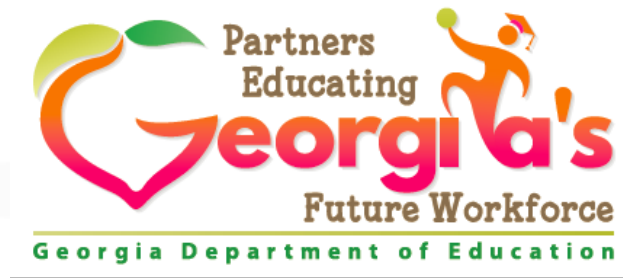


# Georgia CTAE



CTAE Administrator Winter Conference  
February 3, 2016  
Barbara M. Wall, Ed.D.




Mission	Vision
To educate Georgia's future workforce by providing experiences for Georgia students that will prepare them for workplace success.	CTAE students will graduate high school with soft skills, basic academic skills, and communication skills intact.

CTAE Educators can't accomplish this alone.  
**Partnerships MUST be formed with business & industry and relationships must be developed based on trust and communication.**

# What's driving FY 16 CTAE work?



Richard Woods,  
Georgia's School Superintendent  
"Educating Georgia's Future"  
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- *Pathways to Prosperity Report*, Harvard University, Graduate School of Education, 2011 
- *Georgia Competitiveness Initiative Report*, January 2012 
- *The Governor's High Demand Career Initiative Report*, December 2014 

- *Pathways to Prosperity Report*,  
Harvard University, Graduate School of Education,  
2011

- Most jobs (60%) will require SOME education or training beyond high school.
- A four-year college degree is not necessary for the majority of jobs (only 33% of jobs require a four-year or more college degree).
- There is a skills gap (plenty of jobs, but too few workers with needed skills).



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# • *Georgia Competitiveness Initiative Report*, January 2012

12 Regional meetings- state government & business community- looked at 6 key factors that drive economic development across all industries throughout Georgia

- Business climate
- **Education and Workforce Development\***
- Innovation
- Infrastructure
- Global Commerce
- Government Efficiency & Effectiveness

\*Single most important issue for 10 of the 12 Economic Development Regions and ranked as the second most important issue for the other 2 regions.

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- *The Governor's High Demand Career Initiative Report,*  
December 2014

- Continuation of *Georgia Competitiveness Initiative Report, 2012*
- *Overall Trends:*
  - Aging Workforce
  - More Internships, on-the-job Training and Co-ops
  - Soft Skills Are Crucial
  - Demand for Basic Educational Skills
  - Introducing STEM at Younger Age
  - Shortage of Local Skilled Trades Workers
  - Productive Partnerships with Workforce Development Resources
  - A diverse Workforce in STEM-Related Jobs





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# **GOAL 1: PLAN for increasing business & industry involvement with CTAE pathways throughout Georgia**

1. Participate in **listening sessions** with business & industry.
2. Host 12 "*Partners Educating Georgia's Future Workforce*" regional meeting at schools— fall 2015.
3. CTAE State Staff attend the Georgia Academy for Economic Development sessions – fall 2015 or spring 2016.
4. CTAE State Staff participate in externships throughout Georgia – January 2016.
- \*5. CTAE will serve as the lead for *Georgia PathWorks: The Career Preparation Pipeline*.

Soft Skills—Math Skills—Communication Skills—Computer Skills—  
Drug Tests—Financial Literacy—Driver's License





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# Regional Meetings Well Attended

Map of regions



Board of Ed Member	13
Business & Industry	210
Chamber of Commerce	31
Counselor	51
CTAE Director/Supervisor	154
DOL	18
Economic Development	30
Educational Administrators	337
Federal Legis Rep	1
GA Legislators	11
Higher Education	32
Students	43
TCSG	52
Teachers	105
WBL/YAP	136
Other	72
	<b>1296</b>

# THANK YOU...THANK YOU

for serving as regional contact sfor the *Partners Educating Georgia's Future Workforce!!*



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- Region 1: Trish Schimpf
- Region 2: Valery Lowe & Rhonda Samples
- Region 3: Jody Reeves & Sharon Bonner
- Region 4: Cindy Clanton
- Region 5: Todd Shultz
- Region 6: Cassandra Washington
- Region 7: Julie Kenny
- Region 8: Tim Cockrell
- Region 9: Rhonda Stone
- Region 10: Sandra Parker
- Region 11: Medea Shuman
- Region 12: Angie Lewis

# Regional Meetings: What did we see?



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Georgia's School Superintendent  
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[gadoe.org](http://gadoe.org)



1 image



KIA tour:  
manufacturing today is not your Grandfather's manufacturing. It's clean; it's high tech with lots of robots.



Panel Member, Debbie Smith, Chief Executive Officer/President of Georgia United Credit Union, announced that Georgia United Credit Union will have a location inside Henry College and Career Academy & WBL students will be hired to work at this location.



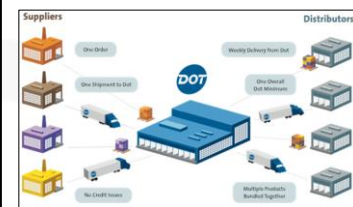
"The event was wonderful and I learned so much that I am sharing with Senator Perdue. Likewise if we can ever assist you guys in anyway, please do not hesitate to let us know." --- Jennifer Hayes, Director of Constituent Services for Senator David Perdue (Making connections & building relationships with CTAE and US legislators)



HDCI  
Program Manager  
State Workforce Needs



GaDOE IT introduced resource for all



Local Workforce Needs & the Food supply chain from DOT in Lyons, GA

Students with variety of career goals \* Students & CTSOs \* Students & WBL\* Business & industry up close with tours \* Strong existing partnerships \* CTAE labs \* Workforce Needs \* Workforce Development Resources



**KIA MOTORS**









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# What CTAE Staff had to say about Educator Externship

- "A very interesting Skill Set is needed for working on the maintenance of the Transmission Lines – must be comfortable with working on up-to-date new computer equipment BUT also be comfortable working on older what they called LEGACY equipment as these old and new systems are still running the substations and ultimately electrical transmission." Emily
- "A Manager of the Relay Maintenance Dept. – 13 years with Ga. Transmission Corporation and many years of working at Florida Power Company, said that he was in FFA in Colquitt County Schools and was a National Participant in the Electrification Contest – back in high school. He wanted to know all about the FFA organization now." Emily
- "I will never view a power line, wiring, or a power grid ever the same again." Mamie
- "In addition to learning all about the different types of power and the generation/transmission/distribution of power, I spent valuable time discussing employee assessment with Vickie Bogue – Testing Supervisor. I will never forget this experience, or the many wonderful individuals that made my externship a most memorable and valuable experience." Mamie
- "The Apartment Industry is a vast network of professionals who value relationships and a significant economic contributor nationwide. The mission of GAIEF is to create awareness for the industry and promote the career opportunities that exist within the industry in order to attract qualified new talent. I believe many strong partnerships will be created with the Apartment Industry on the local and state level as a result of this externship experience!" Sylvia
- "My experience created a network of contacts from the floor level through the corporate level at Shaw." Gary
- "I saw great examples of math and chemistry in daily operations at TenCate." John
- "Students need basic math of ratios, reading for safety issues, understanding steps in Tag Out, work ethic, basic Office/Excel tools." John
- "Product managers are concerned that many young people don't understand the need for passion of the job." John
- Nicole was excited to find out that the Dekalb County Police has numerous grants.
- "KIA is a people business as much or more so than a manufacturing business." Dwayne
- "Understanding data, statistics and logistics is extremely important." Dwayne
- "There are many general problem solving skills, critical thinking skills, and STEM related skills in our curriculum that match many occupations at KIA." Dwayne
- "Kia success is based on Logistics, Logistics, Logistics." Dwayne
- "12 for life is making a positive impact in the community. I am thoroughly impressed with the partnership between the local schools and Southwire which aims to increase the graduation rate by focusing on at-risk youth. This program benefits both students and the local community, I think more businesses and local systems should investigate ways to implement similar programs in their community." – Tammy



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# What Business & Industry had to say about Educator Externship

"Our industry leaders have new knowledge and new partners."

"It was great to have someone from education come in and get a realistic look at how a manufacturing business works".

"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 industry leaders have new knowledge including:

- Information about activities within DOE

- Need for funding

- Importance of policies regarding DOE and relationship to funding

- Increased confidence in DOE as a whole

- How to connect students to jobs in our industry

- Opportunities for work-based learning, apprenticeships, part-time and full-time workers

"The experience was a Win/Win for both parties. The DOE guest were energetic and proactive in working with our colleagues to understand our needs. I was impressed with their passion and desire to truly understand what the current state issues are and how they participated in group discussions on how to improve the future state."



# PLAN for increasing business & industry involvement with CTAE pathways throughout Georgia

\* CTAE will serve as the lead for *Georgia PathWorks: The Career Preparation Pipeline*

## Purpose:

- Work collaboratively to align and promote existing initiatives and resources.
- Raise awareness about the benefits of establishing a “birth to work” pipeline.
- Develop a unified vision and plan of action to assist the implementation of this pipeline.





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# Steering Committee



# "Birth to Work" Pipeline

## Essential Partners

Education Business Government Community

Early Childhood  
Education

K-12 System

Post Secondary

Work & Career

Quality-Rated

After-school  
Programs

Learning  
Support

Career  
Exposure

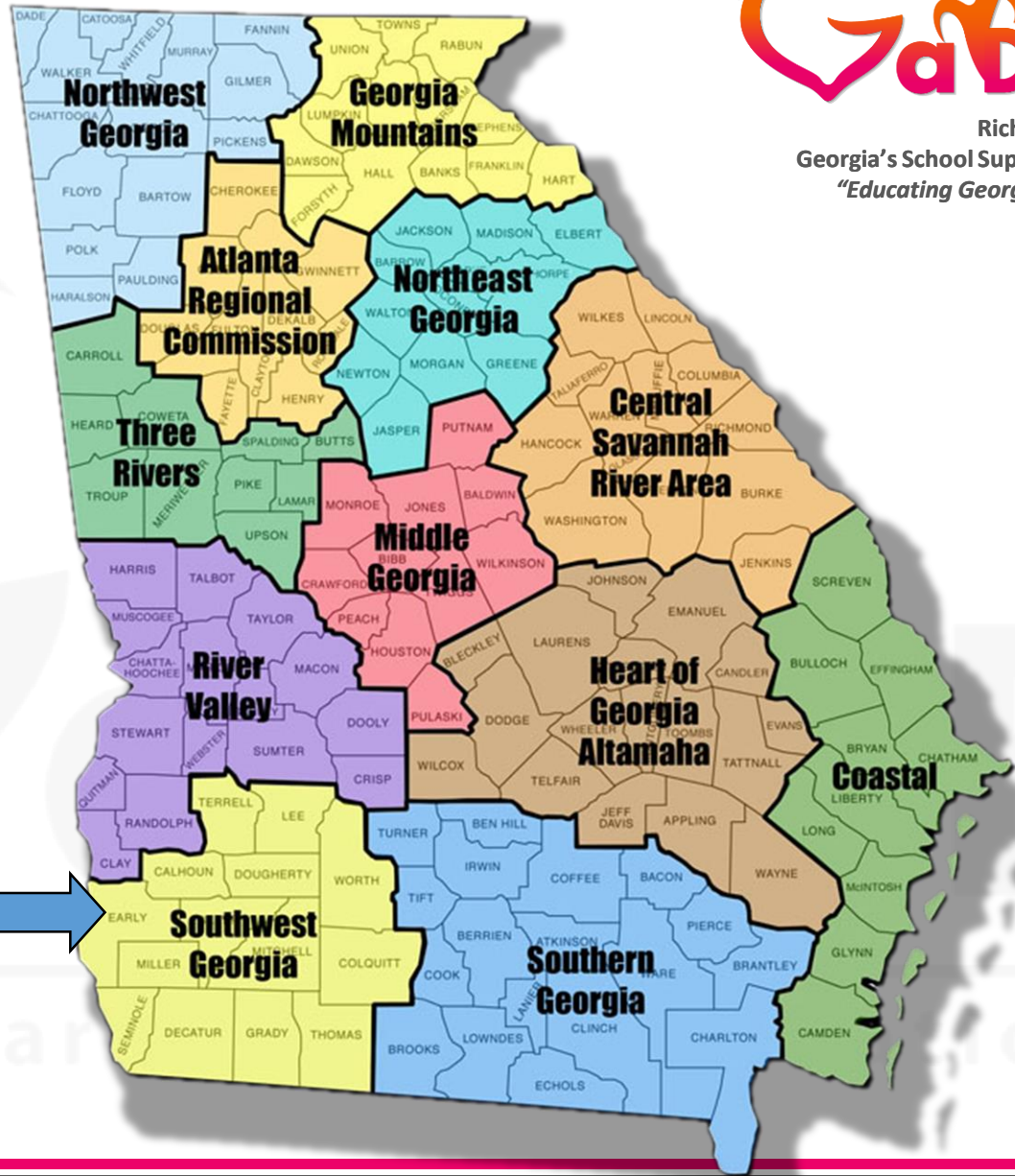
Guided  
Pathways

Work-Based  
Learning

Lifelong  
Learning

# 3 Initiatives of GA PathWorks

- Create Ga PathWorks Website – April 2016
- Develop 6 full pathways by July 2016
- Asset Mapping 1<sup>st</sup> Target Region: Southwest Georgia (town hall meetings – April)



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# **GOAL 2: Plan for increasing visibility of CTAE pathway options and opportunities for parents and students**



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Georgia's School Superintendent  
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## 1. Messages to get across:

- Different pathways to a good job
- Some good jobs require a 4 year degree, most do not
- Skills gap – plenty of jobs, but too few workers with needed skills
- Pathway Flexibility
- High School to Career with meaningful credentials (TCC from TCSG or Credential earned through HS CTAE pathway)
- Articulated Credit
- Dual Enrollment/Move On When Ready
- WBL opportunities

## 2. Use variety of media to appeal to various groups

- Billboards
- PSAs – TV and Radio
- Work with GACTE on success stories of students, teachers & business partners (also want stories of creative ways of teaching soft skills)
- Twitter Chat

## 3. Provide professional development for social media items (coming)

### Target Groups

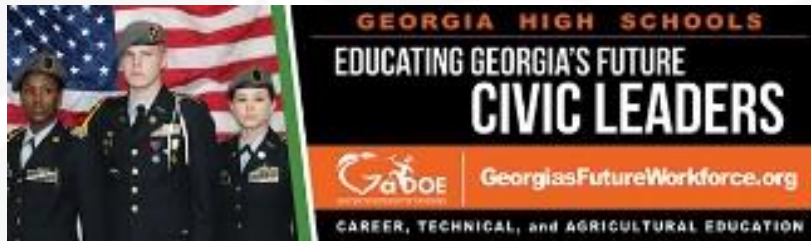
- Parents
- Students
- Business & industry
- Gen Public

# Camden County NJROTC Marksmanship Team spotted our billboard in Columbus, GA.





# Have you seen the CTAE Billboards?



Columbus



Metro Atlanta



Augusta



Metro Atlanta



Dalton

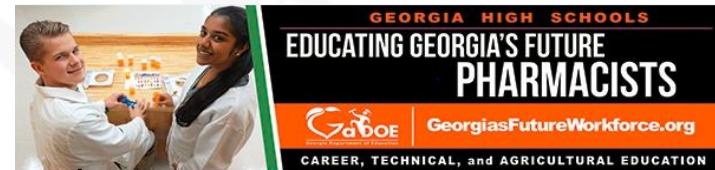


LaGrange

# More CTAE Billboards



Forsyth/Hall



Athens



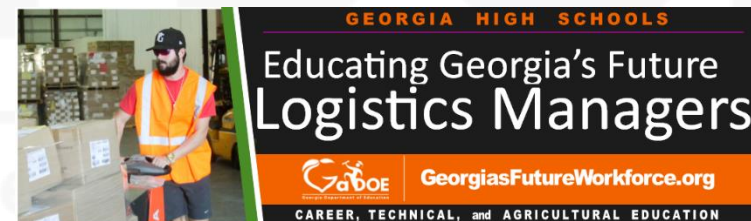
Tifton





Macon/Forsyth



Valdosta



Savannah

  <b>MEDIA PLAN FLOW CHART</b>									
	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL SPOTS
<b>GEORGIA PUBLIC BROADCASTING</b>									
<b>GA High School Sports</b>									
2015 High School State Sports on GPB TV									
- Football Play-Offs and Championships		11/27 - 12/12							20
- Basketball Championships (boys & girls)					3/3-5				14
- 300x250 rectangle on GPB.org									na
GPB TV M-Sun 7p-1a & Wkd				bonus!					25
GPB TV (9-station network)									
GPB News: M-Sun 6-8p		12/14 - 2/21							20
GPB Prime: M-Sun 8-11p									20
GPB Late Fringe M-Sun 11p-1a									21
GPB Weekend: Sat-Sun 11a-6p									20
GPB Create Channel M-Sun 7-11p		bonus!							80
GPB Atlanta Radio 88.5 FM									
M-Sun 5a-10a Morning Drive		12/1 - 3/20							240
M-Sun 10a-3p Midday									192
M-Sun 3-7p Afternoon Drive									144
GPB Statewide Radio Network (17 stations)									
M-Sun 6a-12m Run of Schedule				12/1 - 6/26	bonus!				576
									1,372

\*Impression = each exposure to the message





## Plan for increasing business & industry involvement and for increasing visibility of CTAE pathway options and opportunities

Hire CTAE Economic Development/PR Liaison

Purpose: to assist with the on-going work of CTAE in the areas of increased business & industry involvement AND of increased visibility of CTAE options and opportunities.



# Questions to Ponder...

- Do the pathways offered in my system align with workforce needs?
- As CTAE Director or supervisor, am I really connected with business/industry? What can I do to help make a stronger connection?
- Are my CTAE students involved in co-curricular Career Technical Student Organizations?
- As CTAE Director/supervisor am I working well with my counselors?
- Are my academic and CTAE teachers working together?
- What are my CTAE success stories?



Partners  
Educating



Georgia's

Future Workforce

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