

Business, Industry and Economic Development Newsletter



Educating Georgia's Future

May 2016

GREETINGS FROM RICHARD GOBLE, ECONOMIC DEVELOPMENT LIAISON



As I have travelled around Georgia in the last few months, I have witnessed numerous partnerships between educators and various organizations. Many Georgia schools have built partnerships on every level and in nearly every program. Partners have included business and industry, post-secondary institutions, chambers of commerce, communities, and even other K-12 schools.

Partnerships provide the capacity to achieve what may not otherwise be achievable. Schools that have active and engaged partnerships with businesses and other organizations offer experiences to both students and teachers that bring relevance to the classroom and beyond. This, in turn, inspires educators to develop new techniques and seek new experiences to draw upon and incorporate in the classroom.

I have spoken with several business partners in recent months that have articulated to me their understanding that today's students are tomorrow's workforce. Businesses want students to learn about career opportunities that are unfamiliar to them and learn about the possibilities for their future. It is critical that our young people are able to make informed decisions. When we help students make a first-hand connection between academics and the opportunities for the future, we increase that student's commitment to stay engaged and be successful. All partners have a vested interest in preparing students for their future, and in turn, their own futures.

Rick Goble

GEORGIA HOUSE RECOGNIZES CTSO DAY AND CTE MONTH

The Georgia House of Representatives recognized Career & Technical Student Organization Day and Career & Technical Education Month with a CTSO Day/CTE Month Resolution. On March 15, 2016, Representative Amy Carter (R) Valdosta sponsored the resolution that recognized the great work that is being done by both the Career, Technical & Agricultural Education professionals in Georgia, as well as the Career & Technical Student Organizations throughout Georgia.

In addition, the resolution recognized three outstanding CTAE educators in Georgia. The national Association for Career and Technical Education (ACTE) recently announced three Georgia educators as national award winners. Cindy Quinlan, the work-based learning coordinator and marketing teacher at Brookwood High School, was the winner of the ACTE Teacher of the Year. Dr. Sheryl Neely, a professional school counselor at Frederick Douglass High School, was the winner of the ACTE Career Guidance Award and Dr. Cassandra Miller-Washington, CTAE Director for Bibb County Public Schools, was named Administrator of the Year by ACTE.



Pictured is Cindy Quinlan, Dr. Barbara Wall, Dr. Cassandra Miller-Washington, Dr. Sheryl Neely, Rep. Amy Carter, and House Speaker David Ralston

The Association for Career and Technical Education is the nation's largest not-for-profit association committed to the advancement of education that prepares youth and adults for successful careers. ACTE represents the community of Career and Technical Education professionals, including educators, administrators, researchers, guidance counselors, and others at all levels of education. ACTE is unified with its state affiliate, Georgia Association for Career & Technical Education.

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SKILLS USA AND WORLDS OF CONSTRUCTION 2016

The SkillsUSA and Worlds of Construction event for 2016 took place on March 17-19, at the Georgia International Convention Center. SkillsUSA is a national, non-profit student organization that has developed more than 10 million workers through active partnerships between employers and educators. The Construction Education Foundation of Georgia (CEFGA) sponsors the Worlds of Construction event that helps expose students to corporate partners, new technologies, and additional opportunities for training.

The event is more than just a showcase for talented students competing in CTAE programs, but is also "...an opportunity for students and employers to network," said Corey Grant of Holder Construction Company. Grant is a recent graduate hired by Holder "...because of the technical and employability skills learned through participation in CTAE coursework and SkillsUSA participation."

Jesse Courvelle, instructor at Shaw High School, told participants of the CEFGA VIP and SkillsUSA Champions' Breakfast on March 18, that "...being part of a CTAE program and SkillsUSA events gave me the knowledge to succeed and introduced me to the field." After graduation from high school, Courvelle spent twelve years in the industry before returning to Shaw High School to replace the retiring instructor.

SkillsUSA and other Career & Technical Student Organizations (CTSOs) are a critical co-curricular part of the Career, Technical and Agricultural Education learning process and provide numerous opportunities for business and industry to participate and partner with schools throughout the state. If you or your organization would like more information about CTSOs, please contact Sylvia Phillips at ctsocoordinator@gmail.com.



Pictured are high school students competing at the SkillsUSA event at the Georgia International Convention Center.

PARTNERS IN EDUCATION PROGRAM

MARIETTA, GA – Marietta High School (MHS) hosted the first Partners in Education "College Signing Event," creating partnerships with four local institutions of higher learning: Chattahoochee Technical College, Georgia Highlands College, Kennesaw State University, and Life University. Each institution signed an agreement to provide support for promotion of future college and career success. These partnerships will connect students to life after high school in conjunction with the Career, Technical, and Agricultural Education (CTAE) program, while continuing to grow the educational and economic base of Cobb County.

"Today's commitment with our surrounding higher learning institutes is monumental in that it reinforces the seamless educational opportunities for all students at MHS," said Principal Forrestella Taylor. "These partnerships will strengthen the existing options for our students to further explore the CTAE Pathways, Move on When Ready and SB2 initiatives, as well as the Arts in greater depth. By providing meaningful and engaging experiences with each of these institutions, we are creating boundless options towards developing college and career ready students."

The Partners in Education Program is a collective effort of the Cobb Chamber of Commerce to match businesses and organizations with schools to provide extra funding, unique services and volunteer support. The vision behind the Partners in Education Program is to enrich the learning experience of Cobb County's children so that all develop a strong academic foundation, skills and core values that will benefit them in their community life and in a career.



Pictured (L to R) is Dr. Dan Pap, President of Kennesaw State University; Rick Goble, Georgia Department of Education Economic Development Liaison; Rob Garcia, Cobb County Chamber, and Dr. Tim Brown, CTAE Director of Marietta City Schools.

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RIGOROUS CAREER AND TECHNICAL EDUCATION IN HENRY COUNTY

Sharon Bonner, CTAE Coordinator, and John Steiner, middle school CTAE teacher, recently presented at the New England Secondary School Consortium's 2016 High School Redesign in Action conference. Bonner and Steiner guided participants through Henry County's Career, Technical, and Agricultural Education (CTAE) program experiences in challenging students academically.

According to the April 5, 2011 New England's Secondary School Consortium, "The Henry County CTAE program provides a rigorous, relevant, and technologically-advanced curriculum that is available to all Henry County students, teaching them how to be lifelong learners while preparing them for the transition to secondary, postsecondary, and employment endeavors." When developing the program, Sharon Bonner and her team reached out to industry partners to understand their needs and determine the core skills and competencies they want to see in employees. Problem solving, communications, and work ethic were among the transferable skills and traits that industry leaders were looking for and needed.

For many, the highlight of the session was hearing from John Steiner. Steiner discussed working with his engineering students on an array of *authentic learning opportunities* that require them to solve real-world problems aligned with the knowledge and skills they will need to succeed in both college and the workplace. Henry County's CTAE program currently serves 82% of the students in the school district, and just over 11,000 high school students are taking at least one CTAE pathway course.

For the full article see the following link: <http://newenglandssc.org/not-grandpas-voc-ed-rigorous-career-technical-education-henry-county-georgia/>.



ROI = THE FOUNDATION OF SUCCESSFUL PARTNERSHIPS

One of the most important concepts in creating and maintaining strong and sustainable partnerships is Return on Investment (ROI). For people to contribute to a partnership – and especially for them to be willing to stay for the long haul – they need to get something back.

Here are some returns that various stakeholders need:

Students want to feel successful and purposeful and to have a bright future.

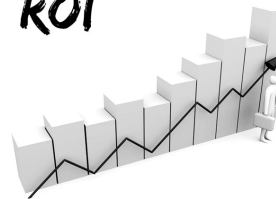
Parents want to know their children are on a promising path to the future.

Educators want their students to be successful – this contributes to their belief that they are making a meaningful contribution to their students and communities.

Business and industry partners want their community's economy to be strong with a good customer base and a ready supply of skilled talent.

Citizens and civic organizations want to see their community healthy and prosperous and want to address challenges that emerge, as well as improve the local quality of life for everyone. (Pawloski & Katz, 2014)

MEASURING ROI



BE ON THE LOOKOUT!

Be on the lookout for CTAE public service announcements in your area. The Career, Technical and Agricultural Education Division of the Georgia Department of Education will have public service announcements playing on cable channels across the state throughout April, May, and June. Two different thirty-second spots will be playing on channels such as MTV, the History Channel, ESPN, the Travel Channel, and many others. Thank you to the Comcast Spotlight team for making it happen!

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Business, Industry and Economic Development Updates



DID YOU KNOW?

Did you know that the Georgia Department of Labor has a website to help with your workforce data needs? The LaborMarket Explorer website provides detailed resources on in-demand occupations and current skills requirements, industry and occupational projections, wages, local industry mixes, and much more.



The LaborMarket Explorer has information customized for workforce professionals, educators, job seekers, employers, researchers and economic developers. Under the directory of services on the website, a visitor can research industry-specific data for their own area and occupations of interest. This website is a great tool to educate both prospective employees and hiring employers on current and future workforce trends. You can access the Georgia LaborMarket Explorer is at the following link: <https://explorer.gdol.ga.gov/vosnet/Default.aspx>

HOUSE BILL 402

Businesses willing to take on high school students as interns will be eligible for insurance discounts under legislation signed into law by Gov. Nathan Deal.

House Bill 402 was sponsored by state Rep. Eddie Lumsden, R-Armuchee. He said it's an effort to increase business partnerships with local public school systems. The new law offers participating businesses a discount of up to 5 percent on their worker's compensation insurance premiums. Work-based learning programs allow students age 16 and older to participate in a structured learning environment at an employer's job site for a portion of the school day, while also receiving academic credit.



Pictured (L to R) Rick Goble, Matthew Gambill, Iren Munn, Eddie Lumsden, Govern Nathan Deal, Senator and Mrs. Burt Jones, Mark Woodall, and Mike Royal.

GO BUILD GEORGIA GRANTS FOR MIDDLE AND HIGH SCHOOLS

As we engage Georgia employers of all sizes to learn more about their existing and future workforce needs, we hear of widespread demand for educated and trained workers within the skilled trade sectors. Through our Go Build Georgia program, we aim to educate students about rewarding jobs in those sectors, specifically in manufacturing, telecommunications, construction, logistics and energy. We are working to assist educators, counselors and parents in guiding students through a career path that leads to a longstanding, well-paying career. We've successfully established partnerships with middle and high schools and industry partners throughout the state.



Pictured is Ben Hames, Deputy Commissioner, Georgia Department of Economic Development.

Today, we are expanding that outreach and leveraging those partnerships by offering special activity grants to schools in Georgia to help support skilled-trade-related education and training.

The new Go Build Georgia Grants will be awarded to middle and high schools for Go Build Georgia-aligned special activities. These grants, of up to \$500 each, are designed to support skilled-trade-related education and opportunities early in the student's career, building awareness and interest in these targeted industries among young Georgians. Go Build Georgia grants are being made available through a partnership between Go Build Georgia, the Go Build Georgia Foundation and the Career, Technical and Agricultural Education Division (CTAE) of the Georgia Department of Education (GDOE). Grants will be awarded to applying middle and high schools throughout the year.

Our goal is not only to supply Georgia employers with a skilled workforce to support business growth, but to also anticipate and respond to trends, shifts and shortages within the workforce system. Historically, the skilled trade industry has faced the challenge of an aging workforce and as Georgia continues to serve as a leader in manufacturing and logistics, we aim to support and bolster the workforce with young talent. By strengthening our workforce, these grants will support economic development and help ensure that Georgia remains the number one state in the nation for business.

Learn more about the Go Build Georgia High Demand Career Scholarship and the Go Build Georgia Grant by visiting www.gobuildgeorgia.com.