BRIAN GOUGH

Researching and Providing Guidance for Promoting Industry Partnerships for Internships

BELIEVE TO ACHIEVE PRIORITY

Ensure every student is on track to a professional career, college degree, or service.

Introduction to the Louisiana Public Interest Fellowship Program

In 2018, the Department, in partnership with the Louisiana State Board of Elementary and Secondary Education, launched the inaugural Louisiana Teacher Public Interest Fellowship. The fellowship allows recipients to spend the upcoming school year advocating for a key education initiative of their choosing. These initiatives are aligned with the Department's priorities. Recipients are chosen from the previous year's Louisiana Teacher and Principal of the Year Semifinalists and Finalists list. The fellowship is supported by a stipend of state funding that is utilized to offset the costs incurred while conducting the work of the fellowship.

> *Our nation was built by people with the drive and courage to put their ideas into action. That's what this award represents.* - Dr. Brumley, Louisiana State Superintendent of Education

Brian Gough
2022 Public Interest Fellow

Bridget Berry
2021 Public Interest Fellow

Trinette Wallace
2021 Public Interest Fellow

Jessica Borland
2020 Public Interest Fellow

Christopher Dier
2020 Public Interest Fellow

Tasha Jolivette-Jones
2019 Public Interest Fellow

Kimberly Eckert
2018 Public Interest Fellow

Meet the Fellow

Brian Gough has been an educator for 27 years and served as the assistant principal of Luling Elementary in St. Charles Parish Public Schools (SCPPS) at the time of his fellowship. During his time in education, Gough has taught a variety of subjects from Pre-K to 12th grade, created the interactive media program at the Satellite Center, held the role of the administrative monitor at the Satellite Center (a career center), acted as a systems analyst for the SCPPS ITS Department, technology coordinator for Hahnville High School and Luling Elementary, and as the SCPPS webmaster. Throughout his time in education, Gough has built a reputation as an innovator in the classroom who promotes creative confidence and human-centered design and looks at failure as an opportunity to iterate. In addition to teaching, Gough co-created the Satellite Center Video and Animation Festival, which gave a creative outlet for 1000+ students across 10 parishes for a decade; co-created the Linked Online Learners program in 2020, wh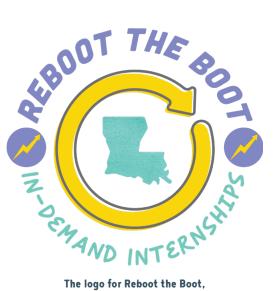ich connects students around the world 4 times a week; organized the Destrehan Wildcat Robotics face shield program which provided PPE to the medical community in the early months of Covid-19; is a member of the Adobe Education Leaders cohort which connects K-12 and postsecondary teachers around the world; and continues to speak at education conferences around the nation. Gough received his Bachelor of Science in Education from Louisiana Tech University and earned his Masters in Educational Leadership from Southeastern Louisiana University.

Brian Gough
2022 Public Interest Fellow

The Initiative

Gough's fellowship initiative is focused on researching best practices for industry recruitment for internship programs. This research aims to provide schools with tools for promoting internships with industry partners throughout Louisiana.

High school internships allow students to apply theoretical concepts to practical scenarios, enhancing their understanding and preparing them for the challenges of the professional world. Moreover, internships allow students to explore various industries, helping them make informed decisions about their future academic and career choices. They can discover their interests, strengths, and weaknesses, enabling them to make more strategic choices when pursuing higher education or entering the workforce. High school internships also foster personal growth by developing essential workplace skills such as communication, time management, teamwork, and problem-solving.

The logo for Reboot the Boot, Brian Gough's fellowship initiative.

Recruiting businesses for internship programs holds significant importance for multiple reasons. Firstly, internships provide students invaluable opportunities to gain practical experience in their chosen field. By collaborating with businesses, interns are exposed to real-world challenges, industry practices, and professional networks, enabling them to bridge the gap between academic knowledge and practical application. Secondly, partnering with businesses allows educational institutions to align curricula with current industry trends and demands. This collaboration ensures that students are equipped with relevant skills and knowledge, increasing their employability upon graduation. Additionally, internships foster mutually beneficial relationships between businesses and educational institutions. Companies gain access to fresh talent and potential future employees, while educational institutions receive feedback and guidance from industry experts, enabling them to improve their programs continually. In summary, recruiting businesses for internship programs benefit students and strengthens the bond between high schools and the professional world, ultimately contributing to a skilled and adaptable workforce.

Overarching Fellowship Goals

Reboot The Boot is an exploration of best practices for high schools or school districts to build relationships with industry and recruit businesses into their internship program. The program's goals are to:

- Work with regional workforce organizations to research best practices for industry recruitment for internship programs.

- Create guidance for promoting internships with industry partnerships throughout Louisiana.

Internal Team Members

TEAM MEMBER	TITLE	ROLE
Brian Gough	Fellow	Board Member
Elaine Fitzgerald	Principal of Satellite Center, SCPPS	Board Member
Tresa Webre	Assistant Superintendent of Human Resources and Administrative Services, SCPPS	Board Member
Ronny Seal	Coordinator of Career & Technical Education, SCPPS	Board Member
Roch Madere	Interactive Media/Internship Instructor at Satellite Center, SCPPS	Board Member/Internship Class Instructor
Rhitt Growl	School Improvement Chair/Digital Media Instructor at Satellite Center, SCPPS	Board Member/Designer

External Consultant Team Members

TEAM MEMBER	TITLE	ROLE
Nathan Stockman	Director of Learning Design, YouthForce NOLA (Consultant)	Consultant
Corey Fauchaux	Director of Economic Development, St. Charles Parish Government (Consultant)	Consultant
Barrett Conrad	Managing Owner of Contigasoft (Consultant)	Board Member
Brandon Robert	IT Project Design & Delivery Manager (Consultant)	Consultant
Daphine Barnes	Director of STEM and Economic Mobility GNO Inc	Consultant

Budget

BUDGET ITEM	DESCRIPTION	PRICE
Stipends for Program Team Members	Pay for team members organizing, researching, developing, marketing, recruiting and implementing all components of the internship program ($25/hour for a total of 800 hours)	$17,025.72
Conferences and Travel Expenses	The program will pay travel expenses to visit successful internship programs (regional and national and attend professional conferences and industry-related meetings. In addition, we will fund mileage reimbursement for the team members using their personal vehicles to recruit business leaders and industry professionals.	$3,832.38
Promotional Materials and Marketing	Program promotional materials, logo design, video production and marketing costs	$10,051.91
	TOTAL	$30,910.01

Timeline

JUNE 2022	AUG 2022	NOV 2022	FEB 2023
Pre-Implementation Planning	Phase One	Phase Two	Phase Three

Pre-Implementation Planning

ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE
Contact SCPPS Fellowship Board Members to set up a timeline for meetings	Brian Gough	July 25, 2022
Form research team	Brian Gough	July 27, 2022
Compile contact information of Satellite Center Alumni	Brian Gough, Rhitt Growl, Roch Madere	July 28, 2022
Find new contact for GNO Inc	Brian Gough, Rhitt Growl, Roch Madere	July 29, 2022
Review/Research Department and LDOE guidelines for internships	Brian Gough, Rhitt Growl, Roch Madere, Ronny Seal, Elaine Fitzgerald	July 29, 2022
Define Internships	Brian Gough, Rhitt Growl, Roch Madere	August 10, 2022
Develop an initial list of classes to include in the SCPPS internship program	Brian Gough, Rhitt Growl, Roch Madere, Ronny Seal, Elaine Fitzgerald	August 10, 2022
Develop a strategy for the year	Brian Gough, Rhitt Growl, Roch Madere, Ronny Seal, Elaine Fitzgerald	August 10, 2022
BESE Fellowship Presentation	Brian Gough, Kelly Stomps	August 24, 2022
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Resources Used for Research and Planning

- LDOE. (2001, August). Jump Start Student Internship Resources.
  https://www.louisianabelieves.com/resources/library/jump-start-student-internship-guidelines

- YouthForce NOLA. (2022). YouthForce Internship Resource Center. **https://www.youthforcenola.org/yfi-resources**

- GNO Inc. (2022). New Orleans Workforce. **https://gnoinc.org/doing-business/workforce/**

- FinalSite. (2022). LinkedIn for Schools: How to Build Strong Connections With Your School Community.
  https://www.finalsite.com/blog/p/~board/b/post/linkedin-for-schools

- Forbes. (2022, December 14). How To Build An Advisory Board.
  https://www.forbes.com/sites/forbescoachescouncil/2022/12/14/how-to-build-an-advisory-board/?sh=1c8aa63c2fbc

- The Muse. (2020, June 19). Everything You Need to Know About Internships—From What They Are to How to Get One.
  https://www.themuse.com/advice/what-is-an-internship-definition-advice

- Indeed. (updated 2023, March 10). What Is the Purpose of an Internship? (Plus Tips).
  https://www.indeed.com/career-advice/finding-a-job/purpose-of-internship

- US Chamber of Commerce. (2022). 7 Steps to Creating an Internship Program.
  https://www.uschamber.com/co/run/human-resources/how-to-create-an-internship-program

- Richmond Community College. (2022). Employer Guide to Organizing a Successful Internship Program.
  https://richmondcc.edu/sites/default/files/employer_guide_to_internship_program.pdf

- Louisiana Economic Development. (2022). Explore Louisiana's Key Industries.
  https://www.opportunitylouisiana.gov/key-industries

- National Association of Colleges and Employers. (2022). BEST Practices for Internship Programs.
  https://www.naceweb.org/talent-acquisition/internships/15-best-practices-for-internship-programs

Phase One

Goals

- Contact representatives from GNO Inc and Youthforce NOLA to discuss current programs available within the GNO area related to internships.
- Begin identifying indicators that would predict successful industry partners for an internship program.
- Create an internship recruitment advisory board.
- Analyze the needs of the SCPPS internship program to develop a list of potential business partnerships.
- Analyze the need for potential internship partners and best practices for recruiting potential internship partners.

DATE	MEETING TITLE/TOPIC	RESOURCE LINK
August 11, 2022	Virtual Meeting with YouthForce NOLA (Nathan Stockman)	**MHA Labs Resources YouthForce NOLA**
August 23, 2022	*SCPPS/Satellite Center Fellowship Brainstorm Session*	**Notes from the Brainstorm Session**
August 24, 2022	*BESE Board Meeting / Meet with LDOE Promotional Team and Executive Team Members, Ken Bradford and Trey Folse*	**BESE Board Meeting**
September 6, 2022	Meet with Daphine Barnes of GNO Inc for Internship Discussion	**GNO Inc Website**
September 8, 2022	Meet with SCPPS Fellowship Board	**Agenda and Notes**
September 20, 2022	Meet with Satellite Center Representatives for Internship Brainstorm Session	**Meeting Agenda Internship Research How to Build Industry Contacts**
September 23, 2022	Virtual Meeting with LDOE Graphic Design Team	Not Recorded
September 29, 2022	GNOu Summit	**GNOu Summit Schedule**
October 17, 2022	Fellowship Logo Project Launch Meeting with Satellite Center Students	**Student Designs AM Session Student Designs PM Session**
October 20, 2022	Meet with Dr. Brumley and LDOE Representatives	**Twitter Post**
November 17, 2022	Meet with Ronny Seal (CTE) to look at potential courses to form internship opportunities	**Potential CTE Prerequisite Classes for Internships**
November 18, 2022	Meet with Corey Faucheux – St. Charles Parish Economic Development and Tourism Director	**St. Charles Parish Economic Development Website**

Phase Two

Goals

- Continue meetings with the recruitment advisory board
- Begin creating guidance for developing business partnerships
- Begin creating guidance for recruiting potential internship partners.

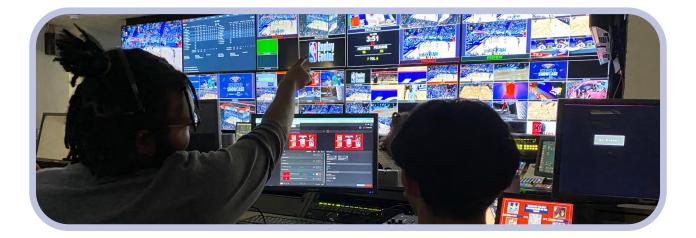| DATE	MEETING TITLE/TOPIC	RESOURCE LINK
December 5, 2022	Virtual Meeting with Gabby Morgan of Laitram	**Meeting Recording** **Meeting Notes**
December 6, 2022	SCPPS Fellowship Board Meeting	**Agenda and Notes**
December 8, 2022	Adopt MHA Labs Skill Building Blocks	**MHA Labs Skill Building Blocks**
December 8, 2022	Research/Discuss YouthForce Nola Resources	**Professional Engagement Interest Survey** **Internship Resource Center** **Research/Reports**
January 4, 2023	Begin Interactive Media II Internship Course: Training Phase	**IM Website with Course Description**
January 17, 2023	Public Interest Fellowship Presentation for BESE Meeting	**Presentation** **Twitter Post**
January 26, 2023	JumpStart Fellowship Presentation Planning Meeting	
January 30, 2023	Interactive Media II Internship Course: Internship Phase	**Application**

Phase Three

Goals

- Share guidance for developing business partners
- Share guidance for recruiting potential internship partners.
- TLS, Fellowship Report, Jumpstart Convention

DATE	MEETING TITLE/TOPIC	RESOURCE LINK
February 2, 2023	*Practice Session for JumpStart Fellowship Presentation*	**Jump Start Convention**
February 8, 2023	*Jumpstart Convention: Fellowship Presentation*	**Presentation Link**
March 2, 2023	*Attended YouthForce NOLA & Junior Achievement Career Expo*	**Career Expo Website**
April 20, 2023	Brainstorm Promotional Items for Internship Program (23-24)	**Brainstorm List of Promotional Items**
May 26, 2023	Fellowship Internal Team Meeting	**One Page Flier (PDF) How To Build Relationships with Businesses**
May 30–June 1, 2023	Presented at Teacher Leadership Summit	**Presentation Link**

In Conclusion

High school internships are vital in shaping students' personal and professional development. They offer practical experience, career exploration, skill development, networking opportunities, resume building and personal growth. Engaging in internships during high school equips students with valuable insights, experiences, and skills that can significantly benefit their future academic and career pursuits.

Over the past year, our St. Charles Parish Public Schools (SCPPS) fellowship team took a deep dive into the topic of high school internships to build a program that can be developed and strengthened over time. We tabbed this project **Reboot The Boot** as a reminder that our findings could be used in any school system in Louisiana to connect high schools to workforce development in our state positively.

Our research looked at a successful program's various components, including recruitment, feedback, training, communication and skill building. However, one component stood out as the base building block of any successful internship program. Building relationships with business and industry is vital to the success of any quality program, so we set out to create a list of concrete steps that any school district or high school could take when forming their own relationships while developing an internship program.

While you can view the full **Reboot The Boot document** with the steps we created, below you find a condensed version of the list highlighting items we found most successful during our fellowship project.

- Develop a relationship with local economic development representatives to learn more about resources and businesses you can utilize in your internship program. Visit the **Louisiana Economic Development website** to find resources for your region.

- Utilize **LinkedIn** to track graduating seniors, build a network of professionals, recruit speakers and contact alumni when building your program. At our site, all graduating seniors 18 and older connect to their teachers or program director upon graduation.

- Find professional conferences and organizations in your region to make connections. (Examples for Digital Arts: **JAGNO**, **AIGA**, **NORLI**, **JEA**, **NOEW**, **Loyola Design Series**)

- Find opportunities for your students to interact with business and industry to build trust. This takes time, but the results will multiply once businesses share their experiences with others. Examples are:

  » *Industry Lunches* – buy lunch and invite a small group of students to eat with business representatives

  » *Panel Discussions* – invite industry representatives to speak to classes about topics from their industry or workplace (teacher can mediate the discussion)

  » *Work Environment Tours* – organize a tour of multiple businesses in your region as part of a "field experience."

  » *Real World Projects* – develop simulated or client classroom projects and invite industry professionals to act as mentors or give feedback during development. In addition, they can act as a judges panel for the final product.

- Tap into a network of friends, parents, family and professionals. Make sure you utilize every connection available to your district, school or classroom by building a database that can be grown over time.

- Determine the needs of the business when developing your program. This ensures you are on the same page as the individuals you are recruiting into your program and developing a win-win mentality for all involved:

  » What is the best time of the year and times of the day?

  » What would you like to get out of an intern at your business?

  » What are their needs?

  » How willing are they to provide feedback and evaluate students?

- Develop a scaffolding system for building workplace skills that students can use in any workplace environment. We recommend examining **MHA Labs** and **The Building Blocks** system they have developed.

- Create a marketing campaign to raise awareness of your program in the local community. You can utilize websites such as **Vistaprint**, **Deluxe** and **Imprint** to aid in this endeavor. We also developed an **Adobe Express one-page business recruitment flier template** that any school system or school can use when starting.

- Think Differently! How can you be flexible in building relationships with business and industry?

Although this past year was successful for the students in SCPPS, we are always looking to improve our internship program for future students. Our team will continue to use lessons learned from previous years; however, we feel there are more avenues to explore in the future. We will continue to seek out successful programs, learn from them and build our internship programs. Over the next year, we hope to do this by growing our relationship with **YouthForce NOLA** (a leader in this area), expanding our internship evaluation tools, honing our skill-building lessons for students, expanding the use of industry representatives within our classrooms and growing our network of influence. Reboot The Boot is not a one-year project but can be instrumental in Louisiana's future workforce development. Using the hashtag #RebootTheBoot, we will continue to document our successes and invite every K-12 school to do the same by using the same hashtag when posting their own successes to social media. Let's Reboot The Boot together!

Contact Information

Brian Gough, 2022 Louisiana Public Interest Fellow

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School System: **St. Charles Parish Public Schools**

School Name: **Luling Elementary School**

#RebootTheBoot