

Economic Development Presentation

CTI Workshop
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“Whatever you do, give 100%. Unless your donating blood.”- Bill Murray

Mission and Vision for CTAE in Georgia

MISSION: 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.

What does Economic Development mean to you?



Drop your thoughts in
the chat box.

What is Economic Development?



<https://westsuburbanjournal.com/economic-development-word-cloud/>

What is Economic Development? Defined

- Economic Development- a program, group of policies, or set of activities that seeks to improve the economic well-being and quality of life for a community by creating and /or retaining jobs that facilitate growth and provide a stable tax base. - *International Economic Development Council*
- Also, can be defined as a process that influence the growth and restructuring of an economy to enhance the economic well-being of a community, which includes economic diversification (leveraging job growth in new industries in a community). - *International Economic Development Council*

Who are the players?

- Local, State, and Federal elected officials or agency representatives
- Local educational resources (universities, technical/community colleges, K12/CTAE partners)
- Chamber of Commerce
- Special authorities (Airport Authority, Downton Development, Joint Development, Industrial Development, Hospital, etc.)
- Any local Economic Development Council (EDC) or public/private partnership/workforce development organization
- Utility companies

State of Georgia has the Department of Economic Development (www.georgia.org).



The Business of Georgia:

#1 state for doing business 8 years in a row
- Area Development

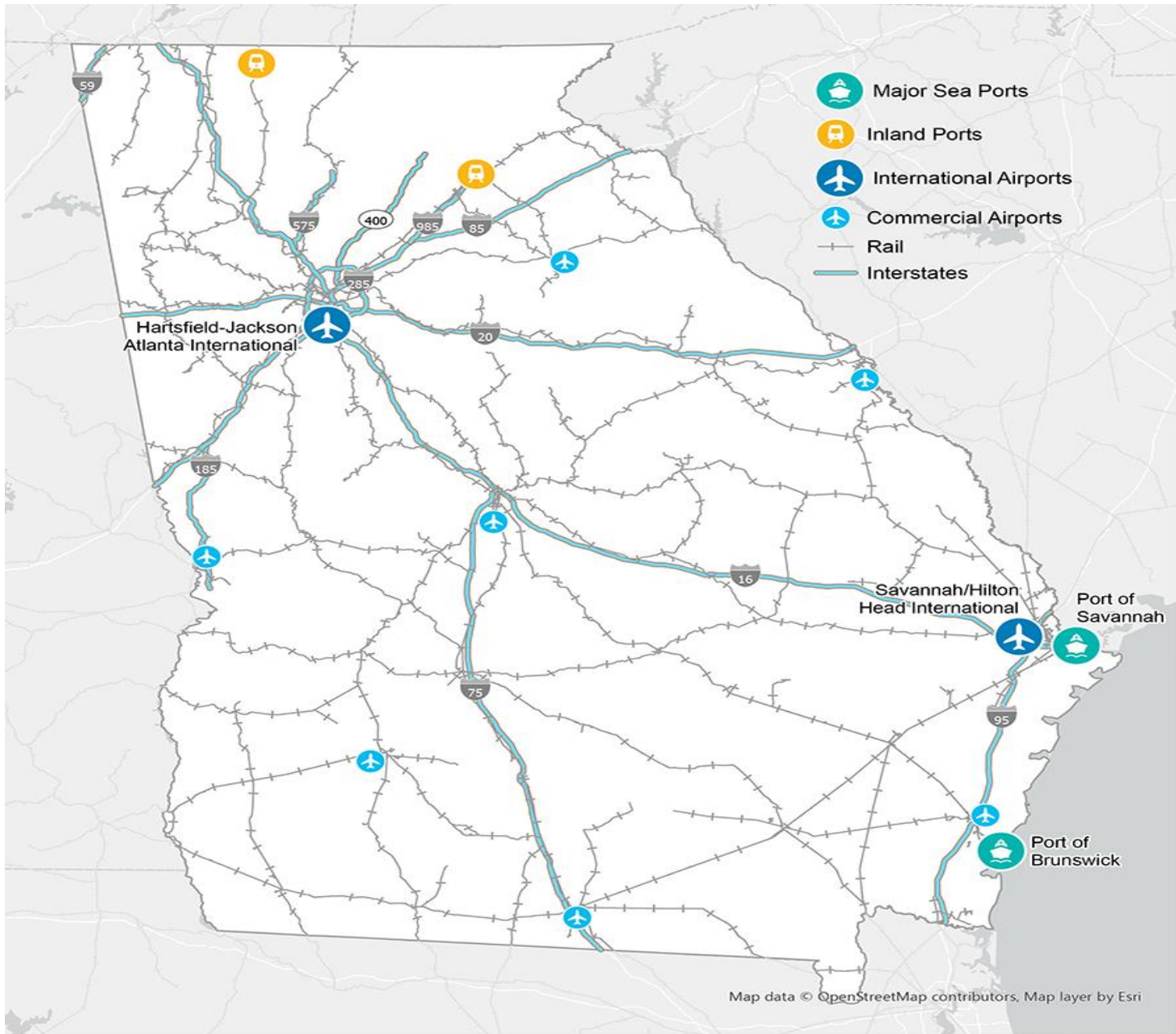
Top Industries in Georgia:

- **Agribusiness (#1)**
- **Tourism**
- **Energy**
- **Aerospace**
- **Automotive**
- **Manufacturing**
- **Film and Entertainment**
- **Logistics**
- **Technology (Cyber security, FinTech, Data Centers, etc.)**



What does a company evaluate when deciding where to locate or expand?

- Infrastructure available
- Tax credits
- Access to workforce/interdisciplinary talent
- Housing
- Quality of schools (education system-secondary and post-secondary)
- Costs of Energy
- Quality of life for workers



More Reasons for Choosing Georgia?

- Availability of Cold Storage Space
- Utilities
 - EMCs, Georgia Power, natural gas
- High Speed Internet
 - Still an issue in rural areas
- Tax Incentives
 - Major draw for Film Industry
- Work Force Talent Pipeline/Education
 - CTAE, TCSG, QuickStart, University System

Economic Development = Workforce Development

Think of Economic Development as a train,
with Workforce Development as the engine
and Education as the conductor.



*Offering a holistic education to **each and every child** in our state.*

HOW DOES CTAE CONTRIBUTE TO ECONOMIC DEVELOPMENT?



“Despite COVID-19 changing our world, CTAE continued to deliver real high school experiences with added value, real opportunities for college and rewarding careers, and real-world workforce-ready skills”.

Dr. Barbara Wall, State CTAE Director

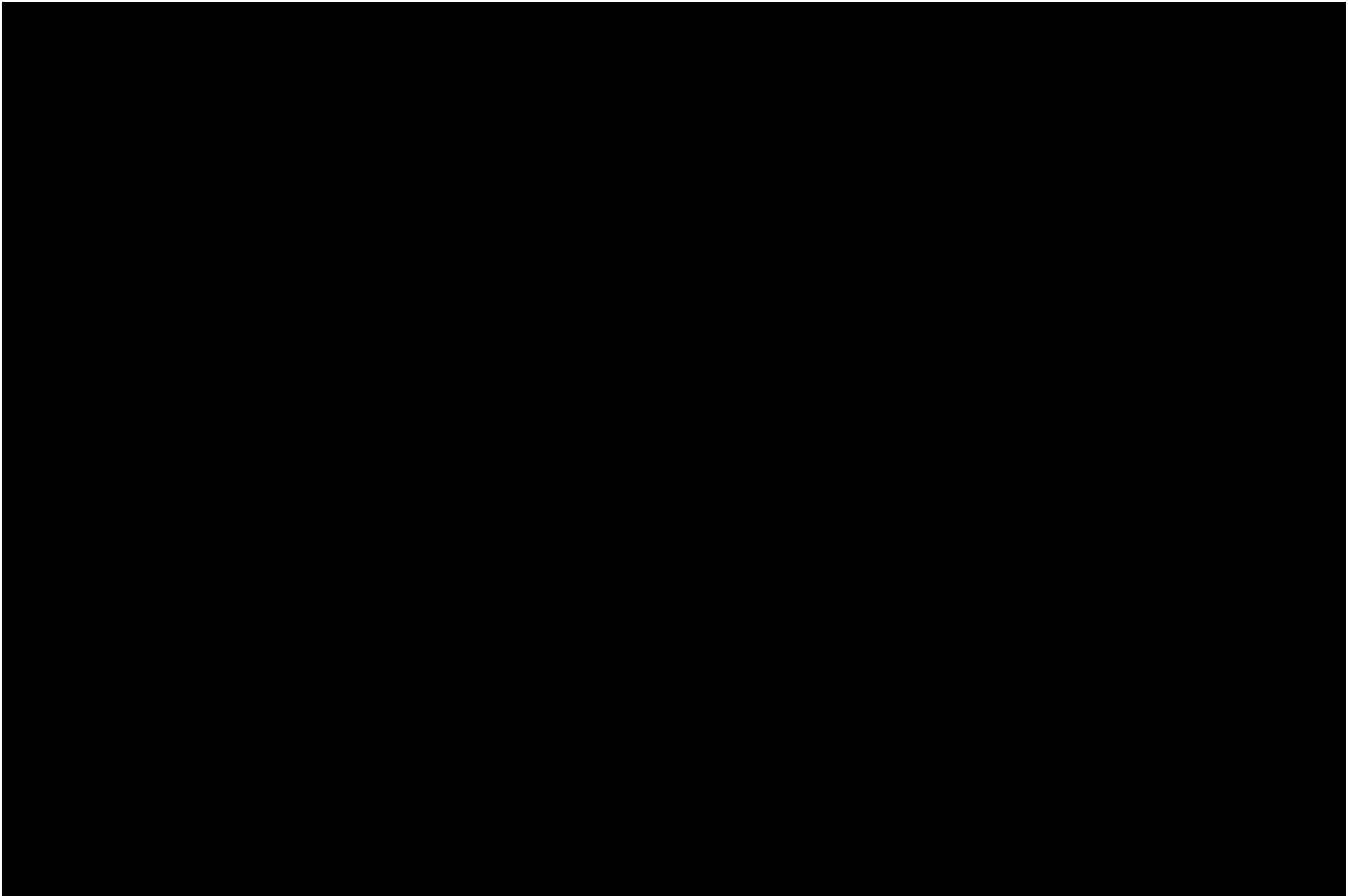
2019-2020 Annual Report

**Real
Opportunities
for College &
Rewarding
Careers**



**Real High
School
Experience with
Added Value**

**Real-World
Workforce-
Ready Skills**



CTAE Delivers: The Numbers (FY20)

www.ctaedelivers.org

- **665,462**: Total enrollment in middle and high school CTAE programs statewide
- **26,948**: Total number of students that participated in Work Based Learning (WBL) and Youth Apprenticeship programs statewide: [2021-WBL-Manual.pdf \(gadoe.org\)](#)
- **97.3%**: Percentage of CTAE concentrators graduated from high school in FY20 (13 percentage points higher than the state graduation rate)
- **188,622**: Total number of students who participated in Career Technical Student Organizations (CTSOs) statewide: FFA, DECA, HOSA, SKILLSUSA, etc. - <https://gactso.org/home>

CTAE Delivers: In-Demand Pathways

- New Cloud Computing Pathway
 - 6 pilot schools this Fall/Spring
 - Developed in conjunction with Amazon Web Services (AWS)
 - Students who complete the pathway will have the opportunity to earn the AWS Certified Cloud Practitioner certification



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17 CTAE Career Clusters that include 135+ career pathways

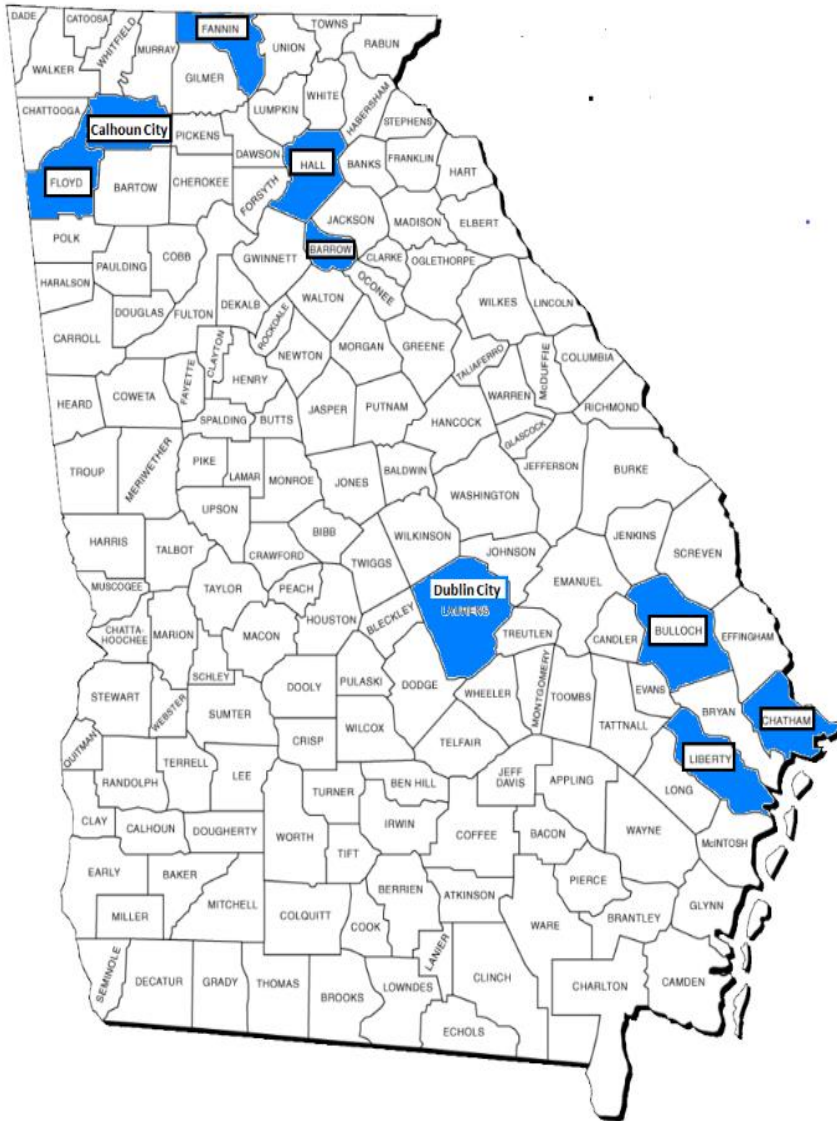
- **Agriculture, Food, & Natural Resources**
- **Architecture & Construction**
- **Arts, A/V Technology, & Communications**
- **Business Management & Administration**
- **Education & Training**
- **Energy**
- **Finance**
- **Government & Public Administration**
- **Health Science**
- **Hospitality & Tourism**
- **Human Services**
- **Information Technology**
- **Law, Public Safety, Corrections, & Security**
- **Manufacturing**
- **Marketing, Sales, & Service**
- **STEM**
- **Transportation, Distribution, & Logistics**

Economic Development Partnership (EDP) Designation

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



FY 22 EDP Districts



Hall County
Floyd County
Liberty County
Fannin County
Bulloch County
Calhoun City
Barrow County
Dublin City
Savannah-Chatham County



Benefits of EDP



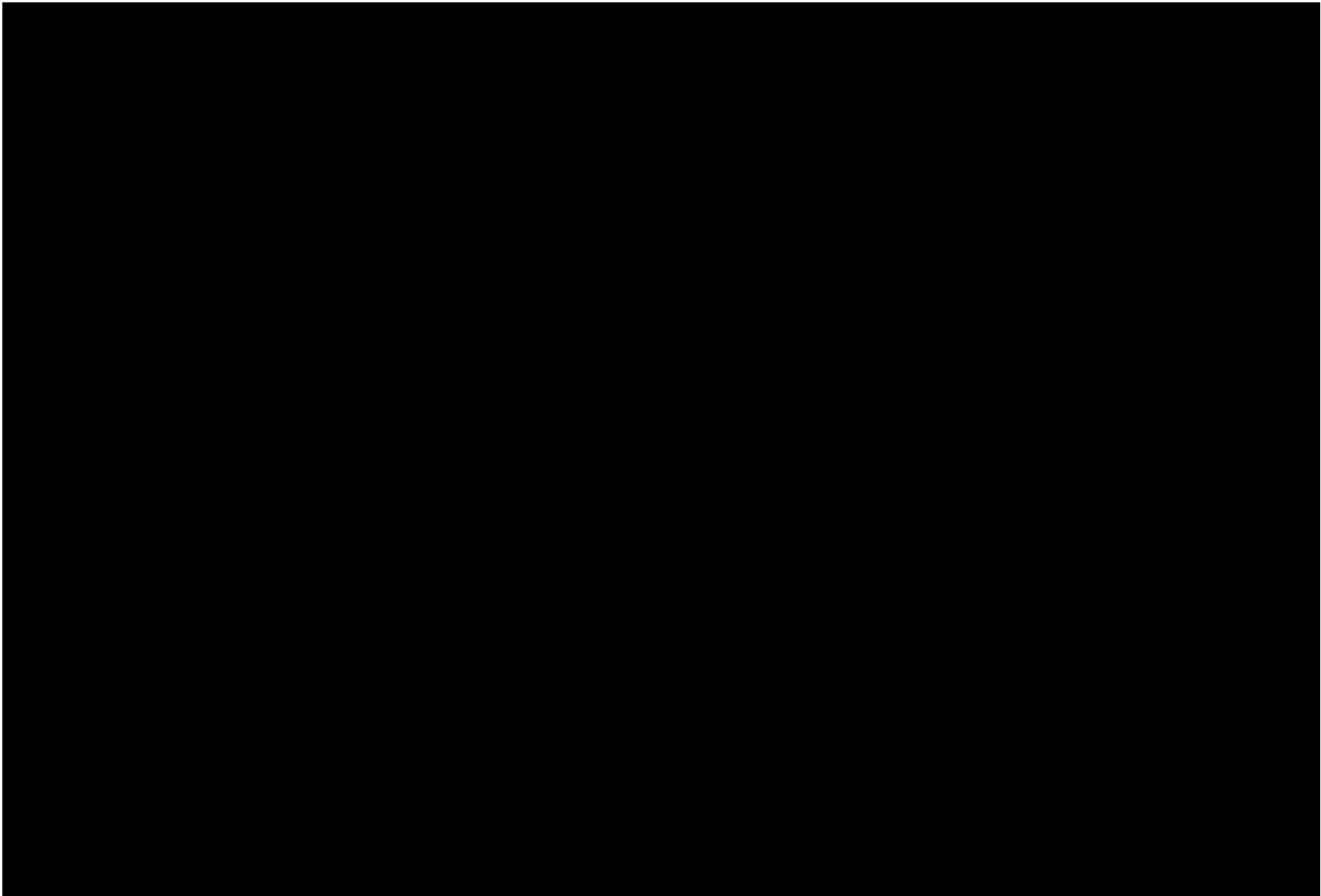
- Elevates the capability of school systems to fill their role in the community business recruitment and business retention/expansion efforts and as a catalyst for talent in the community.
- Cultivates pathway alignment to the local/regional workforce needs of business and industry
- Builds meaningful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

The Power of Externships



CONNECT
Newton

[Georgia Teacher Externship Case Study](#)
[\(February 2021\) - University of Georgia Kaltura](#)
[\(uga.edu\)](#)



Georgia Career Pipeline

<https://gacareerpipeline.gadoe.org>

Delivered to enable business and industry, economic development stakeholders, and other education partners to research and identify the availability of young talent in Georgia's CTAE programs statewide.

- Enables users to search for CTAE program availability and enrollment locally, regionally, and statewide.
- Features Labor Marketing Information (LMI) for Educators



CTAE DELIVERS: Online



www.ctae.gadoe.org



www.ctaedelivers.org



www.gacareerpipeline.gadoe.org



www.facebook.com/GeorgiaCareerTech



www.twitter.com/GeorgiaCTAE



www.instagram.com/GeorgiaCTAE



I ♥ CTAE



Questions?

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