CTE Advisory Committee
Meeting #5 – February 8, 2018

Meeting Objectives…
- *Celebrate the launch of LYFT!*
- *Understanding and exploring regional CTE efforts and alignment*
- *Identifying strategies and next steps for engaging the business sector*
- *Exploring communications and identifying key audiences/messaging*

9:00 – 9:15 Review of Timeline and SWWC Updates

Celebrate LYFT launch and Success to Date –
- An advisory committee of college, high school, an agency staff were assembled and have met 4 times to develop the structure of the LYFT Career Pathways model.
- The www.LYFTpathways.org website has been developed and will continue to evolve as a way provide information and support to schools and businesses that are forming partnerships.
- 16 schools have formed partnerships and pooled resources and students to offer high school CTE courses; 5 high school shared-CTE courses have been developed and are currently in session or were taught during the first semester (Introduction to Medical Careers, Introduction to Manufacturing and Engineering, Nursing Assistant, Information Technology Concepts, and Basic Mechanic); 106 students have taken classes that would not have been possible without the partnerships that developed through this legislative grant. (One year ago there were zero students enrolled in shared-CTE courses); Over 50 employers have been engaged in providing labs, presentations, and workplace experiences for students.
- The Rural CTE Consortium Partnership is in the early stages of working with Pioneer Public Television to develop promotional vides that feature students, employers, school administrators, and partners talking about the impact of LYFT Career Pathways.
- Grant Application Review Committee is in place and LYFT Career Pathway funding applications are starting to be submitted by partnerships.

9:15 – 10:30 Communication Tools and Strategies

LYFT web site – the Committee reviewed the LYFT web site and began exploring additional needs for content. Initial comments reflected interest in advancing the ability to search for information on existing collaboratives including key contacts involved. The committee was encouraged to review the site more thoroughly and offer feedback to SWWC staff.

Key Audiences – the group reviewed key audiences for communicating this initiative and our work. The initial communications tools have focused on school districts. Future tools will need to focus on additional audiences such as economic development, post-secondary partners, agency/workforce development, chambers of commerce, and legislators. We recognized that the focus for each audience is different. Committee members self-identified to explore what might be needed in additional messaging to each of the following audiences:

Cheryl K. Glaeser
www.achieveresultstogether.com

- **Economic Development: Organization Lens** - how to apply, samples of what/who is eligible; what is going on in my area or other areas; **Business Lens** – How can this help my business? Who is my role? How can I engage? Who are my partners? How will this provide workers for me? How quickly? What will it cost me? Samples of the business role in the partnership.
- **Agency/Workforce Development:** Informational sheets for HS Admin/Students/Parents; **Admin:** regional outlook map; funds available – start/expand; LMI; possible course credit – HS/College; **Parents/Students:** Definition of CTE; Career Pathways; Job outlook/wages; participation/enrollment; credits/transferable; cost?; materials needed.
- **Adult Education:** Info about available courses/joint learning opportunities; examples of collaboration with adult learners; videos with student perspective [of joint learning benefits]
- **School Districts:** social media/branding – include social media links for programs on Twitter, Facebook, LinkedIn; Contact name for each partner – Chamber, EDC, etc.; Connecting schools to industry – regional meetings to include school district representatives
- **Post Secondary:** Process – Interconnections/cross-over communication; Contacts at MN West, SMSU, Ridgewater; Business/Advisory Committees and Programs in place; Roadblocks/Challenges/Successes; Timing; Planning; Crossover

10:30 – 11:25
Regional CTE Efforts

Updates from Teresa Ireland (MNWest/United Way Grant), Carrie Bendix (SWPIC), Cathy Baumgartner (CMJT) to provide context to the Advisory Committee about the ways in which these efforts can support/align with LYFT. Areas of cross-over where resources and support might be aligned include career services, work-based learning opportunities, career pathways, and business engagement.
New staff to support CTE/Career Pathways:

- Teresa Ireland – Collaboration Manager for Minnesota West CTC will work with the Pathways for Prosperity initiative, building collaborative efforts beginning with healthcare, manufacturing/engineering/IT, and education pathways.
- David - Rural Career Counseling Coordinator for SW Private Industry Council will work to increase awareness of in-demand career options and act as a liaison for youth, job seekers, business and education systems.
- Cheryl K. Glaeser – contracted as CTE Collaboration Specialist for SWWC to aide in developing collaborative CTE initially in the Mid-Minnesota Perkins Consortium.

Business Engagement

What does it mean? How to encourage reciprocal engagement – Business/Education
The Advisory Committee reviewed the iap2 Engagement Spectrum as a way to explore how we define engagement and the ways in which engagement might take shape. There are several forms of engagement such as informing, consulting, involving, collaborating, and empowering. The committee recommended that we seek approval from iap2 to adapt and share this continuum with partners as a way to explore and define how business and education might engage in reciprocal ways as we encourage collaborative CTE. Cheryl and Tom will work to refine and share the engagement model. Further discussion regarding how to encourage stronger engagement is planned.

11:25 – 11:30   Reflections and Next Steps

Next meeting is expected to take place in late April. Members should look for a Doodle poll to select a date.