



**Rural CTE Consortium Advisory Committee – September 12, 2018**  
**NOTES from Meeting In Blue**

**Meeting Objectives...**

- *Celebrate LYFT supported projects!*
- *Understand current legislative priorities/updates*
- *Review changes to the Application/Funding Process*
- *Begin framing objectives and format of LYFT Pathways “Conference”*
- *Identify key actions in marketing and building awareness of CTE*

**9:00 – 9:20 Welcome, Introductions and Updates**

**SWWC/Other Updates**

- Funding extension through 2022 has been approved
- The MN River Valley CTE Collaborative has been formed and Bruce Bergeson hired as the Director.

**Review of Approved LYFT Applications**

- 14 projects totaling just over \$435K have been funded; a few applications are in review process; Increase from no students in shared CTE courses in 2017 to over 500 projected through 2019

**Updates on Improvements to Application/Process**

- Improvement had been made to the application as per committee’s suggestions. This included providing additional information about the instructional model of the project and about how parents will be informed, educated, or engaged.

**9:20 – 10:30 Marketing LYFT/Building Awareness**

**Historical Review** - Several avenues have been used including print, email, meetings, visits, participation in events, and the LYFT video/web site. Briefly reviewed past discussions about key audiences and our need to reach broader audiences. The key audience focus to date has been education and legislators.

Other audiences we may need to reach include:

Parents	Adult Education
Students	Economic Development
Business/Industry	Chambers of Commerce
Workforce	Voters/Influencers
Development	School Board Members
Community Education	

## **LYFT Pathways Conference - Exploring Content/Key Outcomes**

One way we may be able to reach new audiences is through a conference, or perhaps smaller sub-regional gatherings. A tentative time frame is February of 2019. Reaching legislators and looking for opportunities to connect with other area events was noted.

### **Brainstormed ideas for content: (Themes that emerged from ideas)**

- Workforce Solutions for Employers
- Project Ideas - Schools/Success Stories/Industry Collaboration
- Employee Awareness/Engagement
- Leveraging Resources

### **Other Thoughts...**

- Key to have student, employer voices heard in the sessions
- Important to get employer input on conference content if seek them as audience
- Suggestion of multiple locations with varied "local" content
- Need a regionally collaborative media campaign

SWWC Staff will work with ideas generated and gather input from the Adv. Comm electronically between now and November meeting.

## **10:40 – 11:20 Building Awareness - Key Audience - Legislators**

Background – have been keeping in touch with key legislators; plans to bring video to legislators next session. Committee asked for insights.

### **Legislative Video: Telling Stories that Matter**

*What are the stories that are most compelling for this audience?*

Committee members discussed the What/Who/How for stories that will be most compelling for legislators...

### **WHAT to highlight...**

- **Student voice** – positive impact on skills/future; short phrases (Mentioned most frequently as KEY voice in video)
- Impact - solutions to workforce needs/future economy
- Employers voice – why they are engaged; defining success/motivation
- Success Stories - IMPACT
- Success story of student being hired
- Keep diversity in mind (gender/cultural)
- Small AND regional centers
- Low academic AND high achieving students
- Diversity of various pathways
- Person w/ vision to tell story - more than an iPhone

### **WHO to highlight...**

- Students & businesses
- School board members/parents
- Happy business – Student who went on & now in industry/career path
- Parents small portion - changes noticed in student; impact on their child
- Nonpaid people
- Schools/Agency - brief parts of video – maybe 20 sec of 4 min
- Diversity/gender; non-trad; cultural

**HOW** should it look...

- Inclusivity (pictures/stories); on-site action shots
- Highlight the success, collaboration, innovation (This kind of story...“I would have never hired this kids; I wouldn’t have entered this field without LYFT”)
- Showcase the diversity of programs/actions

**Other Thoughts...**

Should the video include an ASK at the end? The ask may include: student requirements/testing (doesn’t allow for enough electives?); \$\$ for equipment; Industry incentives to encourage donated equipment; travel reimbursement. Frame as opportunity for investment. Help to make this sustainable

## **11:20 – 11:45 Future Momentum for LYFT Initiative**

***How can we build more momentum?***

**Create 1-pager of LYFT/CTE talking points and SHARE!**

- Require recipients to present to their own communities annually; share struggles/success
- Consider where and how people see LYFT info
- Video – small edits for various audiences – school board; public tv; major employers; parents; social media
- Engage businesses in monthly conversations
- Build LYFT brand at college fairs
- Feature LYFT participants in newspapers/social media
- Include LYFT information in regional workforce/economic development meetings

***How can we encourage projects beyond courses?***

**What to encourage:**

project-based academies; middle school opportunities; job shadows; OJT; summer academies; apprenticeships; internships; camps – STEM, trades;

**How:**

- Less talk about courses; offer other ideas first
- Student message: get out of something they don’t want to do
- More sharing of ideas beyond courses
- Early initiation – 7/8 grades; understanding pathways sooner

## **11:45 - Noon**

**Reflections and Next Steps**

**Parking Lot...Thoughts from the day**

- Remember the opportunity of backfilling courses with adults/connection with ABE
- Showcase LYFT to other groups to raise awareness
- Legislative awareness is important
- Businesses – challenges w/ insurance & student engagement
- Changing school paradigms
- More funding for CTE through legislature in 2020 for south central or southeast and northwest or northeast (competitive; looking to SWWC for guidance)