



## CTE Advisory Committee - June 21, 2018

### Meeting Objectives...

- *Celebrate LYFT supported projects!*
- *Identify opportunities for improvement*
- *Explore opportunities and challenges of sustaining this work*
- *Define our role and engagement moving forward*

### SWWC Updates/ Review of Approved LYFT Applications

- 10 shared CTE projects have been funded, about 4 more in review process and several more in various stages of application development
- Newly funded: RALCO-Tru® Shrimp and MN West CTC for Tracy and RTR/Murray County Central schools; a culinary program for Hendricks, Lynd, and Estelline in partnership with Cedrics and Hendrick's Bakery; Pharmacy Technician for MATEC, Worthington
- Approximately \$500K in funding has been allocated/spent.

### Exploring Opportunities for Improvement

Areas to Consider for Improvement... What should we prioritize? How might we improve these efforts?

- **Application/Funding Process**
  - List partner types in the application to help identify
  - Define "instructional model" – refine language so it is clear that experiential opportunities such as tours/job shadows are encouraged
  - Parent awareness – consider adding to application; how will the project increase parent awareness of CTE?
  - Get answer to potential for extension of funding beyond June 2019
  - *Note: Regional Development Commissions indicate that they can help with agency/industry connections and the application process*
- **Integrating and increasing parent education/awareness**
  - High School Engagement
    - Tap into existing parent meetings at schools, etc.
    - LYFT/CTE prominent on web sites (parent/student resources)
  - Local Media Engagement
    - More local press; consider something like St. Cloud Times SPARK - 10-month St. Cloud Times multimedia project built to match students with high-demand, good-paying jobs in Central Minnesota.
  - Employer Engagement
    - Ask employer partners to "push" information out to parent employees

- Chambers of Commerce
  - Where available tie into existing efforts – Example: Willmar Lakes Area - tie to Vision 2040
- Increased Sensitivity to cultural barriers & knowledge about resources/opportunities
- **Streamlining industry engagement**
  - Incentivize industry partnerships - \$\$ is critical
  - Consider Industry Recognized Credentials
  - Resturcture existing organizations /initiative to support
  - Build on industry advisory committee meetings
  - Tie to youth apprenticeship program
  - Tell the stories – Marketing!!
- **Dual Enrollment/HS Instructor Credentialing**
  - Highlighted challenge of credentialing
  - Expand interest areas – mention of construction; Pipestone EDA blighted housing project with HS and college students
  - Cost-sharing for Payroll
- **Encouraging “career” exploration/courses (in addition to Technical)**
  - Many options; key barrier is coordination; Mention of “Scrubs”, Habitat for Humanity; Bemidji Housing Project; Look @ lower grades for career exploration
  - Need to improve CTE instructor awareness
  - Encourage more offerings IN industry facilities
  - Legislative for future – other states require CTE along with general or embed CTE in general courses

### Sharing Resources and Educating Partners

- **LYFT Pathways Web site - Suggested improvements/additions to Resources Page:**
  - Information targeted to parents
  - Links available to Chambers
  - Specific services related to SWPIC/CMJT
  - Link to CTE credit web site
  - Understanding college credit/dual enrollment (something like grid created by C. Glaeser)
  - RDC’s – resources? Links to ED Pros?
  - Business engagement continuum – waiting on approval
  - Labor Laws – link to information
  - Apprenticeship opportunities for businesses
  - FAQ’s of barriers/how to do these projects
- **LYFT Pathways Conference – February**
  - Group agreed that this would be a good opportunity for learning/sharing
- **LYFT Video – Initial Version – What’s missing?**
  - Student voices, images, videos of students in action – internships
  - A call to action
  - Examples of variety of LYFT Courses
  - The vision/mission of LYFT – Shared CTE
  - Diversity (Gender and cultural)

## Sustaining the LYFT Initiative

### Understanding Opportunities and Challenges

- Opportunities: Shared CTE Growth Chart
  - The opportunity is real – growth from 15 students in shared CTE course in 2017 to a projection of over 500 by end of 2018/2019.
- Challenges identified at last meeting as possible barriers to sustainability: Identifying Local Champions; Educating Parents, Students, and Counselors; Lack of capacity/numbers of Counselors;
- **Your Ideas for Sustaining LYFT** (Note: C.Glaeser will add these to previous thoughts and compile for strategic thinking at a future meeting)
  - **Increased Awareness!** – more marketing; sharing success stories (especially student voices); broader awareness (school boards, chambers, economic development professionals, parents, employers, etc.)
  - **Local Champions/Strong Relationships** are essential! Need to be able to handle transitions of staff/business supporters, etc.; Helps to have “structure” in place to support efforts
  - **Existing organizations** - Further building ties to existing work; coming together to continue to support
  - **Business/Industry Support** - High quality courses will sell this initiative and lead to Industry Recognition recognizing the value of these CTE efforts; further incentivizing partnerships
  - **Replication/Modification** – help schools learn from/build upon previous projects (sharing curriculum, lessons learned, etc.); Offer more courses ( or portions of) online or through ITV; evaluate and improve; explore creative solutions
  - **Additional Funding** – Continue to seek funding sources - \$\$ is critical; Give a 1-year warning when funding is about to expire to show need
  - **Legislative change** - address key issues – credentialing, required CTE, etc.

### Advisory Committee - Our Role Moving Forward

- The group concurred that meeting once/quarter is appropriate.
- **Focus areas for future meetings:** Marketing/Building Awareness; Building Stronger Ties to our Organizations/Work; Assistance with planning of summit; Continued Strategy for Sustainability
- **Key Focus for next meeting: Marketing/Building Awareness**
- **Tentative time frame: September 2018 (Watch for online Meeting Poll)**