



K-12 & Industry Meet:

Connecting Education and Business for Talent Pipeline Development

Lisa Gordon, Workforce Intelligence Network

Adrian Crabb, Velocity Learning Systems/Career Cruising

Cynthia Scherphorn, Oakland Intermediate School District

Agenda

- The State of Affairs
- A viable solution to address the talent pipeline issue
- Connecting K-12 and Business
- Moving Forward

THE STATE OF AFFAIRS

Lisa Gordon

Career Liaison – Region 10



Current State of Affairs: High Demand Occupations

Health Care

Largest Employment Sector

- ❑ Accounted for 244,603 of the region's jobs in 2013
- ❑ 12,835 new health care job postings in 2014
- ❑ Over 40% of health workers are aged 45-64

Advanced Manufacturing

Top GDP Contributor

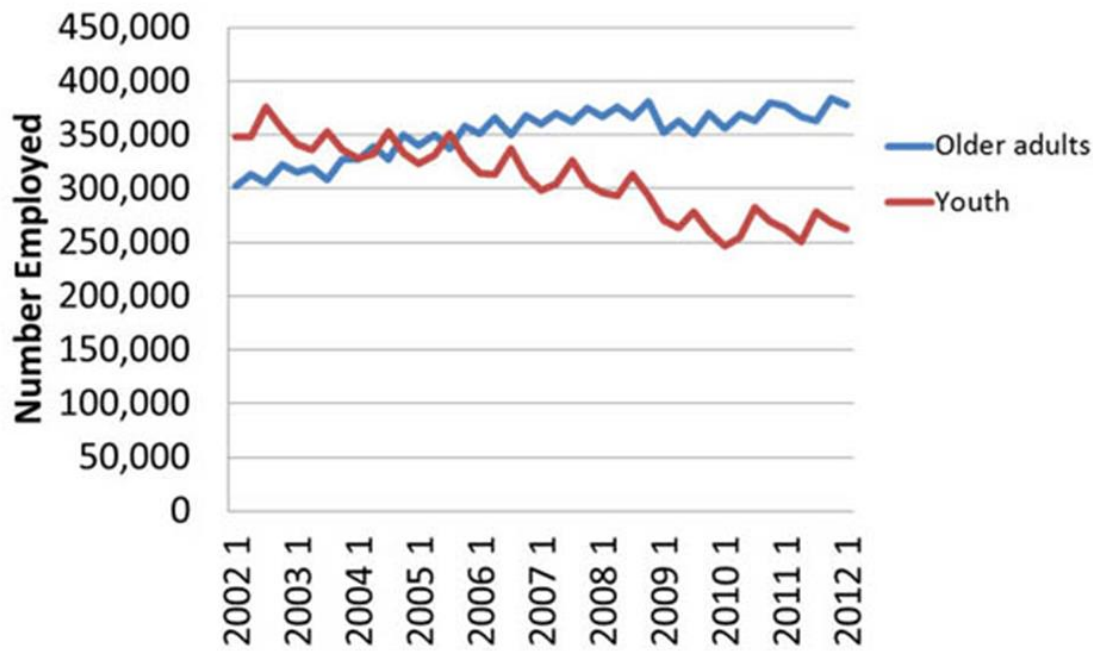
- ❑ 180,100 advanced manufacturing workers employed in the region in 2013
- ❑ 11,220 new job postings in 2014
- ❑ 42.5% of advanced manufacturing workers are aged 45-64
- ❑ 19.6% of all workers are 55 or older

Information Technology


Fastest Growing Employment Sector

- ❑ 71,961 Information Technology jobs in 2013
- ❑ Approximately 13,037 new IT postings in 2014
- ❑ The metro Detroit area grew by 15% from 2010 in technology industry jobs—faster than any other region in the nation

State of Affairs



State of Affairs



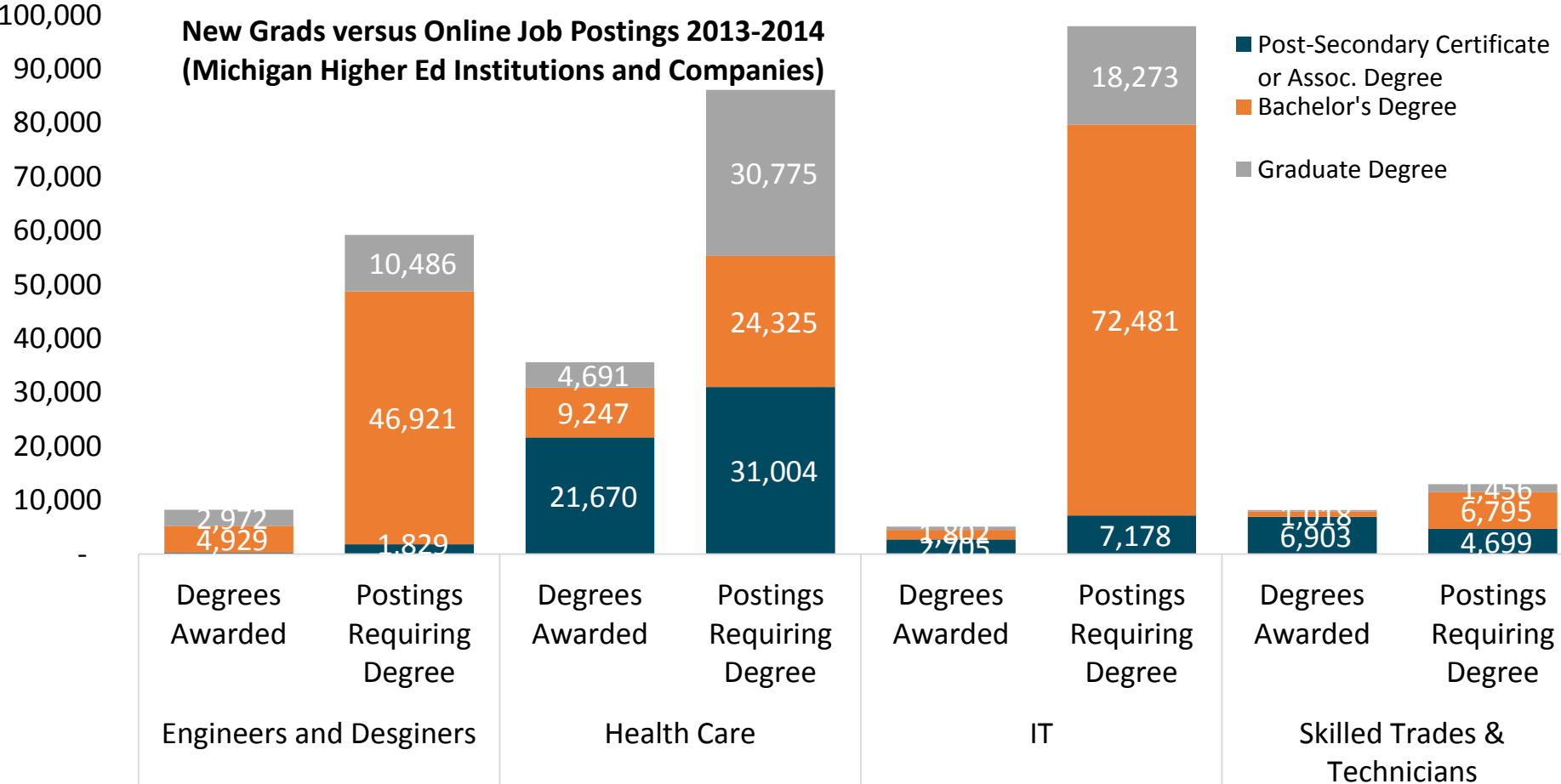
Disconnected Youth:
A problem hidden in
plain sight.

**Metro Detroit has the 2nd highest rate of
Disconnected youth-at 17.4%**

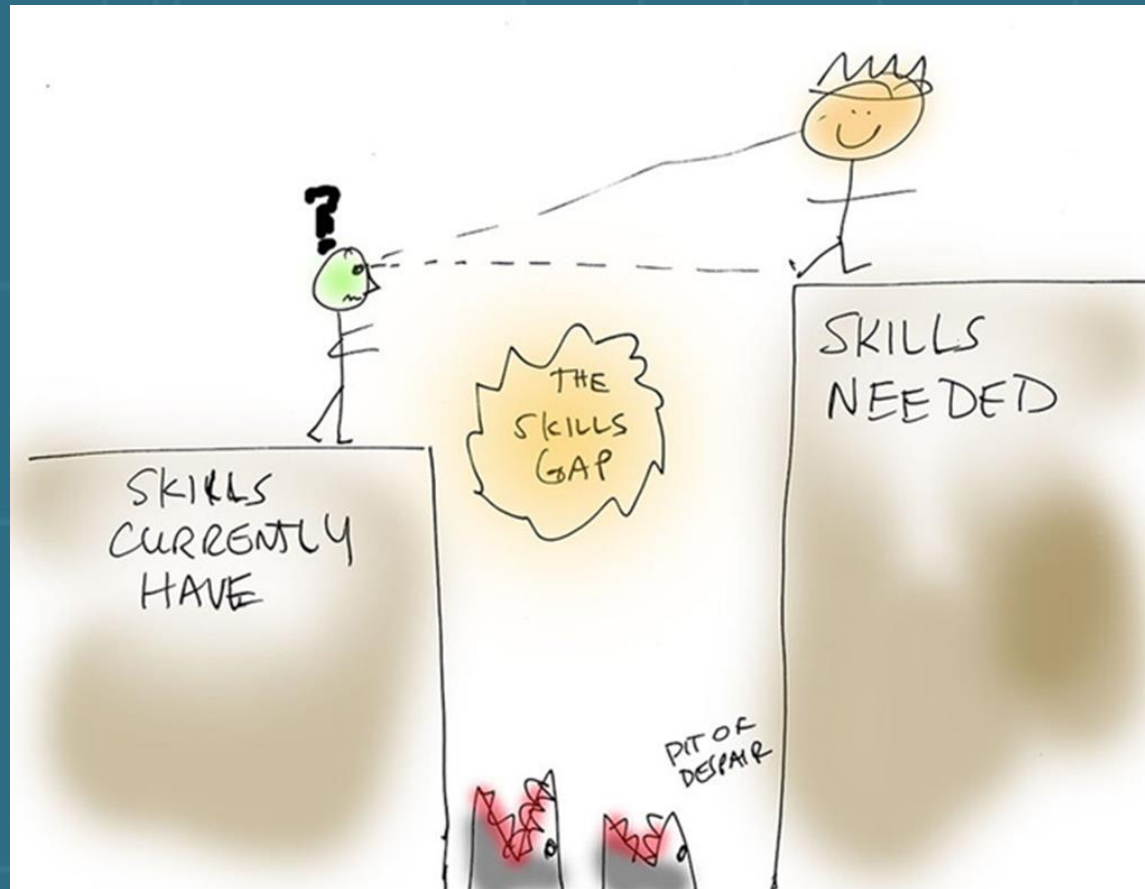
<http://www.measureofamerica.org/one-in-seven/>

State of Affairs

**New Grads versus Online Job Postings 2013-2014
(Michigan Higher Ed Institutions and Companies)**



State of Affairs





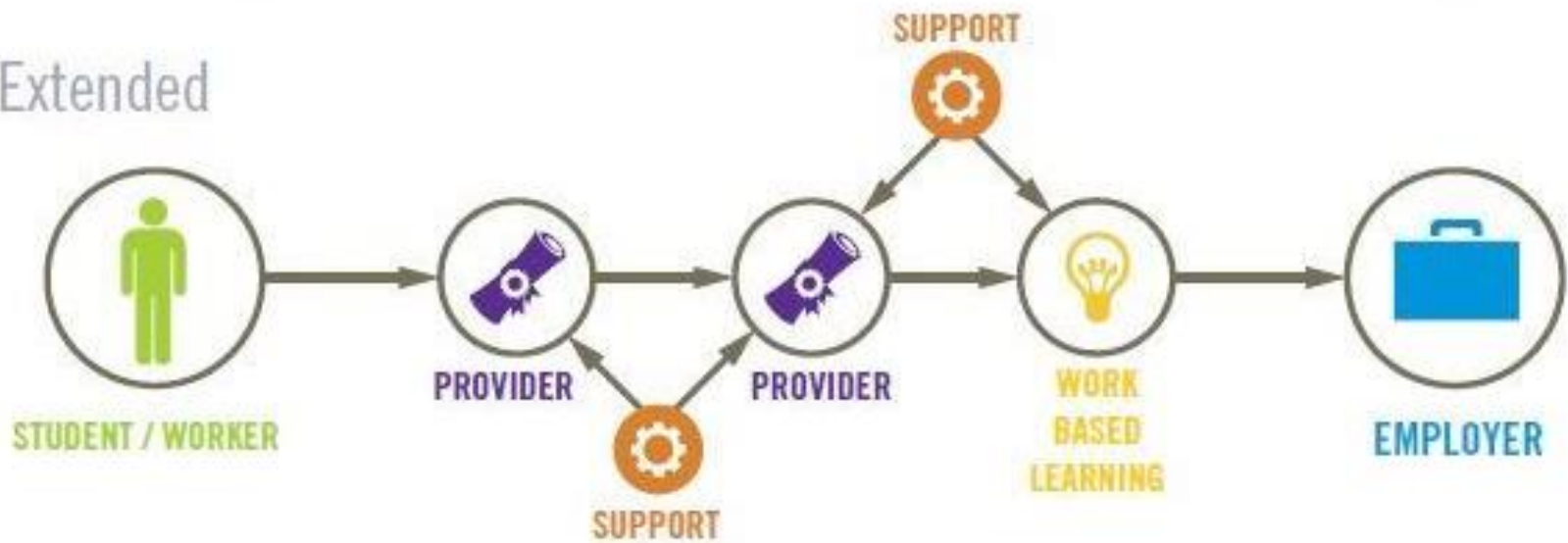
Purposeful Engagement



Simple



Extended



GOALS

EDUCATION

SKILLS

CAREER

VISION

VALUES

INTERESTS



A VIABLE SOLUTION

Career Cruising Inspire

MI Bright Future

Adrian Crabb, Velocity Learning Systems



MI Bright Future



MI Bright Future

Community-development platform
software development,
implementation and innovation



Community-development platform
implementation planning and
support

Career Cruising

VELOCITY
LEARNING SYSTEMS

Storm Warnings

Career Cruising



1 Aging
Population

2 Skills
Imbalance

3 Unprepared
Workforce

The Perfect Storm makes a **harmonized, whole-community** commitment to career and workforce development an **economic imperative.**

Sports Analogy

- **Potential future sports stars are discovered young**
- **Most others: educational maze**



Why Career Development?

Career development makes a positive impact on:

- Retention
- Achievement
- Transition
- Life Success

The Educational, Social, and Economic Value of
Informed and Considered Career Decisions

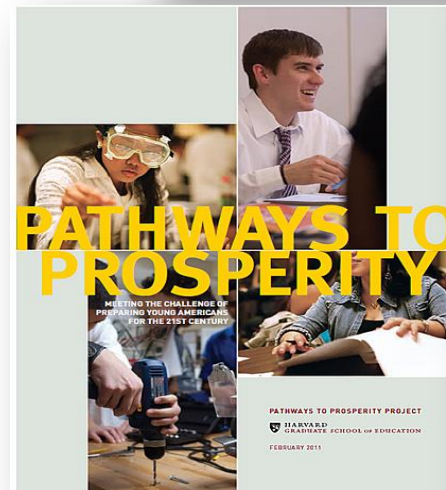
America's Career Resource Network Association¹
Research-based Policy Guidance

Scott Gillie and Meegan Gillie Isenhour
Fall 2003



UNIVERSITY
of DERBY

International Centre for
Guidance Studies (iCeGS)



CREATING PATHWAYS TO PROSPERITY

A Blueprint
for Action



HARVARD
GRADUATE SCHOOL OF EDUCATION

The Pathways to Prosperity Project
and The Achievement Gap Initiative
at Harvard University, June 2014

Our Mission



“To engage and inspire individuals of all ages to achieve their full potential in school, career and life.”



Our Impact



Implemented in
over **20,000**

schools,
centers and libraries.

Used in **50** States

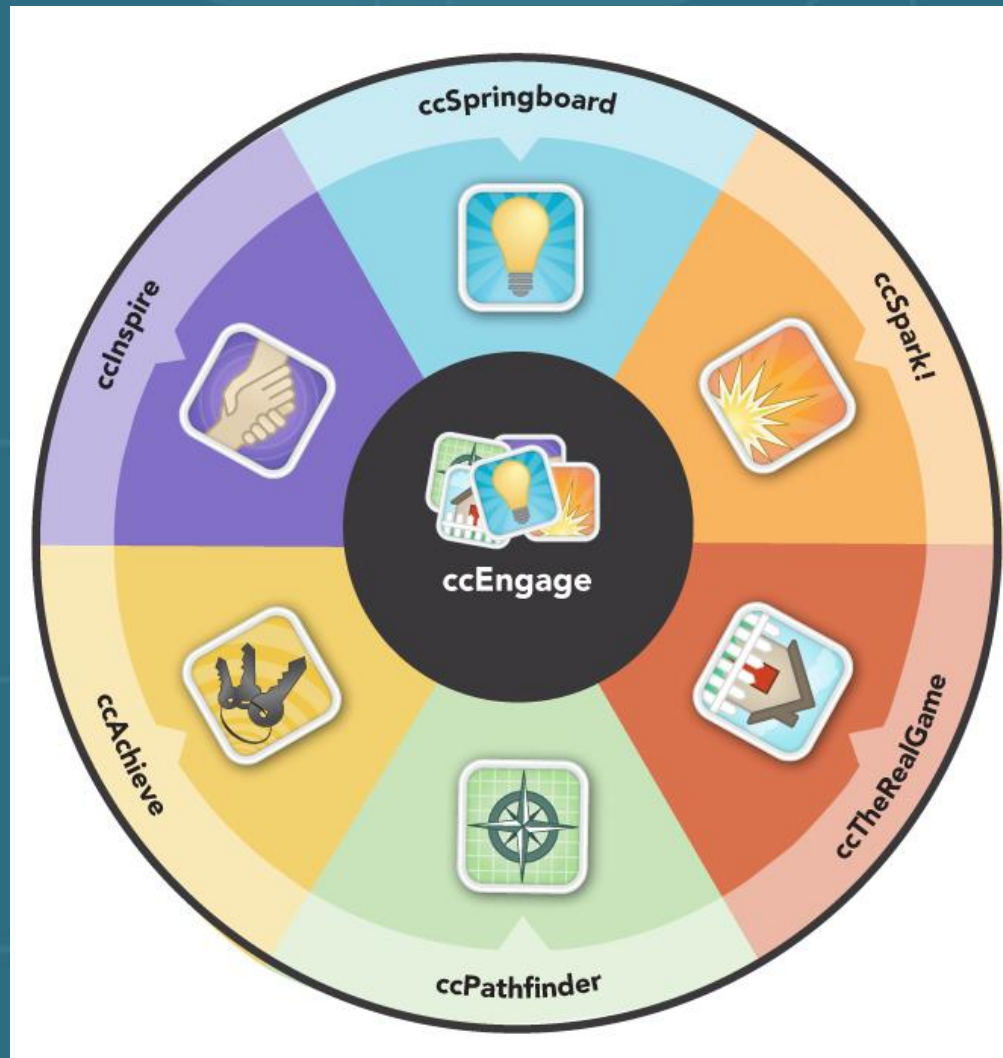
10 Provinces

5million

page views
everyday

Our Solutions

Career Cruising



It takes a **whole community approach...**

ccSpringboard = Foundational career exploration and planning tool used in schools, libraries, workforce centers

ccInspire = Integrates seamlessly with Springboard to enable connections between employers, students, educators and parents

Other tools available for course selecting, college applications, experiential learning and career exploration for elementary students

→ Engaging and Inspiring

- Foundation for achievement
- World renowned assessments
- Multi-media career profiles
- Industry's best post-secondary database
- Communication tools
- Living portfolio
- Integrates sea



The screenshot shows the Career Cruising website interface. At the top, there is a navigation bar with the logo 'Career Cruising' and 'Local Workforce Investment Board'. Below the navigation bar, the user's name 'Adrian' and 'My Plan' are displayed. The main content area is titled 'Matchmaker' and shows a progress bar at 1/42. Below the progress bar, there is a question: 'How would you like a career which includes...'. The first suggestion is 'Understanding the scientific uses and properties of materials'. Below this suggestion, there is a rating scale with five options: 'Dislike very much' (red X), 'Dislike' (red X), 'Does not matter' (yellow dash), 'Like' (green checkmark), and 'Like Very Much' (green checkmark). To the right of the rating scale, there is a 'More Info' section with text: 'This means using a knowledge of the physical and chemical characteristics of materials such as wood, metals, textiles, oil, paint and gas. You might be involved in activities such as: - improving products and processes- solving problems- developing new medical techniques.'

ccSpringboard in MI

⇒ Licensed in over 800 Middle and High Schools (about 66%) in Michigan

⇒ Long relationships

⇒ Strong usage



ccInspire Features

→ Connecting Education and Industry

- Employer profiles
- Career Coaches
- Work-based learning experiences
- Messaging tools
- Local event listings/articles

Career Cruising

The screenshot displays two pages from the Career Cruising website. The top page is the John Deere employer profile, featuring a video titled "JOHN DEERE DELIVERING" and company details. The bottom page is the Career Cruising Quad Cities page, which includes sections for "Ask a Career Coach", "Local Companies", "Career Activities", "Company Tours", "Top Stories", and "Upcoming Events".

John Deere Profile:

- Background:** JOHN DEERE DELIVERING. Our company has thrived for generations by focusing on helping our customers deliver vital resources for generations to come.
- Company Details:** Founded in 1837 by John Deere, a blacksmith and inventor, Deere & Company has grown into one of the world's most admired businesses. This was no accident. John Deere was determined to build his business based on integrity, quality, commitment and innovation. Those values live on and thrive today. They determine...
- Contact Us:** Deere & Company World Headquarters, One John Deere Place, Moline, IL 61265, Phone: (309) 765-8000, Website: http://www.Deere.com

Career Cruising Quad Cities Page:

- Ask a Career Coach:** Have a question about a career? Our discussion board coaches have the answer!
- Local Companies:** Discover companies in your community and what they have to offer!
- Career Activities:** Learn more about a career in the real-world. Participate in a Career Activities.
- Company Tours:** Company Tours (1-2 hours) allow class of students and/or teachers to view an organization's facility and ope... [View Activities](#)
- Top Stories:** Career spotlight: Dialysis technicians, Strong career opportunity, Post-interview thank you notes essential, Could be the difference-maker.
- Career videos in CCQC:** 45 career profile videos added. [View More](#)
- Upcoming Events:** Rock Camps, June, July, and August sessions; Brilliant-Blomes FUNshop; Spring Break Vocal Camp; Black Hawk College FYI night.

Statistics:

- 318 COACHES: Have a question about a
- 219 COMPANIES: Discover companies in
- 360 ACTIVITIES: Learn more about a

The goal of ccInspire is to bring career decision makers and **local employers together** to help individuals achieve their **career goals** and address the **workforce development needs** of our communities



Making Connections is Hard

Career Cruising



Students and
Adult Career
Planners

Infrastructure and
Processes

Awareness

Safety

Scalability

Localization

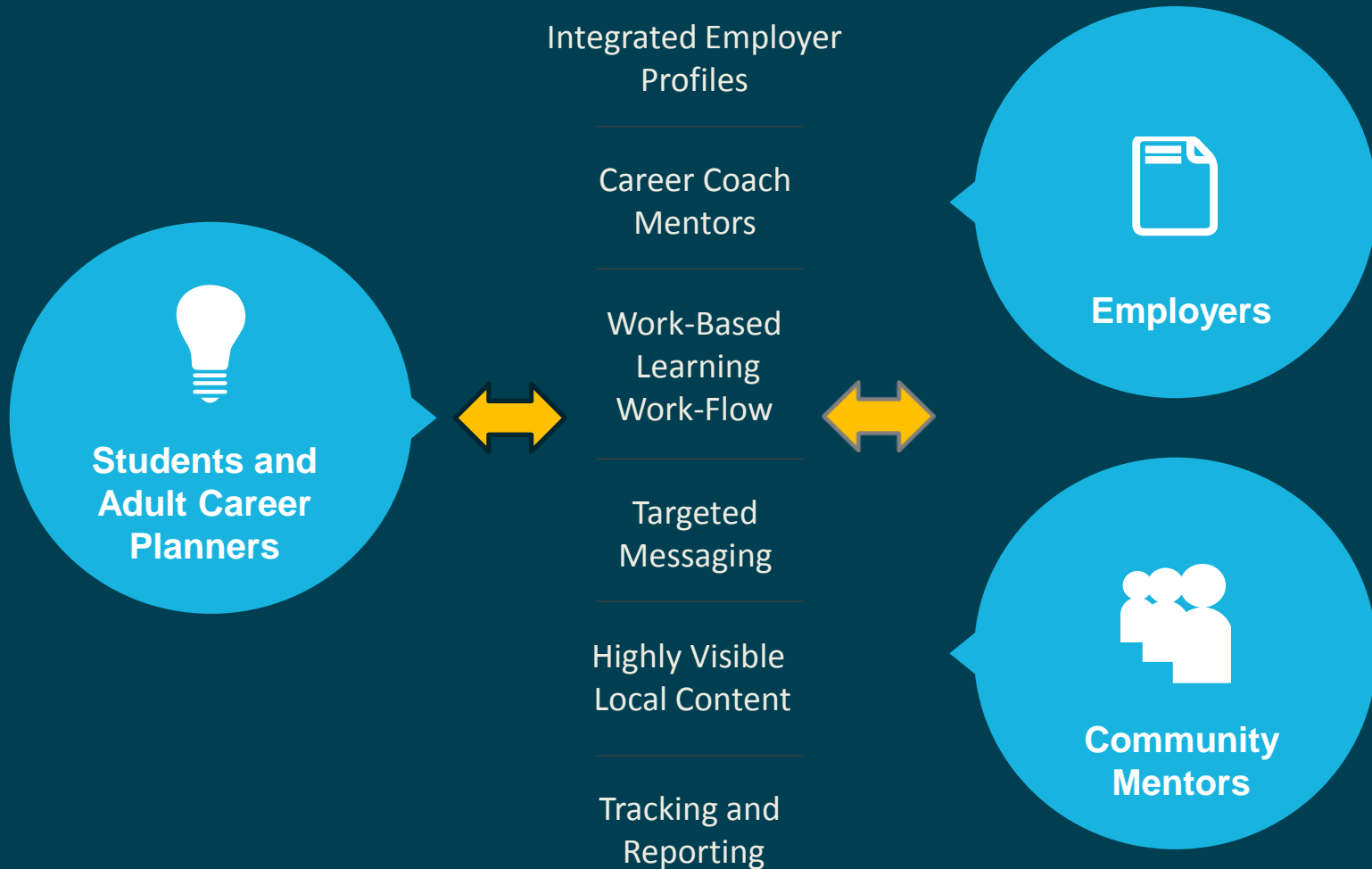


Employers



How cclnspire Helps

Career Cruising




Why cclnspire

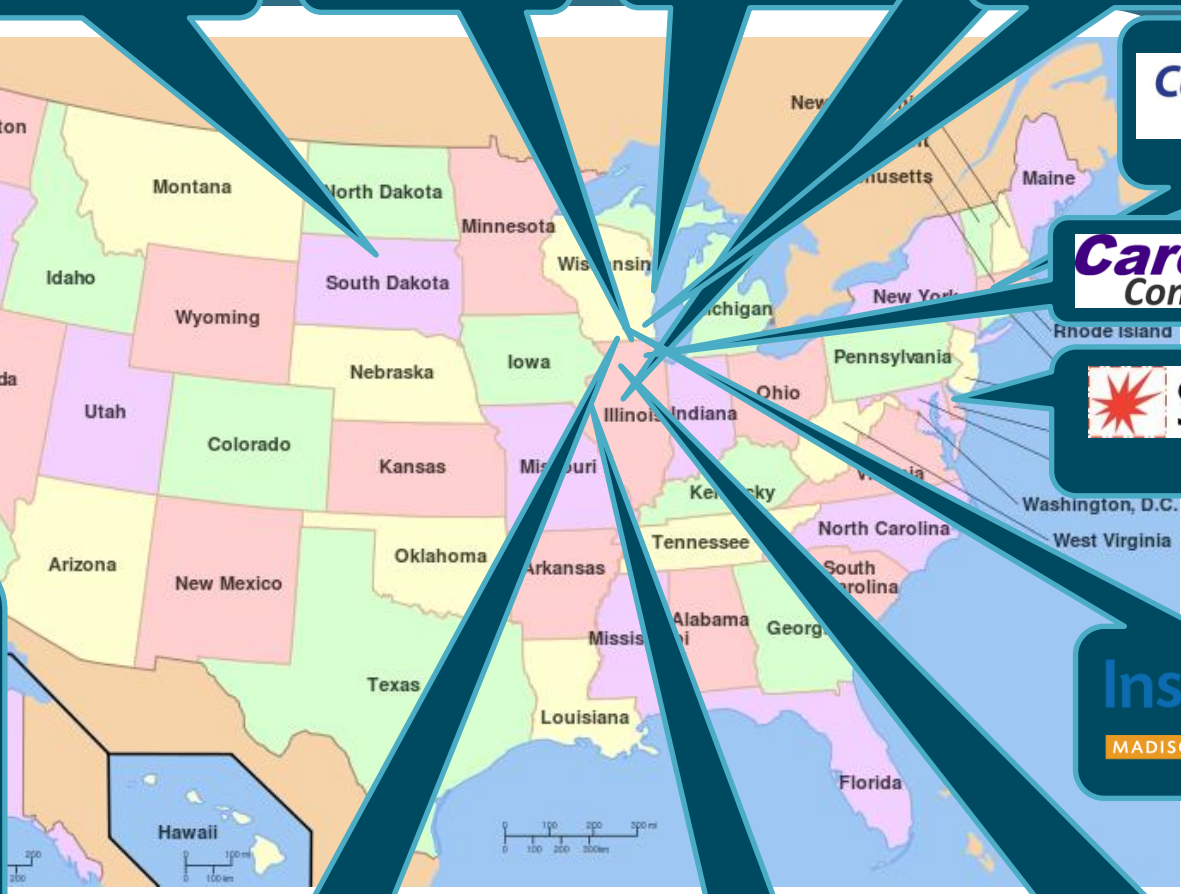


- ➔ Inform students, parents and educators about current and future local workforce and employer needs
- ➔ Level the playing field by offering all students the opportunity to connect with local employers
- ➔ Match students to real-world experiences that improve career readiness
- ➔ Increase company visibility and reach to students and job seekers exploring and planning their careers
- ➔ Scale existing programs to reach more students through work-based learning activities, career events and e-mentoring
- ➔ Develop skilled talent pipeline from local human resources

Proven Platform Across the Country



National:
7500+ Chapters



Career Cruising provides

- A fully hosted, locally configurable technology platform
- True partnership level support (implementation planning, a dedicated project manager, etc.)
- Training for career advisors, community partners, and system administrators
- Marketing and support materials

RESPONSIBILITIES Of Regional Implementation Team

- Build and maintain relationships with key stakeholders
- Recruit employers and Career Coaches
- Ongoing communication with employer and Career Coaches
- System administration (approve messages, post content, monitor discussion boards, etc.)

Implementation Planning

Milestone 1 | Kickoff Meeting

1

PHASE
2 months

Planning & Preparation

- Create a community advisory board
- Determine project milestones
- Create a sustainability plan
- Complete software set-up and configuration

Milestone 2 | Community Launch Event

2

PHASE
4 months

Employer Recruitment

- Recruit employers and career coaches
- Market Network in the community and highlight its benefits
- Help employers and career coaches create their profiles and train them on its use.

Milestone 3 | School Launch Event

3

PHASE
2 months

Training

- Execute the training plan for educators and site leads
- Create lesson plans
- Manage and maintain the Network database
- Manage and maintain the program's website

Milestone 3 | School Launch Event

4

PHASE
On-going

Maintenance

- Review project outcomes and project goals
- Continue recruiting efforts
- Manage and maintain the Network database
- Continue student/educator training
- Create monthly program newsletters
- Gather user feedback



OaklandSchools

Learning today. Transforming tomorrow.

OUR STORY

Cynthia Scherphorn
Oakland Schools ISD



MI Bright Future

Career Cruising History: Our Story

- **2003 EDP System / ccEngage**
 - Spanish Version
- **2007 Regional Standards**
 - Arabic Translation
 - ACT Test Prep
- **2009 Course Planner / ccPathfinder**
- **2011 ccAchieve / College Planning**
- **2012 ccInspire / Education & Business Connect**
- **Present – “*Every student graduates, progressing to quality postsecondary learning!*”**

Goal of cclnspire

The goal of cclnspire is to bring career decision makers and **local employers together** to help individuals achieve their **career goals** and address the **workforce development needs** of our communities



Moving forward



MI Bright Future





Thank You

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