

Externships & Economic Development Partnership Designation (EDP)

Winter CTAE Leadership Conference

Patrick Ledford
Economic Development Liaison
February 11th, 2021



MISSION of GEORGIA CTAE

To educate Georgia's future workforce by providing experiences for Georgia students that will prepare them for workplace success.

VISION

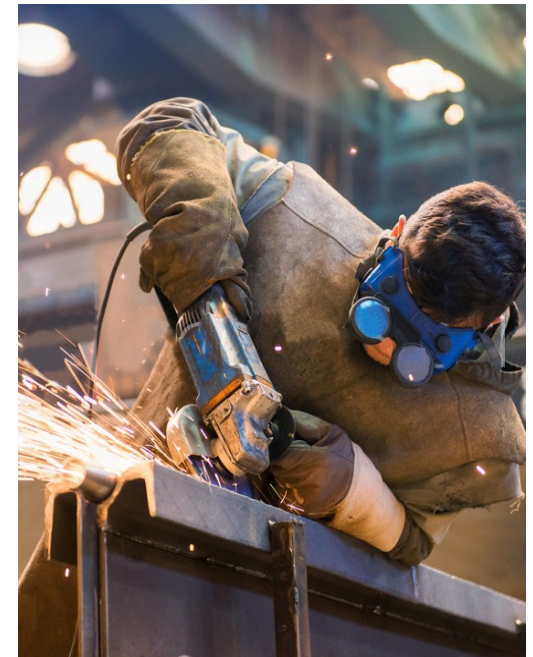
Career, Technical, and Agricultural Education will provide educational experiences of superior quality and value for students that drive economic prosperity for all.

VALUES

Career Focused
Employer Partnerships
Experiential
Innovation
Integration
Results Based
Student Centered
Quality

STUDENTS

385,063 HS
281,888 MS
FY19 DATA



Benefits of an Externship

Business Partners will the opportunity to...

- Make a positive impact on classroom curriculum and instructional practices.
- Gain a realistic perspective about teaching and learning in schools today.
- Develop personal connections with educators and students (partnerships).
- Share vision and mission of company and provide first-hand account of issues influencing industry.
- Gain access to their talent development pipeline earlier which results in positive engagement with future employees.

Educators will have the opportunity to...

- Gain an understanding of the skills needed in today's workplace.
- Develop personal connections with business professionals.
- Increase knowledge of changing workplace competencies and attitudes.
- Examine new teaching strategies reflected in business organization structures (i.e. team approach, project management).
- Experience practical, hands-on activities with various employees/positions which may be documented and replicated in the classroom or lab (connect lessons to technical application).

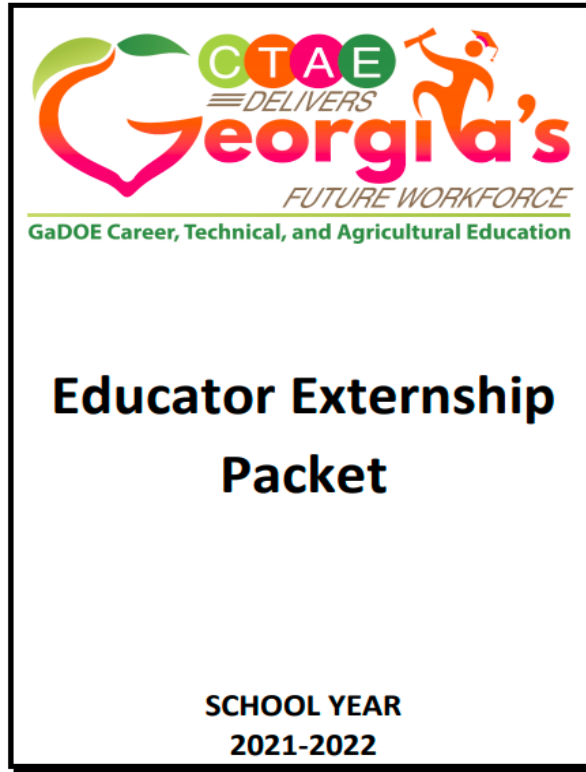
Students will have the opportunity to...

- **Understand and experience how school learning relates to the workplace.**
- **Identify the skills and competencies required in the workplace and in post-secondary education.**
- **Participate in an active and content-relevant learning environment.**
- **Experience a curriculum that employs real world applications.**
- **Learn the value of developing connections and networking among business professionals.**



CONNECT
Newton

Externship in Action



[Educator Externship Guide](http://gadoe.org) gadoe.org





GaDOE Career, Technical, and Agricultural Education

Educator Externships

"Why should I agree to an educator's request to extern with my business?"

Educator Externships assist state educational agencies, school administrators, and teachers with increasing student achievement and motivation through new teaching and learning strategies. Help us create an innovative curriculum with hands-on, real-world projects through workplace experiences.

Externship Goals:

- Provide educators and business professionals a structured time to connect.
- Increase awareness and knowledge of labor market trends.
- Give a realistic perspective of today's workplace and skills students need to succeed.
- Provide an opportunity to gather information for designing curriculum.
- Increase awareness of career pathway potential in occupational areas.
- Define employability skills development needed by business and industry.

Educator Extern Experience:

- Work on site for 3 work days (signed time sheet required).
- Need an on-site contact person to assist with entering the worksite, safety requirements, etc.
- Engage in hands-on experiences with various employees/positions that can be documented.

"The experience was a win-win for both parties and our team believes that it is a superior way to support the kids and employers of the state."
Brian Cooksey, Shaw Industries

Externship Packet Online at [Educator Externship Guide \(gadoe.org\)](#)



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205 Jones Hill Dr. SE
Atlanta, GA 30334
www.gadoe.org



www.Facebook.com/georgiacaretech



www.Instagram.com/georgiacae



www.Twitter.com/georgiacae

Where to find packet:

CTEARN: Under CTAE Resource Toolkit, One-pager and Packet available.

DOE Website: CTAE landing page- Quick Links

Economic Development Partnership Designation (EDP)

“There is no ‘I’ in Workforce Development.”



What is EDP?

A district wide certification process that prepares school districts to adopt best practices and behaviors that support economic development, strengthen their programs, and better connect education with key regional industries.



History of EDP



- Modeled after the STEM certification process.
- Developed in partnership with the Georgia Economic Developers Association (GEDA)
- The pilot EDP program rolled out in FY 2018-2019.
- 5 Districts obtained certification in the pilot:
 - Whitfield
 - Muscogee
 - Newton County
 - Wayne County
 - Marietta City

Benefits of EDP



- Elevates the capability of school systems to fill their role in the community business recruitment and business retention/expansion efforts and as a catalyst for talent in the community.
- Cultivates pathway alignment to the local/regional workforce needs of business and industry-relevant education for students
- Builds meaningful relationships with between education, business and industry, and economic development stakeholders
- Incentives increased WBL and internship opportunities for students
- Engages teachers with industry partners
- Business and industry gain access to their future talent pipeline

EDP Application Timeline

- Application window: March 1st, 2021 through March 31st, 2021.
- GaDOE EDP Review Committee will utilize a selection process that consists of 2 rounds.
 - 1st Round (April 2021)
 - a. Application review
 - 2nd Round (Completed by end of June 2021)
 - a. Virtual Meeting
 - b. Stakeholders should be present
- Districts accepted into the cohort will be announced at the GACTE Annual Conference- July 2021
- Up to 10 School Districts will be chosen for the EDP Cohort.

Follow Up

Join the 1:00PM Breakout Session for more detailed information about the EDP and the Application process

EDP Q & A Meeting

- March 2nd
- 9am-11am or 1pm-3pm: Drop In
- Meeting link will be sent out next week

- Application locations:
 - Conference page
 - CTEARN under CTAE Resource Toolkit
 - GaDOE Website: CTAE landing page- Economic and Workforce Development page - [Economic and Workforce Development \(gadoe.org\)](https://gadoe.org/Economic-and-Workforce-Development)



Questions?

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<https://gacareerpipeline.gadoe.org>
www.gadoe.org

Stakeholder Engagement & EDP Discussion/Q&A

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Stakeholder Engagement :

- **It's all about relationships**
 - Consistent valuable interaction
 - Valuable to both sides
 - Goal oriented/Action steps
- **Total system buy-in**
 - Remind stakeholders of the mission
 - Set the tone/standard
 - Know your data
 - Integrity
 - Right stakeholders at the table

Who are your stakeholders?

- Peer to Peer
 - Your team
 - Principal, VP, other district employees
 - Superintendent
- Business and Industry
 - Companies that are aligned with your current/new pathways
- Community Stakeholders
 - Local/Regional Economic Developers
 - Chamber of Commerce
 - Local Elected Officials
 - Development Authority

Benefits of Stakeholder Engagement

- Better insight into stakeholders' views and opinions
- The ability to make big decisions more quickly and at reduced cost
- Greater buy-in from stakeholders, who play a larger role throughout the decision-making process
- Pathway alignment to local/regional workforce development needs
- Supporting local/regional community workforce development initiatives
- Student success: students gain more access to local business and industry and career development



Where does Stakeholder engagement take place?



Social Media Events/Meetings Marketing Materials

“People tend to support what they help to create.”

Georgia CTAE's Online Presence

Website: Users will find CTAE resources for students, educators, and stakeholders. Take time to explore courses and credentials offered as well as Georgia's Career Pipeline, used to find the availability of young talent.



www.ctae.gadoe.org

Social Media: Like our pages on these sites to receive updates each time CTAE Delivers to students, educators, and stakeholders.



www.facebook.com/GeorgiaCareerTech



www.twitter.com/GeorgiaCTAE



www.instagram.com/GeorgiaCTAE

**Real
Opportunities
for College &
Rewarding
Careers**



**Real High
School
Experience with
Added Value**

**Real-World
Workforce-
Ready Skills**

Events

- Chamber events
- Civic clubs such as Rotary
- Local/regional Workforce Development Committees
- CTAE Events
 - Advisory Board meetings

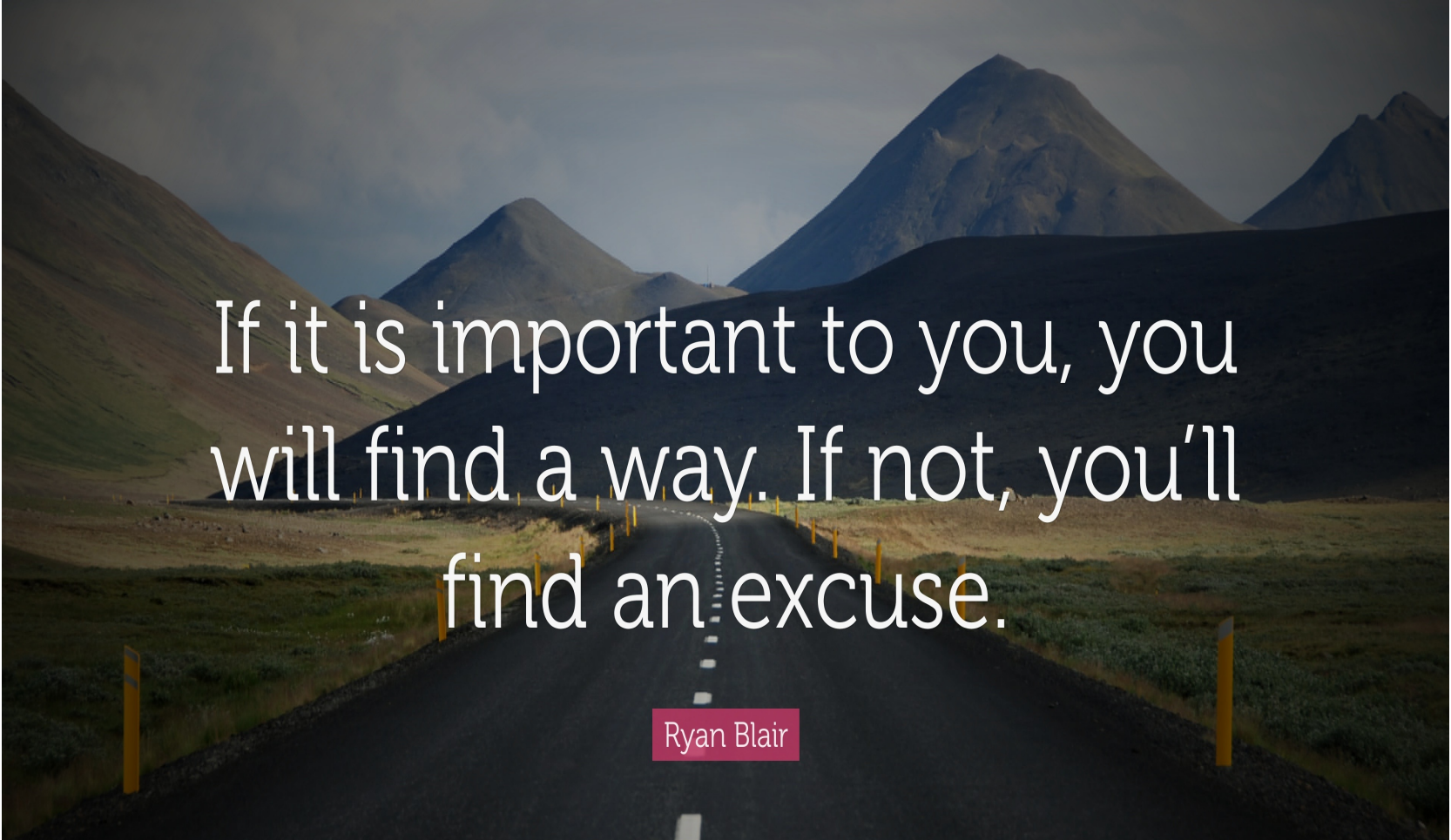
Remember: if you want them to show up for you, you need to show up for them!



Partnership vs Membership

A partnership is a relationship.

A membership is just a fee and organization benefits.



If it is important to you, you
will find a way. If not, you'll
find an excuse.

Ryan Blair

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Application Packet Details:

- **General Application Form**
- **Pathway Alignment Worksheet**
- **SWOT Analyses (3 total)**
 - Superintendent and/or CTAE Director
 - Business and Industry Partner
 - Economic Development Stakeholder
- **Other documents included:**
 - EDP Detailed Criteria Document
 - 1st Round Scoring Rubric
 - Extra Pathway Alignment Worksheets

EDP Cohort Timeline

- Districts selected for the EDP cohort will be recognized at the Annual GEDA Conference in September 2021 (not a requirement to attend this event but encouraged as part of the process of the EDP cohort).
- Districts awarded the EDP designation will be announced at the annual GACTE Conference, July 2022.
- The EDP designation will be officially awarded at the annual GEDA conference in September 2022 (representative attendance is a requirement of the EDP process).
- **If a district is not selected to receive the EDP Designation, they will move into the next cohort for 2022-2023. The goal of the program is for the district to ultimately receive the designation.**

Required Elements

School Districts receiving the economic development partnership designation must complete the following requirements.

- ✓ District leaders complete economic development focused training courses
- ✓ Evidence of business and community partnerships
- ✓ Single point of contact for economic development and business
- ✓ Analysis of pathway alignment to the PERKINS V QUALITY CTAE Georgia definition and high-demand or high-growth careers within the local or regional economy
- ✓ 100% of CTAE Directors and CTAE Supervisors as well as 75% of CTAE teachers and school counselors, complete one externship every five years.
- ✓ Employability skills: Evidence of system wide effort to support students in their development of employability skills through CTAE programs and other areas of focus throughout the system.

Continuum Criteria

- ✓ CTAE Advisory Committees: District demonstrates an active and effective advisory committee program.
- ✓ Industry Certification of Pathway programs.
- ✓ Alignment and operation of the Work-Based Learning program (WBL)
- ✓ Evidence of Employability Skill development and application.
- ✓ Demonstrate pathway alignment to local and regional economy.
- ✓ Culture of Economic Development within the school district and community.

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