CARL VINSON INSTITUTE OF GOVERNMENT
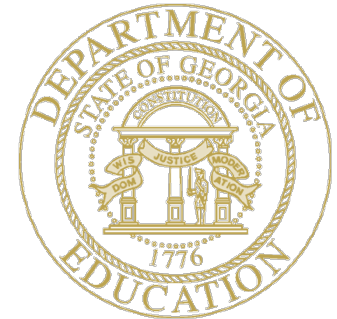The University of Georgia

CAREER, TECHNICAL, AND AGRICULTURAL EDUCATION BUSINESS AND INDUSTRY SURVEY

Project Overview & Results

February 7, 2013

Career, Technical, and Agriculture Education Conference

Athens, Georgia

PROMOTING EXCELLENCE IN GOVERNMENT

CAREER, TECHNICAL, & AGRICULTURAL EDUCATION

CTAE redesigning curriculum for each of the 17 career clusters

- Agriculture, Food & Natural Resources
- Architecture & Construction
- Arts, Audio/Video Technology & Communications
- Business Management & Administration
- Education & Training
- Energy Systems
- Finance
- Government & Public Administration
- Health Science

- Hospitality & Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections & Security
- Manufacturing
- Marketing
- Science, Technology, Engineering & Mathematics
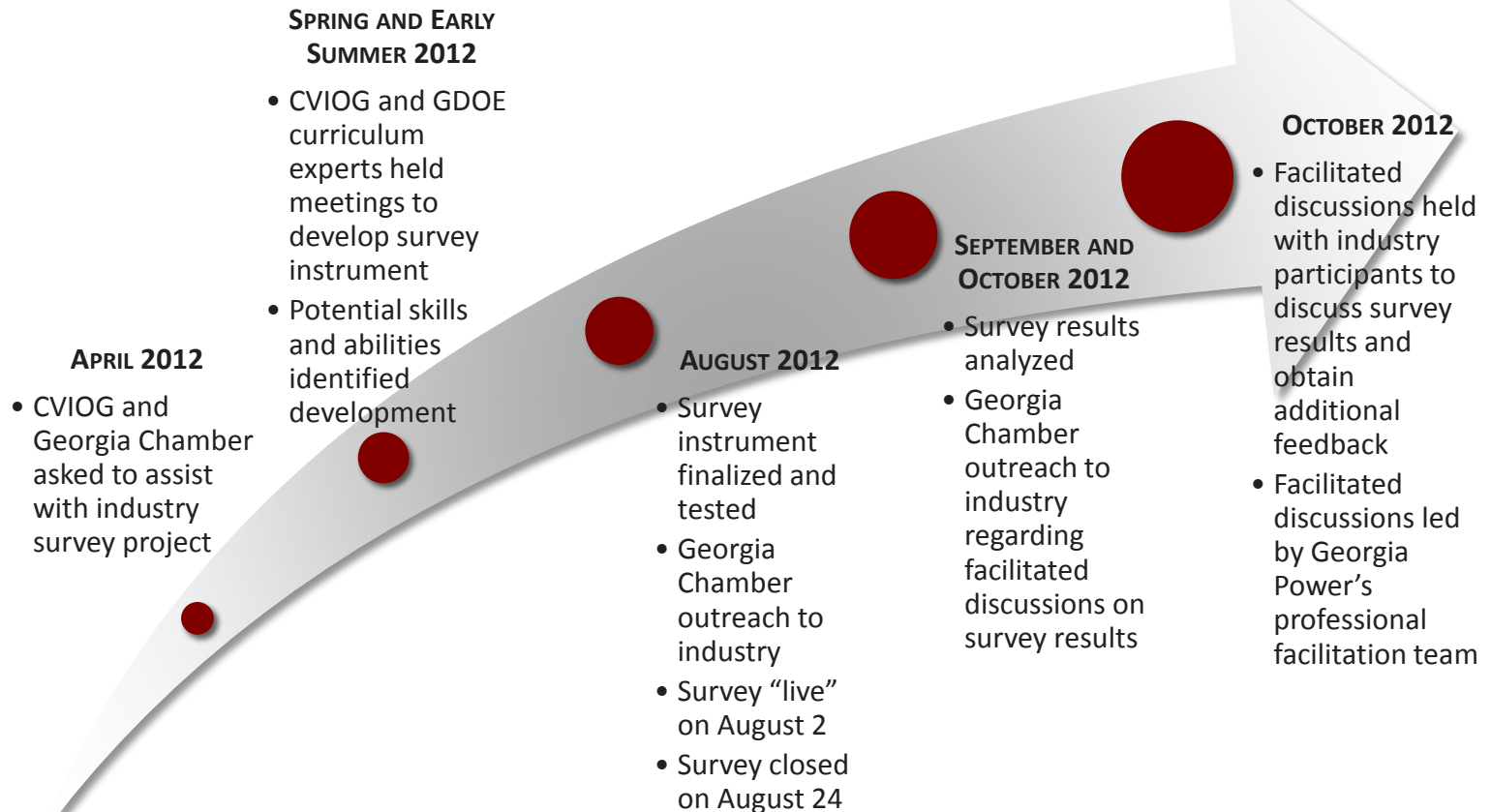- Transportation, Distribution & Logistics

BUSINESS & INDUSTRY SURVEY PROJECT OVERVIEW

Survey of Georgia businesses

Goal was to obtain input from as many businesses as possible, and representing the broadest range possible

Determine what businesses believe are the important skills and abilities that students need to possess to be college- and career-ready

PROJECT TIMELINE

APRIL 2012
- CVIOG and Georgia Chamber asked to assist with industry survey project

SPRING AND EARLY SUMMER 2012
- CVIOG and GDOE curriculum experts held meetings to develop survey instrument
- Potential skills and abilities identified development

AUGUST 2012
- Survey instrument finalized and tested
- Georgia Chamber outreach to industry
- Survey "live" on August 2
- Survey closed on August 24

SEPTEMBER AND OCTOBER 2012
- Survey results analyzed
- Georgia Chamber outreach to industry regarding facilitated discussions on survey results

OCTOBER 2012
- Facilitated discussions held with industry participants to discuss survey results and obtain additional feedback
- Facilitated discussions led by Georgia Power's professional facilitation team

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BUSINESS & INDUSTRY OUTREACH

Georgia Chamber led outreach to business and industry

- Survey sent to all Georgia Chamber members and all members of local chambers of commerce
- Effort also made to reach out to businesses that may not be members of a chamber of commerce

Individuals who received survey asked to forward to others within company

- Feedback and input was sought from executive, human resources, front-line supervisors, and anyone else with knowledge of skills and abilities required within the particular career clusters

The Georgia Department of Education is in the process of revising the high school curriculum for students throughout the state. Specifically, the Department is looking at coursework outside of the core curriculum to ensure that students graduate ready for post-secondary education or the workforce.

The new curriculum is being designed around 17 separate "career clusters" that will introduce students to the kind of coursework required in their chosen area of interest and give them a head start on preparing for their future. The Georgia Chamber of Commerce is partnering with the Department to gather input from the business community that will be used to design the curriculum supporting each cluster -- ensuring that students learn today what they need to know for the jobs of tomorrow.

The survey that follows has been prepared and will be analyzed by the University of Georgia's Carl Vinson Institute of Government. All responses are confidential, and no individual responses will be shared with the Department or the Chamber. Once you create your unique login ID, you can take a break at any point before completion -- the data you entered before stopping will be saved, and you can return to the survey at a later time. The survey should take between 10 and 15 minutes to complete.

Thank you in advance for your participation in this important process. Your responses will be invaluable as the Department works to achieve this exciting and important goal.

To begin, create a login name for yourself.

Login ID: [   ]

Instructions

In the short survey that follows, you will be asked to select your area of expertise (your professional field or business sector). Then you will rate skills that high school graduates should have to be successfully employed in your field.

First, you will be asked to rate general employability skills. Next, you will rate general business skills related to working in a business environment as an employee, manager, or owner. Finally, you will rate skills specific to your selected area of expertise (you may choose up to 3 areas of expertise).

In rating each item, please consider what you look for in new employees.

The ratings for each skill or knowledge set will be

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1 - Completely unnecessary
2 - Relevant, but not too important
3 - Somewhat important
4 - Important, but not absolutely necessary
5 - Absolutely necessary
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Please rate each item to the best of your ability; you may skip any item that you do not feel you can rate.

Select Area of Expertise

Please look over the following list and choose up to 3 curricula areas that are pertinent to your company or field of expertise.

- [ ] Agriculture, Food, and Natural Resources
- [ ] Architecture and Construction - Architectural Drawing
- [ ] Architecture and Construction - Construction
- [ ] Arts, Audio/Visual Technology, and Communications
- [ ] Education and Training
- [ ] Energy Systems
- [ ] Finance - Accounting, Banking, and Insurance
- [ ] Government and Public Administration
- [ ] Health Science
- [ ] Hospitality and Tourism - Culinary Arts
- [ ] Hospitality and Tourism - Hospitality, Recreation, and Tourism

- [ ] Hospitality and Tourism - Sports and Entertainment Marketing
- [ ] Human Services - Personal Care Services
- [ ] Human Services - Nutrition and Food Science
- [ ] Human Services - Consumer Services
- [ ] Information and Digital Technology
- [ ] Law, Public Safety, Corrections, and Security
- [ ] Manufacturing
- [ ] Marketing
- [ ] Science, Technology, Engineering, and Mathematics - Engineering and Technology
- [ ] Science, Technology, Engineering, and Mathematics - Electrical Engineering and Electronics
- [ ] Transportation, Distribution, and Logistics

Employability Skills

Skills that every new graduate should have in order to become an effective new hire and positively affect their workplace.

	Completely unnecessary	Relevant, but not too important	Somewhat important	Important, but not absolutely necessary	Absolutely necessary
	1	2	3	4	5
Ability to work collaboratively in diverse teams.	○	○	○	○	○
Effective communication and writing skills.	○	○	○	○	○
Critical thinking and the ability to ask challenging questions.	○	○	○	○	○
Problem solving and working independently.	○	○	○	○	○
Finding and analyzing data (paper and electronic).	○	○	○	○	○

	Completely unnecessary	Relevant, but not too important	Somewhat important	Important, but not absolutely necessary	Absolutely necessary
	1	2	3	4	5
Adaptability to change.	○	○	○	○	○
Respect for other people and other cultures.	○	○	○	○	○
Punctuality and time management.	○	○	○	○	○
Workplace honesty and accountability.	○	○	○	○	○
Being well-groomed and workplace presentable.	○	○	○	○	○

If there are any skill or knowledge sets that are missing from the list above, please add them here and rate those sets in terms of their importance to the curricula.

1. [   ] [Please rate ▼]
2. [   ] [Please rate ▼]
3. [   ] [Please rate ▼]

⇦ ⇨

Understand the different implications of hardware and software failure.	○	○	○	○	○
Design custom software applications for customers.	○	○	○	○	○

If there are any skill or knowledge sets that are missing from the list above, please add them here and rate those sets in terms of their importance to the curricula.

1. [   ] Please rate ▽

2. [   ] Please rate ▽

3. [   ] Please rate ▽

⇦ ⇨

Please give the 5-digit zip code for your company.
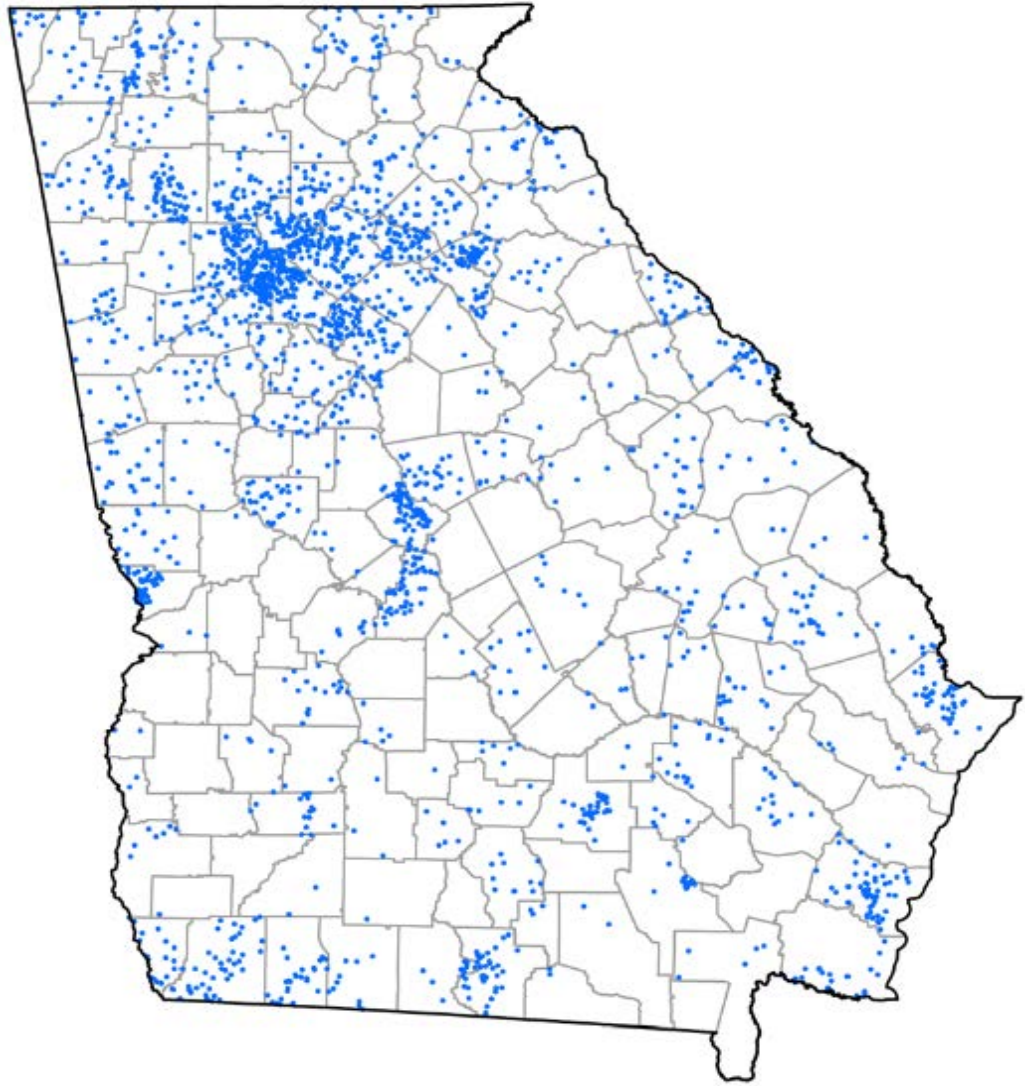
Please list your company's name (optional):

SURVEY RESPONSE

Over **6,000** valid "points of feedback"

Responses came from industry across Georgia

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SURVEY RESULTS GENERALLY

Participants asked to rate **470** skills
- Each cluster area had 20 skills and general employability had 10 skills

258 had an average rating of **4.0 or higher**

11 had an average rating **below 3.0**

201 rated **between 3.0 and 4.0**

Lowest average rating was 2.18
- "Compute different formulations for permanent hair color"

Highest average rating was 4.92
- "Workplace honesty and accountability"

460 had a **mode of 4 or higher**
- Mode represents the most common answer

10 had a **mode of less than 4**
- No skill had a mode of 3 so the respondents were either "for it or against it"

FACILITATED DISCUSSIONS

Held with industry participants

Purpose was to review the survey results with industry and obtain additional feedback

Georgia Chamber again led the effort to reach out to industry and obtain participants for each of the career cluster areas

Discussions led by expert facilitators from Georgia Power

EMPLOYABILITY SKILLS

SURVEY RESULTS

SURVEY SCALE

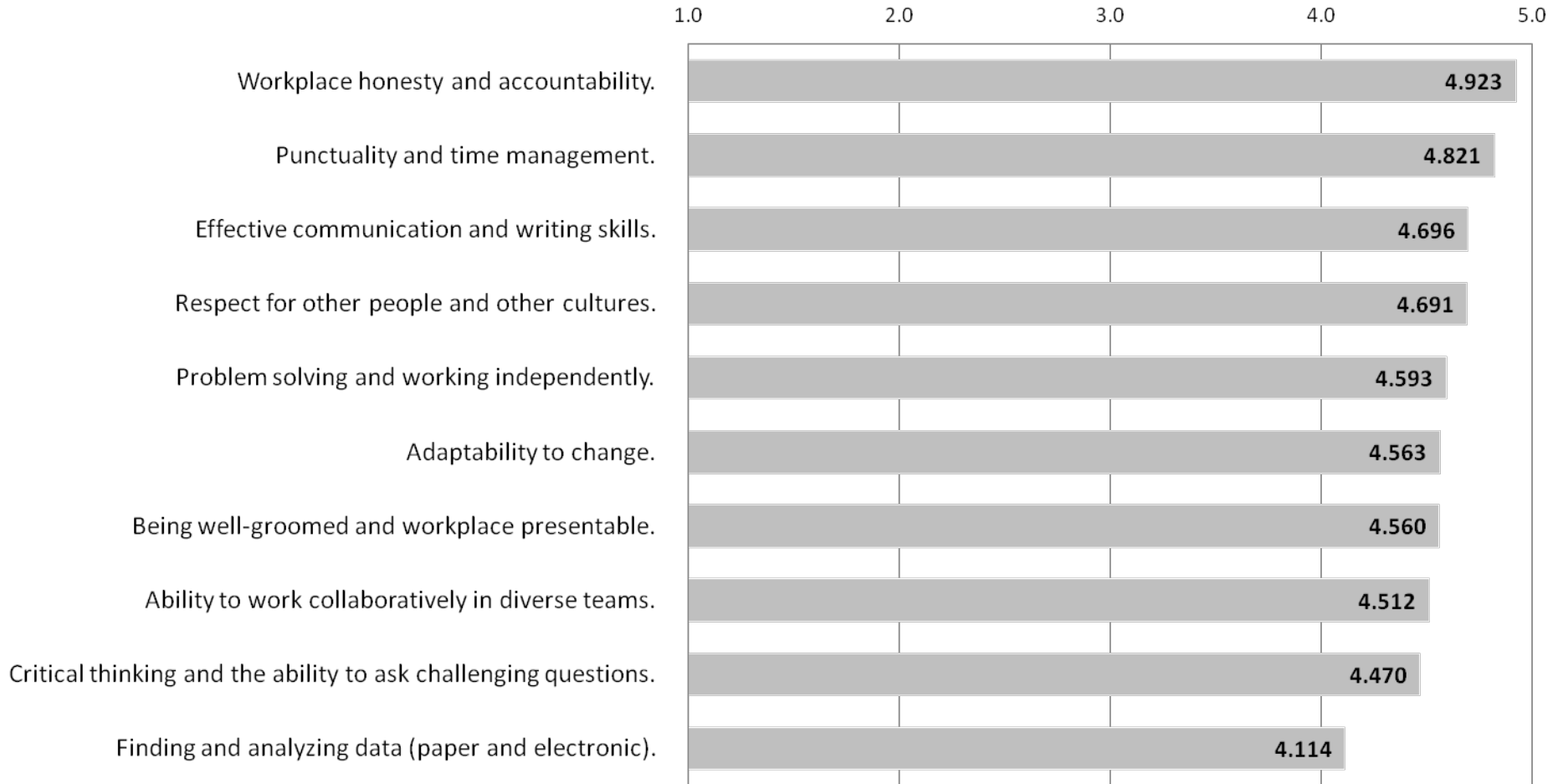1 = Completely Unnecessary

2 = Relevant, but not too important

3 = Somewhat important

4 = Important, but not absolutely necessary

5 = Absolutely necessary

GENERAL EMPLOYABILITY SKILLS

Skill	Rating
Workplace honesty and accountability.	4.923
Punctuality and time management.	4.821
Effective communication and writing skills.	4.696
Respect for other people and other cultures.	4.691
Problem solving and working independently.	4.593
Adaptability to change.	4.563
Being well-groomed and workplace presentable.	4.560
Ability to work collaboratively in diverse teams.	4.512
Critical thinking and the ability to ask challenging questions.	4.470
Finding and analyzing data (paper and electronic).	4.114

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GENERAL EMPLOYABILITY SKILLS

Suggested Additional Skills and Other Responses	Frequency
Competent in necessary skills	217
Being effective and efficient	129
Attitude (positive, take initiative, motivated, etc.)	121
Communication, cooperation, collaboration	120
Adhere to workplace ethics & rules (being responsible)	99
Flexibility	55
Leadership skills & ability to follow directions	44
Other	23
Ability to learn new skills or improve upon skills	22
Creativity	19

CONTACT US:

www.vinsoninstitute.org

Rob Gordon
gordon@uga.edu
706-542-8427

Locating Survey Results on the GaDOE Website

Career, Technical and Agricultural Education

Georgia Performance Standards

GeorgiaCareerPathways
HIGH SCHOOL PATHWAY CURRICULUM

Georgia Career Clusters/Pathways Update

Georgia Career Clusters

Student Credentialing Opportunities

GeorgiaAssessments
END OF PATHWAY ASSESSMENTS

Contact Information

David Turner
Director, Career, Technical and
Agricultural Education
Phone: 404-657-8304
Email: dturner@doe.k12.ga.us

CTAE Links

Programs of Study

Newsletters

Move on When Ready Law

Presentations

Directories

Helpful Links

Locating Survey Results on the GaDOE Website

Georgia Career Clusters

Agriculture, Food, & Natural Resources

The Agriculture, Food, & Natural Resources Career Cluster includes the production, processing, marketing, financing, distribution, and development of agricultural commodities and resources. These commodities include food, fiber, wood products, natural resources, horticulture, and other plant and animal products/resources.

Contact: John "Chip" Bridges

Architecture and Construction

The Architecture and Construction Career Cluster includes careers in designing, planning, managing, and building structures.

Contact: Carol Burke

Arts, A/V Technology, & Communications

The Arts, A/V Technology, & Communications Career Cluster includes designing, producing, exhibiting, performing, writing, and publishing multimedia content. Technical skill areas include visual and performing arts, graphic design, journalism, and entertainment services.

Contact: Carol Burke

Industry Survey Summaries

Agriculture, Food & Natural Resources

Architecture & Construction

Arts, AV Technology & Communications

Business Management & Administration

Education & Training

Energy

Finance

Government & Public Administration

Health Science

Hospitality & Tourism

Human Services

APPLYING THE SURVEY RESULTS

- Validation meetings facilitated by Georgia Power
- Advisory Committee Meetings
- Curriculum Writing Teams
- Cross Referenced by Program Specialists

Incorporating Employability Skills

- Business and Industry's Message
- Incorporating into the Course Standards
- **Demonstrate employability skills required by business and industry.**

  The following elements should be integrated throughout the content of this course.

  1.1   Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities

  1.2   Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

  1.3   Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

  1.4   Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity

  1.5   Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills

  1.6   Present a professional image through appearance, behavior and language.

The Need for Professional Learning

- We must find a way to help all teachers understand the priority of employers and make the teaching of employability skills a focal point of their class.