



Partners
Educating



Georgia's

Future Workforce

Georgia Department of Education

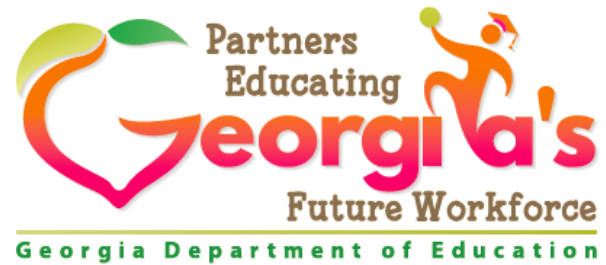
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<http://gadoe.org/surveys/CTAE-FP5Q7ND>



Georgia CTAE



**To Infinity and Beyond
-the Future of CTAE-**
transforming ideas into implementation
CTAE Administrators Winter Conference
January 23, 2017

Barbara M. Wall, Ed.D.



What do we need NOW to move CTAE towards infinity & beyond?

- Hire the best of the best in CTAE positions.
- Keep STUDENT workplace success in focus.
- Emphasize career counseling.
- Demonstrate the return on investment (ROI) of CTAE to business & industry





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Georgia's School Superintendent
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Hire the best of the best in CTAE positions.

- Team-players
- Out-performers; All in
- Out-of-the box thinkers
- Highly motivated
- Bridge Builders rather than builders of walls
- See the glass $\frac{1}{2}$ full rather than $\frac{1}{2}$ empty
- Problem solvers
- Connector of people, projects and programs
- Interested in developing a professional work climate that is fun, productive, pleasant, and caring
- Value & model respect for others, trust, and communication.



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Current or soon-to-be CTAE positions at GaDOE:

- **Economic Development Liaison** (replacement for Rick Goble) - POSTED
- **Business Support Analyst 1** (replacement for Keidra White; revised job description) - POSTED
- **CTAE Program Specialist** (replacement for Brenda Merchant) – POSTED
- **Education Program Specialist** – Hospitality and Tourism, Human Services, Education and Training Career Clusters (replacement for Daphne Bonaparte) – soon to be posted
- **Education Program Manager** – Development & Transition (replacement for Emily Spann) – soon to be posted

Keep STUDENT workplace success in focus.

Do our CTAE initiatives focus on our CTAE mission?

To educate Georgia's future workforce by providing experiences for Georgia students that will prepare them for workplace success

- CTAE Initiatives to be communicated by GaDOE Communications team soon
 - Ga Career Pipeline
 - Economic Development Certified School District
 - Different ways to be a pathway completer
 - New POS
 - CTAE Diploma Seals

Emphasize career counseling.

- Provide a variety of authentic career experiences for counselors through tours and externships.
- What career are you interested vs. what college do you want to attend?
- Determine career interest and aptitude of student.
- Know research from *Pathways to Prosperity, Competitiveness Initiative Report, HDCl, 48th Annual Edition of PDK International Poll of Public's Attitude Toward the Public Schools.*
- *Know the high demand areas that TCSG pays complete cost of education.*

Demonstrate that CTAE provides return on investment (ROI) to business & industry.

1. Make Connections – people, initiatives, etc.
2. Use Materials for Your Students and You
3. Know your CTAE data & what research says about it.
4. Listen and respond to business & industry
5. Develop Deep Meaningful Relationships with B & I

1. Make Connections.

- *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 
- 48th Annual Edition of PDK International Poll of Public's Attitude Toward the Public Schools

http://pdkpoll2015.pdkintl.org/wp-content/uploads/2016/08/pdkpoll48_2016.pdf

- *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).

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



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48th Annual Edition of PDK International Poll of Public's Attitude Toward the Public Schools

- Americans disagree on overall goal of education: **(Academics 45%; Work Prep or Citizenship 51%)**
- **Ways to improve Public Education: 68% supported addition of more vocational & career classes** as opposed to more honors or advanced academic classes
- 90% of parents say it's "extremely" or "very" important for schools to **help students develop good work habits** BUT only 31% say their schools do an excellent or very good job of accomplishing this objective.
- 82% of parents say it's "extremely" or "very" important that schools **prepare students to think critically across subject areas**, BUT only 29% think that's happening. (relevance)
- "There's a real question about education's return on investment. While we know that college degree is essential in today's economy, parents & **the public wants to see a clear connection between the public school system and the world of work.**" J.P. Starr, CEO PDK International

(That's what CTAE is all about.)

http://pdkpoll2015.pdkintl.org/wp-content/uploads/2016/08/pdkpoll48_2016.pdf

2. Use Materials for your students and you



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- Jack Williams – IDEALS
 - Create your own “I believe statements”.
 - Polish up your public speaking skills.
- Cindy Haygood – Soft Skills Tool Kit
 - Professionalism – First Impressions
 - Initiative and Enterprise - What are employers looking for?

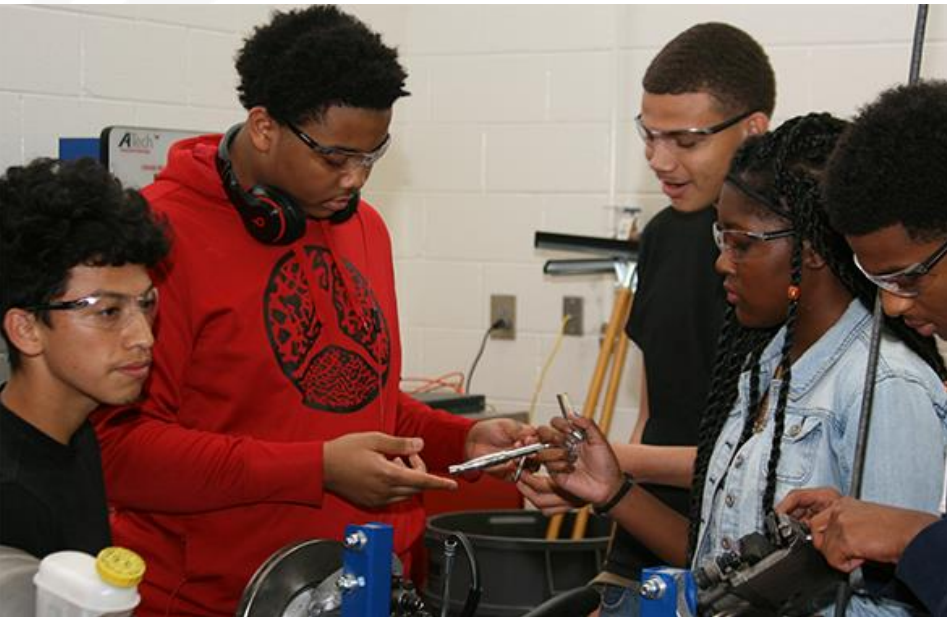


3. Know your CTAE data and what research says about it.

- What is your CTAE graduation rate compared to the state?
- How are your EOPAs looking?
- How many industry credentials have been awarded to your students?
- Etc.



CTAE concentrators have a 94.9% graduation rate – almost 16 points higher than the state average!



CTAE

Graduation Rate

94.9%

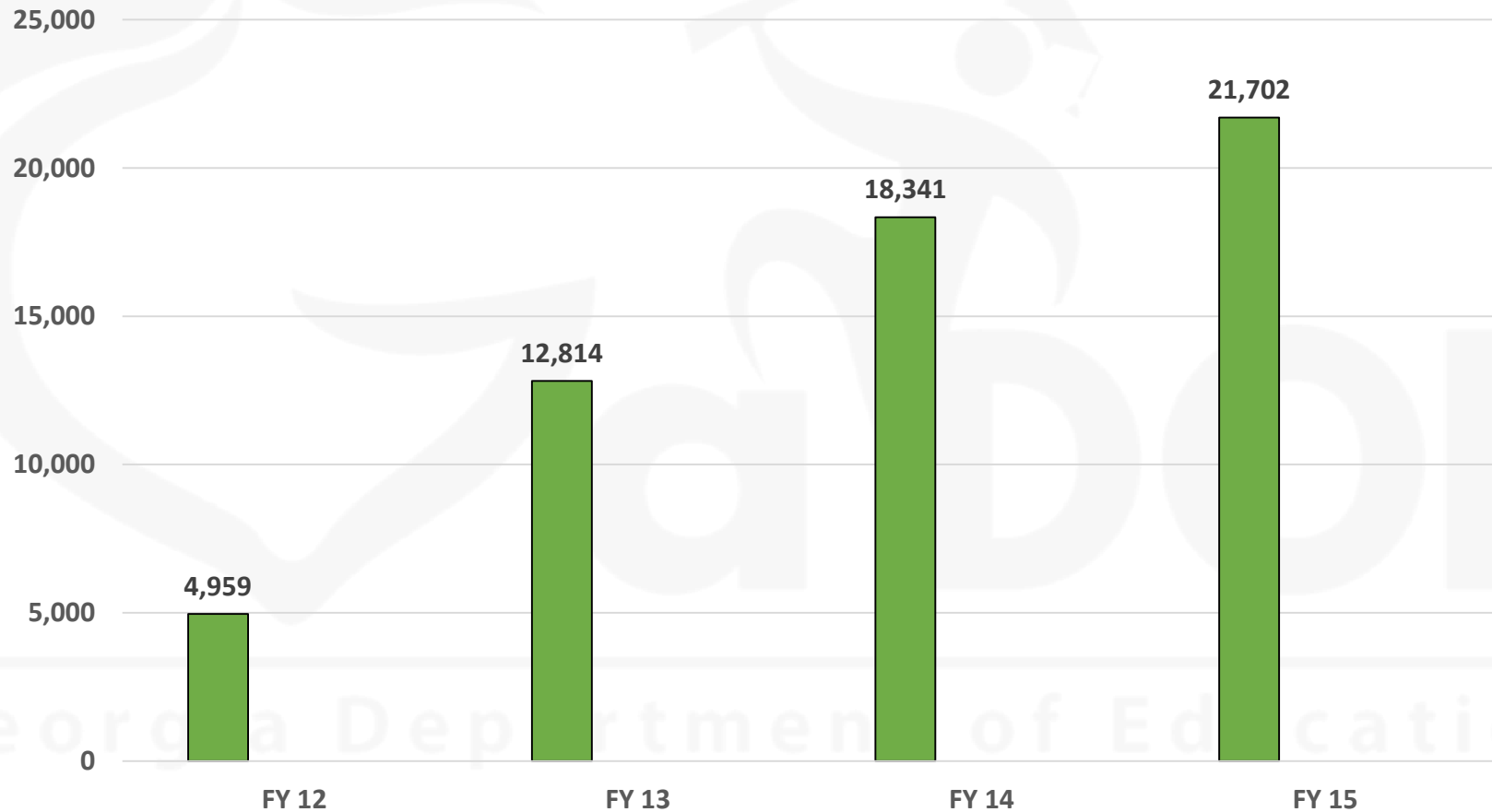
FY 15 CTAE Annual Report

The research says . . .

- **CTAE is a safety net for at risk students.** Odds of dropping out decline with an increased proportion of CTAE courses in high school.
- **CTAE graduates students.** Pathway completers more likely to graduate and continue in post secondary education.
- **CTAE provides focus.** Pathway completion keeps students in school & gets students focused on very important target



of Industry Credentials Earned



The research says . . .

- **Obtaining an industry credential:** adds a common tangible goal that students, parents, teachers & administrators can collectively embrace.
- **The pursuit of common goals** (e.g. credentials): is a strategy for dropout prevention.
- **Industry Credentials:** add **rigor** to the curriculum.
- **Students connect and remember:** real-world **relevance** of learning a skill and earning a credential.
- **Characteristic of school with high graduation rate:** is strong **relationship** between teacher & students.

Rigor, relevance & relationships = results for CTAE students

Georgia CTAE Students

- 60% of Ga HS students take 1 or more CTAE Course
- 57% of Ga middle students take 1 or more
- 577,020 Ga students in CTAE
- 17 Career Clusters
- 130+ career pathways
- Opportunity to earn industry credentials from 300+ assessments

Do you know the data for your school/system?

4. Listen and Respond to Business & Industry

FY 16

We listened to business & industry and heard that technical skills are certainly needed, but too many entry level workers typically lack: soft skills, math skills, communication skills, & computer skills.

FY 17

We are responding to what we heard from business & industry.

5. Develop deep & effective relationships with business & industry.



- a. Get out of the school building.
- b. Buy them a burger.
- c. Participate in Externships
- d. Show the ROI
- e. Will B & I take your call?
- f. **How can you improve your B & I advisory committees?**

It's a new day for partnerships in career education.

Business & Industry Advisory Committees

David Tanner, Associate Director

Greg Wilson, Fiscal Analyst

Carl Vinson Institute of Government

University of Georgia



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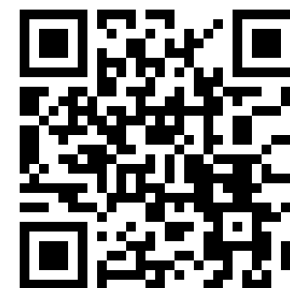


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