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
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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<tbody>
<tr>
<td>State Department</td>
<td>Build SEA capacity to implement college</td>
<td>Provide technical assistance, including targeted</td>
<td>Career pathways can align</td>
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<tr>
<td>of Education</td>
<td>and career ready policies</td>
<td>and intensive support</td>
<td>academic learning and</td>
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<td>Agencies</td>
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<td>career readiness skills.</td>
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<table>
<thead>
<tr>
<th>Webinar Title</th>
<th>Webinar Date</th>
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<tbody>
<tr>
<td>Engaging Key Stakeholders in the Career Pathways Design Process</td>
<td>Thursday, July 14, 2016, 3:00–4:00 p.m. ET</td>
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<td>Understanding the State Context to Inform Career Pathways Design</td>
<td>Tuesday, July 19, 2016, 3:00–4:00 p.m. ET</td>
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<td>Creating Coherence With Career Pathways</td>
<td>Monday, July 25, 2016, 4:00–5:00 p.m. ET</td>
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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
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
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
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
Designing a Career Pathways System: A Framework for State Education Agencies

Labor Market Gap Analysis
After identifying the key career readiness policies and programs, the facilitator will need to identify the growing industries within the state. Aligning career pathways with future labor market needs will increase the chances that students will be able to secure gainful employment. Youth who consider and pursue a career in growing business and industry sectors also create a pipeline of trained employees for these employers.

To prepare for this discussion, the facilitator identifies the growing industries and occupations and completes the Handout 2B: Labor Market Gap Analysis Template. When completing the template, the facilitator should have access to key information about each occupation:
- Annual job openings
- Number of qualified annual applicants
- Projected annual gap in qualified applicants
- Projected 10-year gap in qualified applicants

This information will be used with stakeholders to identify and prioritize growing industries. Facilitators can find examples of this information through federal resources such as O*NET Online or the Bureau of Labor Statistics, state resources such as the state workforce commission or Department of Labor, and additional resources such as One Stop Career Center or chambers of commerce.

Note: The facilitator will need to use the template table for as many industries as will be the focus of this analysis. Because this work is time intensive, the facilitator may wish to include additional staff within and outside of the facilitator’s agency, such as regional comprehensive center staff or staff from other agencies, to locate the information.

If the career pathways system will include micro-economies, that is, economies with greater regional, county, or municipal significance than statewide significance, this information should be included in the mapping process.

Group Activity: Interpreting the Data
Post your notes on the SWOT grid.

Strengths

Weakness

Opportunities

Threats
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?

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<thead>
<tr>
<th>Stage of the Process</th>
<th>Responsibilities</th>
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<tr>
<td>Process and Logistics</td>
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<td>Lead the coordination and collaboration across state agencies and stakeholders.</td>
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<td>Identify a common vision, mission, and goals.</td>
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<td>Develop a budget and secure human and fiscal resources for the initiative.</td>
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<td>Facilitate meetings and document the discussion.</td>
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<td>Assign tasks to be carried out during the initiative and track progress and results.</td>
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<td>Gather information, analyze, summarize, and report to stakeholders.</td>
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<td>Communicate with stakeholders, the public, and media during the various stages of the initiative.</td>
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Chapter 1: Engaging Stakeholders and Defining Goals

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

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<tr>
<th>Priority Element</th>
<th>Tally of Importance</th>
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<td>Continuum of workplace learning opportunities</td>
<td>XXXX</td>
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<td>Nonduplicative assessments</td>
<td>XXXXXXX</td>
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<tr>
<td>Multiple entry and exit points</td>
<td>XX</td>
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<tr>
<td>Align policies and programs</td>
<td>XXXXXXX</td>
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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**  
  - Best practices  
  - Guiding questions
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
Webinar 2: Understanding the State Context to Inform Career Pathway Design

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

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Feedback Survey
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