

# Business, Industry and Economic Development Newsletter



Career, Technical, and Agricultural Education

February 2016

## GREETINGS FROM RICHARD GOBLE, ECONOMIC DEVELOPMENT LIAISON



Representing the Career Technical and Agricultural Education division for the past (3) three months has involved the creation of relationships with business and industry, communities, education, and government, as well as communication development and implementation efforts to increase the visibility of the CTAE division and opportunities provided to Georgia students.

Attending numerous regional economic development meetings, High Demand Career Initiative panels, the Lt. Governor's Business and Education Summit, as well as many face-to-face meetings with business and industry partners, non-profit workforce development organizations, community leaders, and educators, has provided me with several preliminary-economic development conclusions. Three preliminary conclusions have risen to the top: (1) economic development and education are integral partners in the successful implementation of any workforce development initiative; (2) educators must pursue partnerships with business and industry on multiple levels to meet workforce and economic development goals; and (3) most businesses want to be involved and build relationships with education and the preparation of their future workforce.

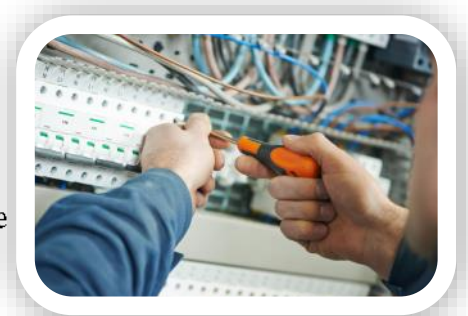
The Career Technical and Agricultural Education division of the Georgia Department of Education is fulfilling a role in creating business and industry educational partnerships that support workforce and economic development needs across Georgia. I feel honored to be part of a team that understands the importance of developing Georgia's future workforce.

Richard Goble  
Economic Development Liaison  
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## NEW GADOE INDUSTRIAL MAINTENANCE CURRICULUM

The new GaDOE Industrial Maintenance pathway was adopted by the State Board of Education at the February 2016 meeting with proposed implementation next school year. The three courses align with three courses at the Technical College System. The courses are Industrial Mechanics, Fluid Power and Piping Systems, and Electrical Motor Control. These three courses were vetted by industry partners, such as the GA Poultry Federation and PepsiCo.

For more information, contact Carol Burke, [cburke@doe.k12.ga.us](mailto:cburke@doe.k12.ga.us).



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## BUSINESS AND EDUCATION PARTNERSHIPS

Many business leaders and educators across Georgia are engaging in



true partnerships and relationships established on a shared understanding of workforce needs. Although there are no specific rules or guidelines for developing these partnerships, each educational community in Georgia faces different challenges and issues. The Council for Corporate and School Partnerships recommends that decisions about partnership activities will be made at the local level, through collaboration between the schools, businesses, and communities involved in developing these relationships (Guiding Principles for Business and School Partnerships, p. 2). Partnership activities may include supporting curriculum materials, providing volunteers and mentors, offering products and services, and organizing special events or other activities.

Business representatives or educators who are interested in starting a partnership should first create a relationship in order to assess potential needs and then match those needs with possible resources. The most successful programs and projects tap the internal strengths of each partner and many times multiple partners are involved. Well-managed organizations, whether for-profit or not-for-profit, should consider and continually measure the return on investment (ROI) in all endeavors. Developing partnerships between education and business should be no different, as return on investment must be measured.

Pawlowski and Katz (2014) tell us, “Thinking in terms of ROI is empowering. When you realize that people have options, you can think about how your program can offer a greater benefit than the alternatives available to them. Once you’ve identified benefits that you can offer that will be attractive to them, you’re well on your way to building a partnership with great promise and real momentum” (National Center for College & Career Transitions).

## NEW LEGISLATION

### New Legislation Affecting Work-Based Learning Youth Apprenticeships

House Bill (HB) 402 by Rep. Eddie Lumsden- This bill would provide employers with a 5% reduction towards their workers compensation policy premium at the end of the year if they employ a student enrolled in a Youth Apprenticeship / Work Based Learning program. HB 402 was introduced during the 2015 legislative session and reviewed by the Industry and Labor Committee Insurance Advisory group over the summer. Rep. Lumsden has worked closely with Georgia Association for Career & Technical Education (GACTE), GaDOE, the Lt. Governors Office and the Georgia Department of Labor on this bill.

On Tuesday February 2, HB 402 passed the House and is now being considered in the State Senate. If approved by the Senate and signed by Governor Deal, this will be one

more incentive for Work-Based Learning coordinators to ensure potential employers for students. The Georgia Chamber of Commerce has also endorsed HB402 and has worked to ensure its passage. As always, stay tuned to the GACTE legislative updates for weekly information about this and all legislative issues pertaining to Career, Technical, and Agricultural Education.



Article by Matthew H. Gambill, Executive Director Georgia Association for Career & Technical Education [www.gacte.org](http://www.gacte.org)

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## GADOE CTAE TEAM WORKS WITH BUSINESSES AROUND THE STATE

In the continuing effort to build relationships with business and industry and provide relevant career education in Georgia's schools, the Georgia Department of Education's Career Technical and Agricultural Education Division spent the first week of 2016 in externships among various Georgia companies. Members of the CTAE division worked side by side with members of Georgia's workforce, representing numerous industries.

"In addition to creating better relationships with business and industry and a relevant learning opportunity for our team, the experience turned out to be a great learning experience for the organizations that participated," GaDOE Workforce Development Liaison Richard Goble said.



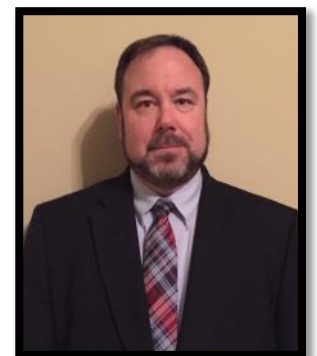
GaDOE Program Specialist, Gary Mealer at Mohawk Industries

One extern partner said, "Our industry leaders have new knowledge and new partners" and another commented that, "it was great to have someone from education come in and get a realistic look at how a manufacturing business works." One executive explained that, "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."

"Our CTAE mission is to educate Georgia's future workforce by providing experiences for Georgia students that will prepare them for workplace success. Our CTAE vision is that CTAE students will graduate high school with soft skills, basic academic skills, and communication skills intact. In order to accomplish our mission and vision, we must develop relationships and partnerships with business and industry. I can think of no better way for educators to develop relationships and truly understand workplace expectations than to experience the current workplace needs by participating in a business/industry externship," stated State CTAE Director, Dr. Barbara Wall.

## NEW GADOE ENGINEERING AND TECHNOLOGY, MANUFACTURING, AND ENERGY PROGRAM SPECIALIST

The Career, Technical, and Agricultural Education Division welcomes Roger Ivey as the new Program Specialist for Engineering and Technology, Manufacturing, and Energy in the Program Delivery unit. Roger has served for the last 13 years as the CTAE Director of Rockdale County Public Schools and holds an M.Ed from Georgia Southern and an L-5 Leadership Degree from UGA. Roger's previous teaching experience is in the Engineering and Technology field and he has served on numerous boards, committees and teams related to leadership in CTAE and the Engineering and Technology field. Roger is experienced as a Technology Student Association (TSA) advisor and is very familiar with the role of TSA as a co-curricular component.



Roger Ivey  
New CTAE Engineering & Technology,  
Manufacturing, and Energy Program  
Specialist

**Roger Ivey, M.Ed**  
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**CTAE TWITTER CHAT  
FEBRUARY 25, 2016**

## CTAE Twitter Chat



On Thursday, February 25, 2016 from 10-11 a.m. (ET), the Georgia Department of Education (@GaDOEnews) will host a live "CTAE Twitter Chat." We appreciate your support of the CTAE program and would like to invite you to participate and share your experiences with others.

The Twitter Chat is a comprehensive way to interact with GaDOE fans and followers, to provide a broader perspective about CTAE. Superintendent Woods recognizes that Georgia's students must be prepared after high school, no matter what their next step – college, the military, or immediately beginning a career. Through Educating Georgia's Future Workforce initiative, and Georgia's Career, Technical, and Agricultural Education course offerings, the GaDOE is able to leverage partnerships with industry and higher education to ensure students have the skills needed to thrive in the workplace of the future.

To participate, tune in at 10 a.m. February 25 to the GaDOE Twitter, @gadoenews. GaDOE will provide several questions/prompts, then open it up for questions.



@GaDOEnews

Article by GaDOE Communication Specialist,  
Kristen Baker, [krbaker@gadoe.org](mailto:krbaker@gadoe.org).

**SPOTLIGHT ON PARTNERSHIPS  
COLUMBUS, GA**

## Pratt & Whitney

In the last few years, Pratt & Whitney, like many other aerospace and defense companies, has contended with employee attrition and a lack of qualified candidates to fill the spaces left by departing workers. To combat these factors and reach out to students interested in careers in aerospace and manufacturing, Pratt & Whitney's Columbus, Georgia office has established partnerships with the Muscogee County and Harris County School Districts, as well as Columbus Technical College. The former to identify high school students interested in manufacturing careers and the latter to administer a program that allows these students to work as Gas Turbine Engine Mechanic Apprentices and become Certified Manufacturing Specialists (CMS).



This apprenticeship program creates a network of suitable candidates to fill high-skilled aerospace manufacturing positions and allows Pratt & Whitney to operate at maximum efficiency while giving students the chance to become qualified for exciting positions that lead to long-term careers. To date, the program's apprentices have earned a total of over \$1,250,000 and Pratt & Whitney has hired 27 students as full-time employees.



Pictured left to right are: Mickey Edwards, Instructor; Rick Goble, GaDOE, Economic Development Liaison; Kayla Deeter and Quaison Smith, Pratt and Whitney Interns; and Tim Vinson, Muscogee County Work-Based Learning Coordinator.