

2018

JUMP START
CONVENTION

PATHWAYS
TO THE
FUTURE
for all students



JANUARY 23, 2018

Raising Cane's River Center

DEPARTMENT of
EDUCATION
Louisiana Believes

The background is split into two main colors: a bright yellow top section and a teal bottom section. The teal section is decorated with white stars of various sizes and a white comet streak that enters from the left and points towards the title. The title text is white and centered in the teal area.

Building Relationships with Industries

Kelly DiMarco
Tia Edwards

Overview

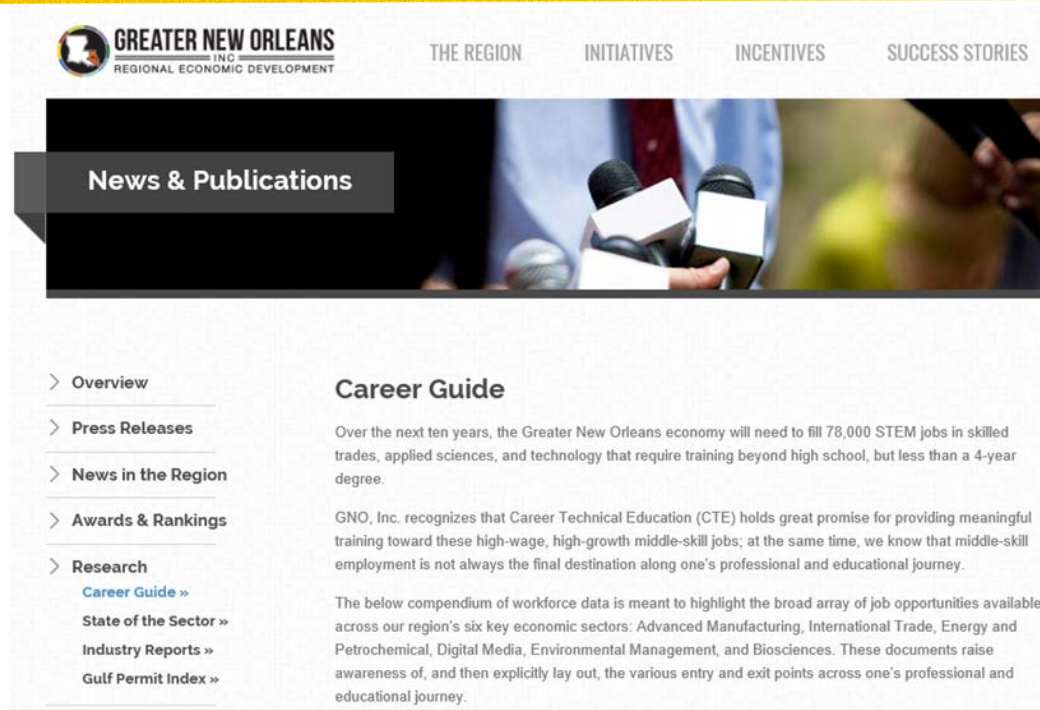
The majority of employers continue to say that possessing both field-specific knowledge and a broad range of knowledge and skills is important for recent college graduates to achieve long-term career success.

... “most employers say that these cross-cutting skills are more important to an individual’s success” ...than his or her undergraduate major.

Hart Research 2015

Emerging Sectors v. Academic Isolation

- Advanced Manufacturing
- Biosciences
- Energy
- Environmental Management
- International Trade



The screenshot shows the website for Greater New Orleans Inc., Regional Economic Development. The navigation bar includes links for 'THE REGION', 'INITIATIVES', 'INCENTIVES', and 'SUCCESS STORIES'. A 'News & Publications' banner is visible. A sidebar menu on the left contains links for 'Overview', 'Press Releases', 'News in the Region', 'Awards & Rankings', and 'Research', with sub-links for 'Career Guide', 'State of the Sector', 'Industry Reports', and 'Gulf Permit Index'. The main content area features a 'Career Guide' section with text discussing the need for STEM jobs and the role of Career Technical Education (CTE).

GREATER NEW ORLEANS
INC
REGIONAL ECONOMIC DEVELOPMENT

THE REGION INITIATIVES INCENTIVES SUCCESS STORIES

News & Publications

> Overview

> Press Releases

> News in the Region

> Awards & Rankings

> Research

[Career Guide »](#)

[State of the Sector »](#)

[Industry Reports »](#)

[Gulf Permit Index »](#)

Career Guide

Over the next ten years, the Greater New Orleans economy will need to fill 78,000 STEM jobs in skilled trades, applied sciences, and technology that require training beyond high school, but less than a 4-year degree.

GNO, Inc. recognizes that Career Technical Education (CTE) holds great promise for providing meaningful training toward these high-wage, high-growth middle-skill jobs; at the same time, we know that middle-skill employment is not always the final destination along one's professional and educational journey.

The below compendium of workforce data is meant to highlight the broad array of job opportunities available across our region's six key economic sectors: Advanced Manufacturing, International Trade, Energy and Petrochemical, Digital Media, Environmental Management, and Biosciences. These documents raise awareness of, and then explicitly lay out, the various entry and exit points across one's professional and educational journey.

Perkins and Advisory Panels

Advantage: Provide the point of view of business and industry

Members: Business/Industry from featured pathways, teachers, principals, counselors, and District Career Technical Education/Curriculum Supervisor

Purpose: Curriculum involvement, career guidance (attrition), program evaluation

Format: twice per year, one hour (strict), professional etiquette

Note: business speaks and we listen; do not ask for funding during this time.

Workforce Advisory Panels

Workforce Investment Council (WIC)

Citizen Action Plans (CAP)

Workforce Investment Board (WIB)

Chamber of Commerce

Economic Development (Local and State)

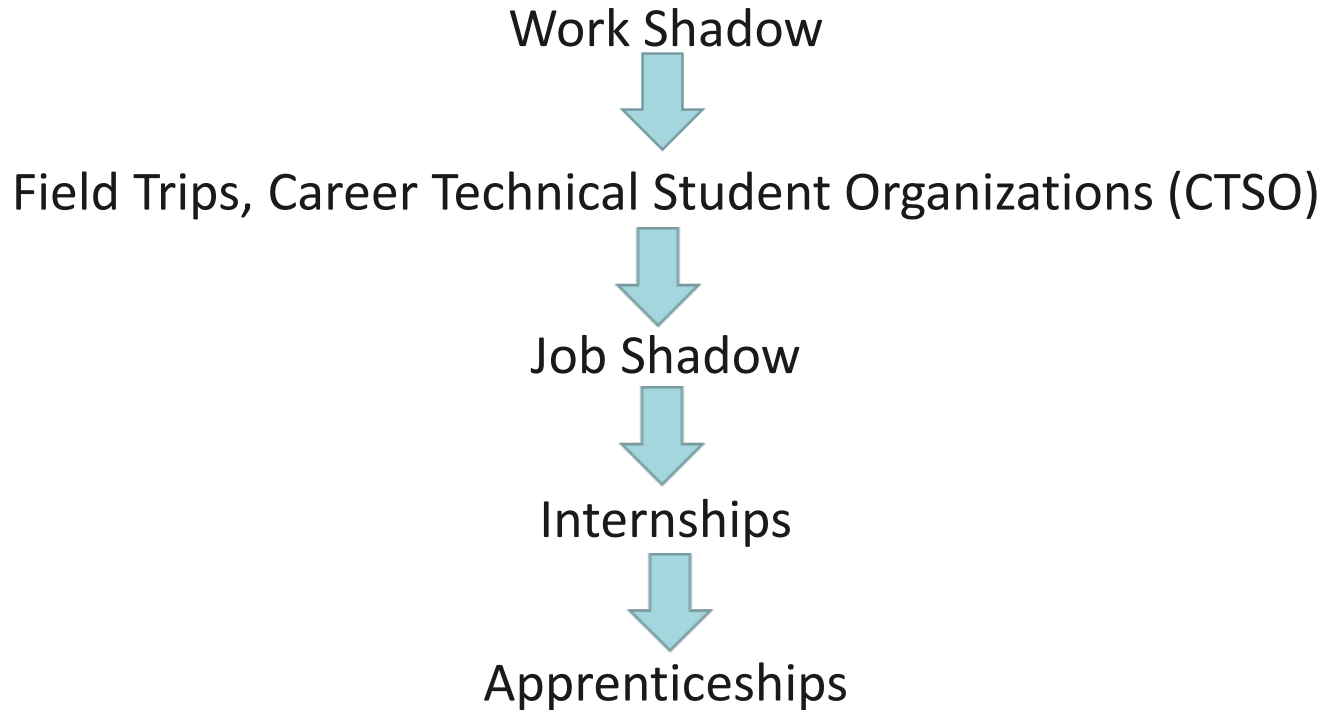
Local Apprenticeship Boards

Louisiana Association of Business and Industry (LABI)

“Education is the core to our economy. But, in order to guide our educational systems and maximize future income, we must understand the misalignment between education and our workforce.” *Kyle Fleming, 2012*

Follow-up bi-annual “better-if” meetings with the teachers.

Authentic Work Experiences



Business and Industry Classroom Engagement

- **Information sessions** for high school students, parents, teachers, and school administrators.
- **Guest speakers and local industry representatives** visiting classrooms talking to small groups of students is one such strategy that has proven very effective.
- During the **information sessions and classroom visits**, students, parents, teachers and school administrators are given the opportunity to learn about workplace experiences and receive a realistic view of high wage, high growth and demand industry sectors and occupations.

Understanding the “Real World” and the Relevance

- Students join with industry representatives to participate in demonstrations to create a better understanding of careers for example in skilled trades, healthcare, in particularly Process Operations (PTEC) and other STEM careers.
- Guest speakers from industry provide information about lifestyle, educational requirements and basics needed to be employed, while emphasizing the significant benefits of the occupation are essential to the message delivered.

Student Workplace Experiences

- Student workplace experiences will include field trips and tours to business and industry facilities to provide a visual, hands-on, real life view of the career and the industry as a whole.
- Paid and unpaid internships are few, but offer students a true visual, hands-on and real world experience of an in-demand occupation which is valuable as a whole to both business and industry and the student.

Teachers Can't Teach What They Don't Know

- Teacher externships offer a unique professional development opportunity connecting the classroom to the workplace.
- Provide an experience for teachers to learn through direct experience about trends, skill requirements, and opportunities in industries related to their subject in order to enrich and strengthen their teaching, classroom experience, and bring relevance to student learning.

Teacher Externships (Continued)

- **Business and industry, through a central contact person**, provide teachers direct experiences about trends, skill requirements, and career opportunities in the industry to enrich and strengthen their teaching, classroom experience, and bring relevance to student learning.
- **Project-based externships** takes the idea of the professional development experience to the next level, offering teachers the experience to transform and better their knowledge for their students.
- **Teacher externships** provide first-hand exposure. Externships also give employers opportunities to inform educators about the preparation of their future workforce, their expectations of employees in various positions, and offer input to the curriculum.

Marketing and Promotions – “A new day, a new way”

- Creating a new look for the old – no longer the occupations of old and the marketing must depict this
- Understand the value students have – why is a viable career option important or not to them
- Develop a campaign based on solid data – focus group information, what your audience wants and needs to see and hear.

For Further Questions

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