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**

<table>
<thead>
<tr>
<th>CAREER-FOCUSED</th>
<th>STUDENTS</th>
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<tbody>
<tr>
<td>Career Focused</td>
<td>385,063 HS</td>
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<tr>
<td>Employer Partnerships</td>
<td>281,888 MS</td>
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<tr>
<td>Experiential</td>
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<tr>
<td>Innovation</td>
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<td>Integration</td>
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<td>Student Centered</td>
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<td>Quality</td>
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*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.
Externship in Action
Educator Externship Guide (gadoe.org)
Where to find packet:


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.
  1\textsuperscript{st} Round (April 2021)
    a. Application review
  2\textsuperscript{nd} 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)](http://gadoe.org)
Questions?

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Stakeholder Engagement & EDP Discussion/Q&A

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Economic Development Liaison
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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](http://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](http://www.facebook.com/GeorgiaCareerTech)
[www.twitter.com/GeorgiaCTAE](http://www.twitter.com/GeorgiaCTAE)
[www.instagram.com/GeorgiaCTAE](http://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
Economic Development Partnership Designation (EDP)

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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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