Career Pathways—Leveraging CTE to Enhance Learning for All Students

Part 1: Engaging Key Stakeholders to Lead and Inform Career Pathways

The webinar will begin shortly

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Career Pathways—Leveraging CTE to Enhance Learning for All Students

Part 1: Engaging Key Stakeholders to Lead and Inform Career Pathways

Ellen Cushing, Deputy Director

July 2016

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CCRS Center

www.ccrscenter.org   CCRSCenter@air.org

Who?	What?	How?	Why?
State Department of Education Agencies	Build SEA capacity to implement college and career ready policies	Provide technical assistance, including targeted and intensive support	Career pathways can align academic learning and career readiness skills.

Career Pathways Webinar Series

Webinar Title	Webinar Date
Engaging Key Stakeholders in the Career Pathways Design Process	Thursday, July 14, 2016, 3:00–4:00 p.m. ET
Understanding the State Context to Inform Career Pathways Design	Tuesday, July 19, 2016, 3:00–4:00 p.m. ET
Creating Coherence With Career Pathways	Monday, July 25, 2016, 4:00–5:00 p.m. ET

Today's Objectives

- Define authentic stakeholder engagement and its role in career pathways.

- Learn how Ohio has promoted stakeholder engagement.

- Share available resources to promote authentic stakeholder engagement.

Engaging With Us

Postevent feedback survey

Recorded webinar
http://www.ccrscenter.org/products-resources/ccrs-center-webinars-events
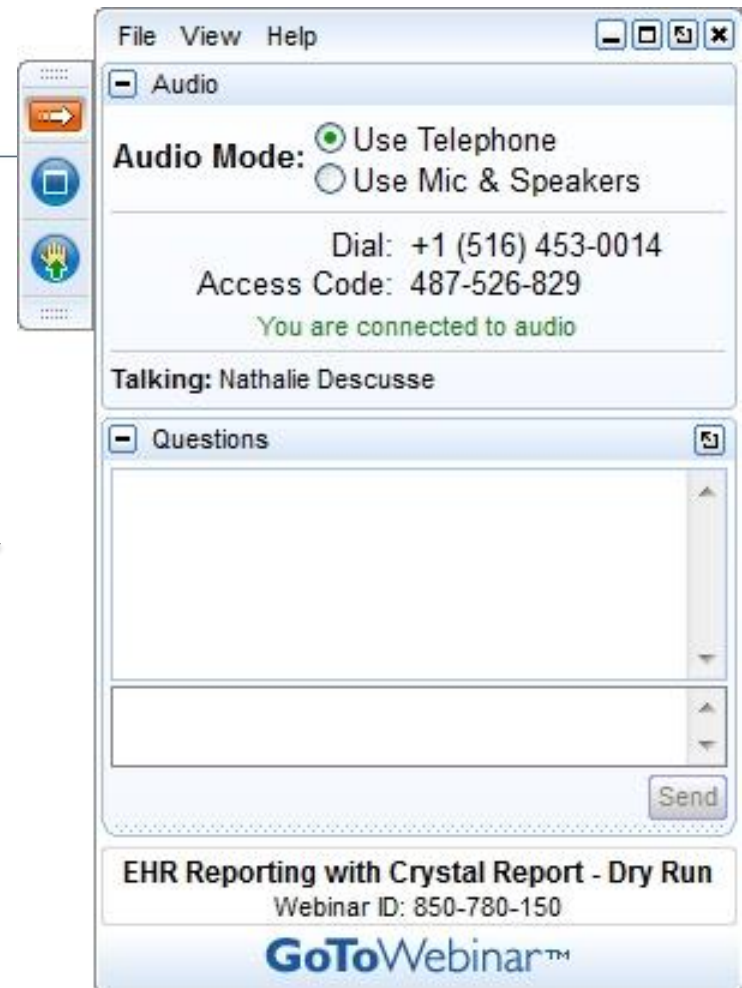
Today's Presenters

Chaney Mosley, Ph.D.
Content Expert, CCRS Center

Emily Passias, Ph.D.
Director, Career and Technical Education Ohio
Department of Education

Catherine Jacques
Technical Assistance Lead, CCRS Center

Polling Question 1

Engaging Stakeholders

Chaney Mosley, CCRS Center

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Importance of Stakeholder Engagement

- **Every Student Succeeds Act**
  - Well-rounded education, standards alignment, and funding for career pathways, guidance, preparation

- **Workforce Innovation and Opportunity Act**
  - Programs that lead to a postsecondary credential

- **Carl Perkins Act**
  - CTE program advisory boards, aligned with workforce needs and opportunities, engagement in CTE program development, and improvement planning

Importance of Stakeholder Engagement

- Successful career pathways are implemented through partnerships with stakeholders.

- Instruction that has value beyond school is informed by and requires community input.

- Enhanced governance and accountability results.

- Engagement provides external public relations and marketing for initiatives.

- Collaborative decisions lead to increased support and sustainment of programs.

Anticipated Outcomes of Stakeholder Engagement

- Shared vision

- Collective impact

- Champion of initiatives

- Connection with and leveraging of resources

- Insight and advice

- Increased accountability

Authentic Stakeholder Engagement

- Assembling the right team
- Assigning roles and responsibilities
- Engaging through outreach and communication
- Sharing beliefs and designing goals
- Ensuring relevant participation
- Doing the work together

Ohio's Approach to Stakeholder Engagement

Emily Passias, Ohio Department of Education

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Stakeholder engagement

- ## Guiding Questions
  - Who are our stakeholders?
  - How do we reach them?
  - What are the right questions to ask them?
  - How do we analyze their feedback?

Stakeholder engagement

- **Multi-pronged approach to engaging stakeholders**
  - Focus groups, interviews, survey

- **Design survey to engage**
  - School administrators
  - Teachers
  - Parents
  - Students
  - Community leaders/organizations
  - Business leaders

Stakeholder engagement

- **Comprehensive marketing plan**
  - Governor's office and agency support
  - Work with our networks
  - Leverage pre-existing meetings and conferences
  - Social media marketing
  - Traditional media engagement
  - Evaluate effectiveness of our efforts and adjust as necessary

Polling Question 2

Resources for Engaging Stakeholders

Catherine Jacques, CCRS Center

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Career Pathways Module:
A Framework for SEAs

- Includes
  - Facilitator guide
  - Handouts and supplementary resources
  - Slide presentation

- Leads SEA through designing and implementing a career pathways system.

www.ccrscenter.org/technical-assistance-networks/career-pathways-modules

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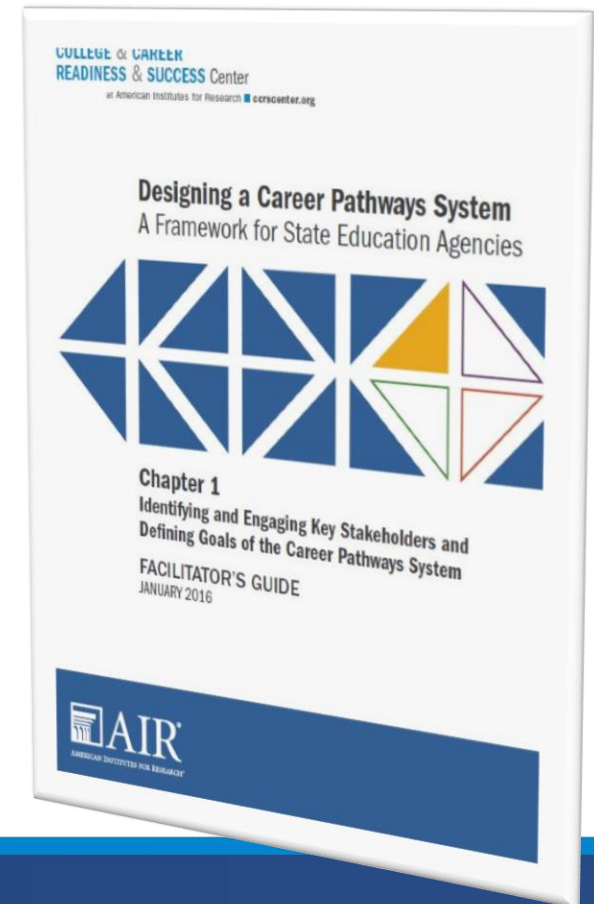
Designing a Career Pathways System: A Framework for State Education Agencies

Career Pathways Modules

1. Engaging Key Stakeholders and Defining Goals

Identify key stakeholders, define roles and responsibilities of stakeholders in designing a state career pathway system, and determine the goals of the career pathways system.

2. Mapping Policies, Programs, and Industries

Map and assess existing career readiness policies and programs, identify growing occupations in the state or region, and prioritize industries and occupations that will be the focus of the career pathways system.

3. Designing a Framework

Prioritize labor market data, understand the knowledge, skills, and competencies students should acquire for specific industries and interpret career pathways system data to develop a career pathways system framework.

4. Implementation and Continuous Improvement

Create a process for refining the career pathways system over time, by identifying outcome measures, collecting data on the measures, and analyzing the data to continuously improve and sustain the career pathways system.

Chapter 1: Identifying and Engaging Key Stakeholders and Defining Goals of the Career Pathways System

- **Involvement of key stakeholders in design and planning process**

- **Clarifying roles and responsibilities**

- **Build stakeholder knowledge**

- **Define goals and prioritize career pathway elements**

Chapter 1: Engaging Stakeholders and Defining Goals

- **Handout 1A: Identifying Stakeholders**

- **Part 1: Who would you want to be involved in career pathways work?**
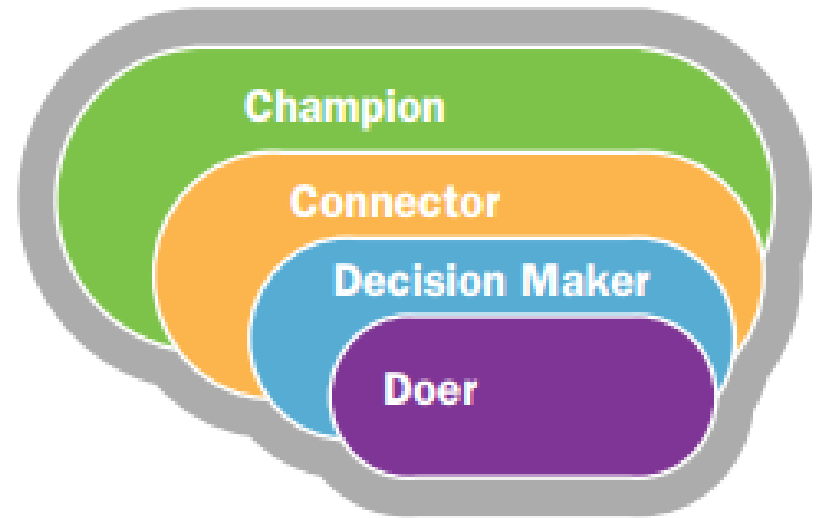
Chapter 1: Engaging Stakeholders and Defining Goals

- Handout 1A: Identifying Stakeholders
- Part 2: What role are stakeholders best suited to take on to move the career pathways work forward?

Stage of the Process	Responsibilities
Process and Logistics	■ Lead the coordination and collaboration across state agencies and stakeholders. ■ Identify a common vision, mission, and goals. ■ Develop a budget and secure human and fiscal resources for the initiative. ■ Facilitate meetings and document the discussion. ■ Assign tasks to be carried out during the initiative and track progress and results. ■ Gather information, analyze, summarize, and report to stakeholders. ■ Communicate with stakeholders, the public, and media during the various stages of the initiative.

Chapter 1: Engaging Stakeholders and Defining Goals

- Handout 1B: Career Pathways 101
- Handout 1C: Existing Definitions of a Career Pathways System

Priority Element	Tally of Importance
Continuum of workplace learning opportunities	X X X X
Nonduplicative assessments	X X X X X X
Multiple entry and exit points	X X
Align policies and programs	X X X X X X

Additional Stakeholder Engagement Resources

- GTL Stakeholder Engagement Guide (http://www.gtlcenter.org/sites/default/files/GTL_Moving_Toward_Equity.pdf)

  - Formats for convenings

  - Communication tactics

- CCSSO Stakeholder Engagement Guide (http://www.ccsso.org/Documents/2016/ESSA/CCSSO%20Stakeholder%20Engagement%20Guide%20FINAL.pdf):

  - Best practices

  - Guiding questions

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Additional Stakeholder Engagement Resources

- ## RSN Engaging Educators Guidance (https://www2.ed.gov/about/inits/ed/implementation-support-unit/tech-assist/engaging-educators.pdf)

  - Outlines roles for stakeholders as they become more involved in the process

- ## IDEA Leading by Convening (http://www.ideapartnership.org/building-connections/the-partnership-way.html)

  - Tips and reflection on how to interact with stakeholders and build engagement

  - Developed entirely by stakeholders

Questions

CCRS Center Webinar Series

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Webinar 2: Understanding the State Context to Inform Career Pathway Design

Tuesday, July 19, 2016, 3:00–4:00 p.m. ET

Website: www.ccrscenter.org

Feedback Survey

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