CAREER PATHWAYS

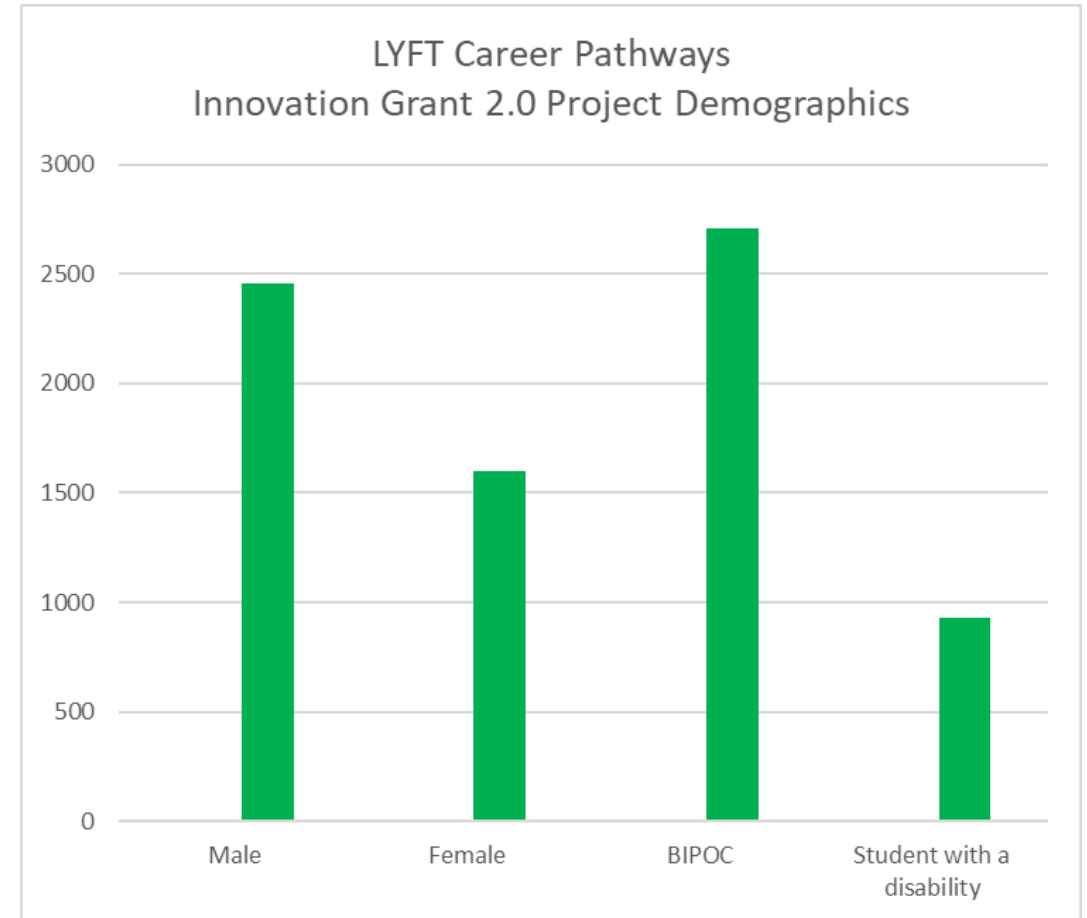
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Updates

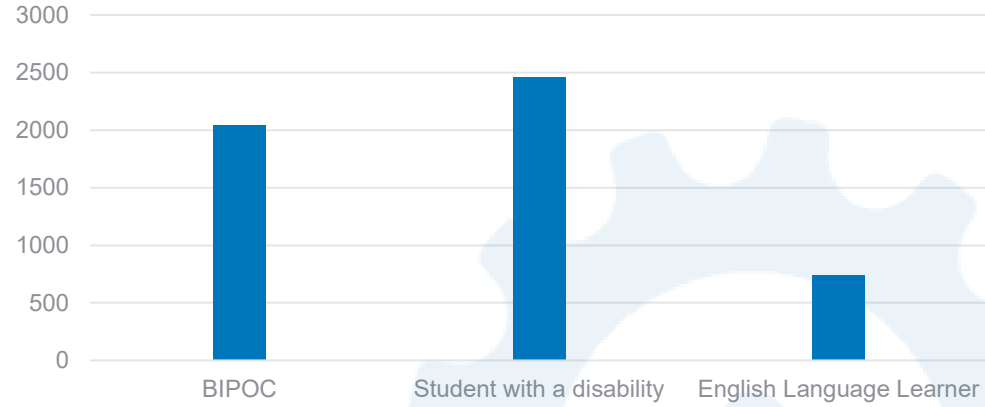


## LYFT Innovation Grants (2022-24)

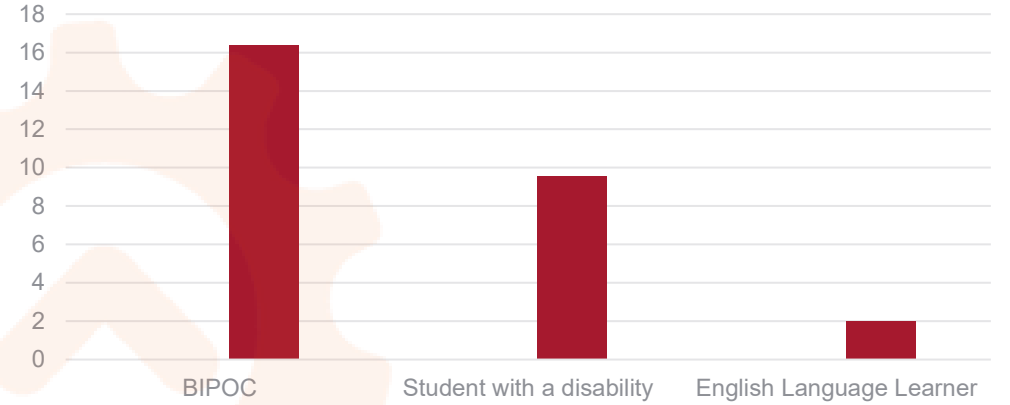
- **22** Total Projects Funded
- **\$345,364** Awarded
- **\$579,384** Matched Dollars
- **47** School Districts (88%)
- **300+** Local Businesses
- **13,570** Students Impacted
- **57** Students Certified (Nursing Assistant, First Aid/CPR, TMA, CDL, Dental Assistant, Welding, and Diesel Tech)



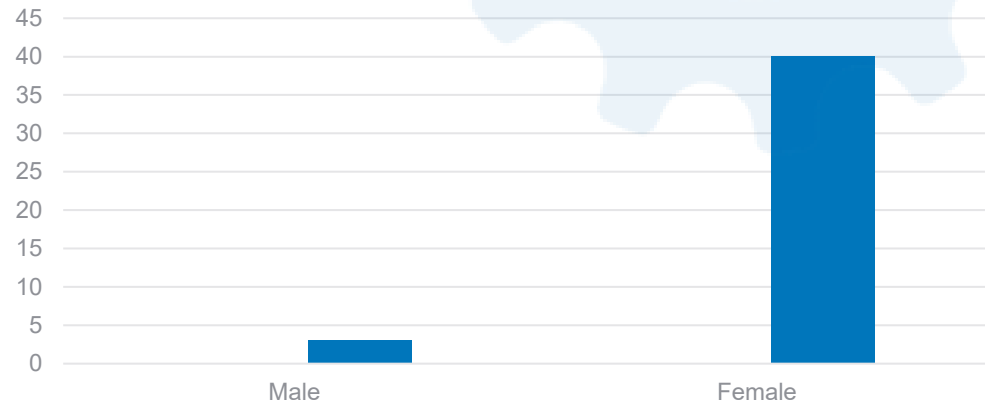
LYFT Career Pathways  
Innovation Grant 2.2 Project Demographics



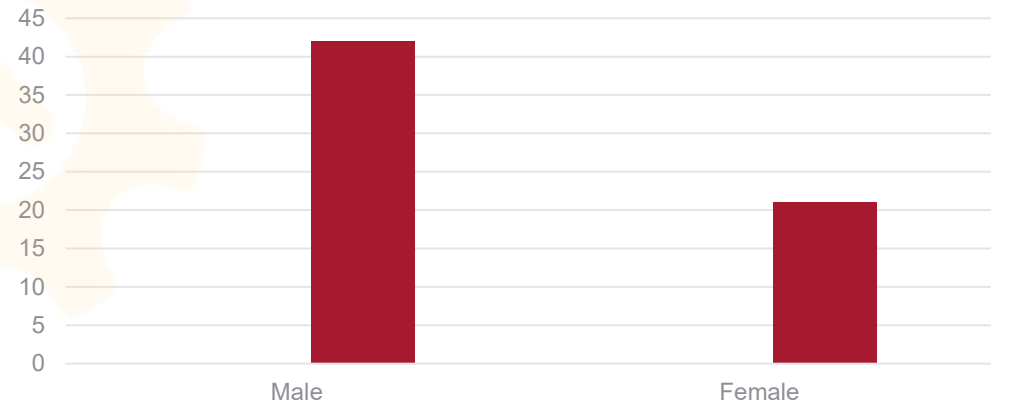
LYFT Career Pathways  
Innovation Grant 2.3 Project Demographics



LYFT Career Pathways  
Innovation Grant 2.2 Project Demographics



LYFT Career Pathways  
Innovation Grant 2.3 Project Demographics



# LYFT IMPACT GRANTS:



MUST accomplish at least one of the following:

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

## Encouraged as part of applications...

- Career-connected Learning: bridging relationships between education/industry to build pathways to local/regional careers
- Showing alignment with local/regional careers (using DEED tools)
- Collaboration - intentional engagement of industry and education partners

**Max amount:**

**\$25,000/applicant**

**Funding available:**

**\$134,000**

**Projects to be funded:**

**5-7**

**Match required:**

**(no specific amount)**

**Collaboration: at least**

**1 school AND 1**

**business/industry**

**partner**

**No absolute deadlines.**

**First come, first serve.**

# LYFT Marketing Report (QTR 2):

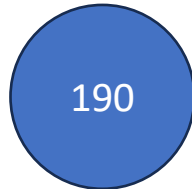
## FACEBOOK



FOLLOWERS



PAGE REACH



INTERACTIONS

## LINKEDIN



FOLLOWERS



IMPRESSIONS



REACTIONS



## INSTAGRAM



FOLLOWERS



REACH



IMPRESSIONS

Additional services provided:

- Website guidance
- Resources page redesign planning
- Planning for industry-specific pages for career guide
- Graphic design for SM, fliers
- Video/Blog creation
- Email promotions



## Up Next...

Sept. 12/13 CCL Workshop

Sept. 19 (3-4 PM) Zoom Check-In

Sept. 24 – Career Expo (Marshall)

Sept. 25 – Career Expo (Worthington)

October 10 – LYFT Adv Meeting

## Save the Date!

January 16, Annual Meeting/Conference

## Calls to Action...

Additional comments/questions on notes may be sent to Cheryl [cheryl@achieveresultstogether.com](mailto:cheryl@achieveresultstogether.com).

We are particularly interested in thoughts on [FutureForward™](#).

Comments/thoughts on the annual meeting/conference should be sent to Eriann [eriann.faris@swsc.org](mailto:eriann.faris@swsc.org)



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# THANK YOU!

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