# Career-Connected Learning

How to easily align & integrate career-connected learning strategies

"To find out what one is fitted to do, and to secure an opportunity to do it, is the key to happiness."

— John Dewey



# WHO

Dr. Joseph Goins, CEO & Founder

Ricky Williams, Director of State Partnerships

WHAT

We create career-connected learning solutions for high-value results.

WHY

When a student can see it. They can be it.





#### **RESEARCH**

Supporting education initiatives and priorities with actionable research



#### **POLICY**

Validating policy
issues in K-12, Post
Secondary and
Business



#### **PRACTICE**

Data-informed and
evidence-based
practices to create a
robust career
readiness model



In today's world, twenty-first-century skill demands are steadily increasing.

Most high-paying jobs require additional education and training beyond a high school diploma.

We must make sure that our children, particularly those who are traditionally underserved, are prepared for and have access to postsecondary education.

Gov. Bob Wise,
Alliance for Excellent Education





### **Gaps in Career Readiness**



How well are we preparing students?



### The Gap Between Education and Industry



43%

Of students starting postsecondary programs do NOT earn a degree in 6 years.



13%

Of students from the lowest income quartile earn a bachelor's degree in 6 years.



41%

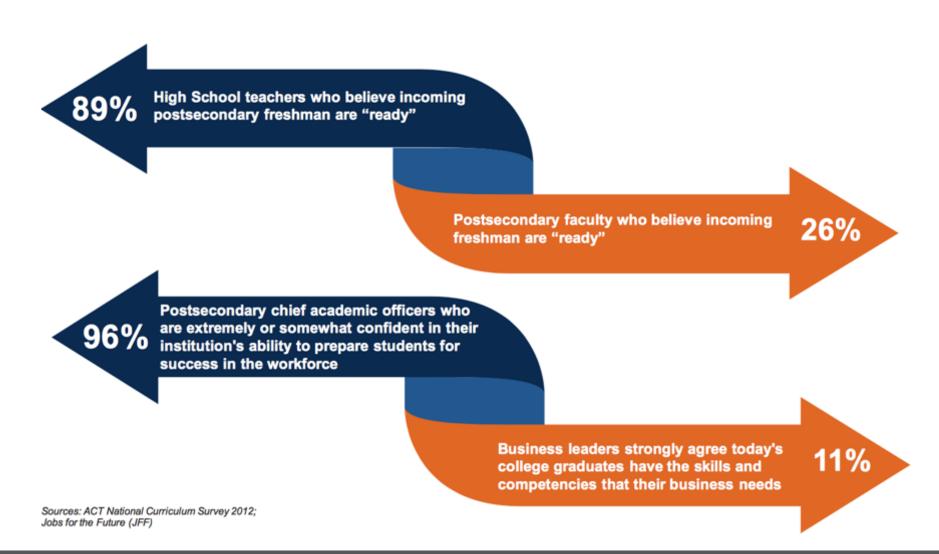
Of recent grads are underemployed or working jobs that do not require a college degree.



74%

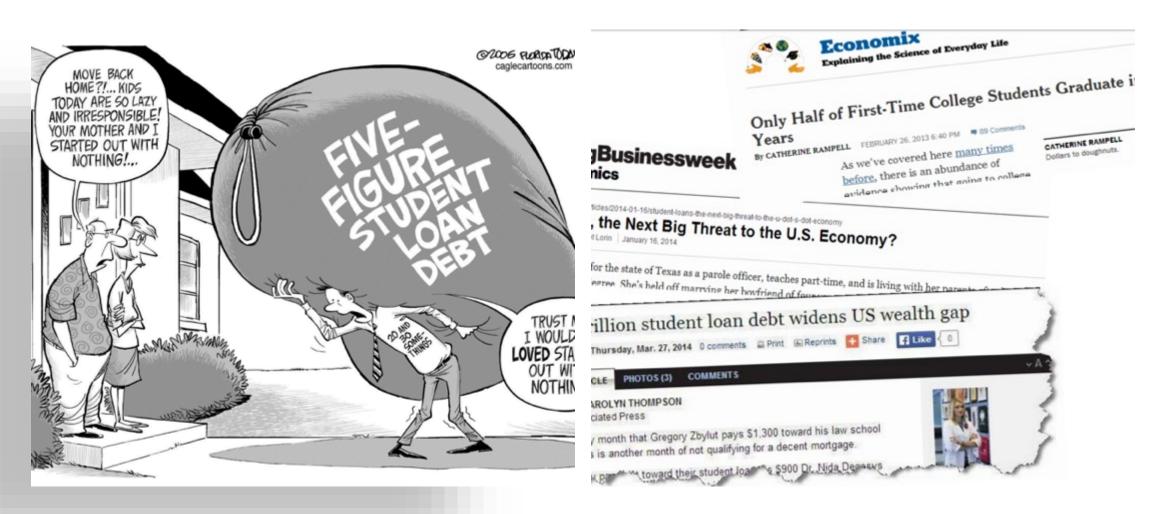
Of hiring managers agree that a 'skills gap' persists in the current US labor and hiring economy.

### Mismatch in "Readiness"





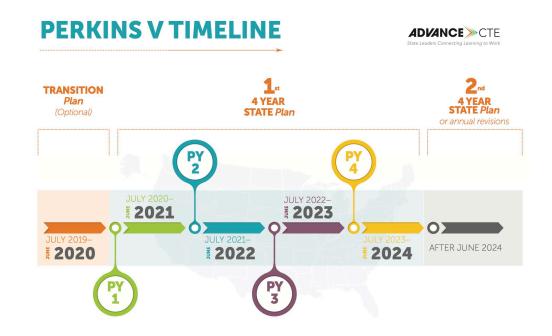
# Long Term Impact of Not Getting It Right





## **Perkins V**

Perkins V represents an important opportunity to **expand opportunities for every student** to explore, choose, and follow career and technical education programs of study and career pathways to earn credentials of value.







To facilitate growth and development among individuals and communities, change is needed both within and between these areas.





## **Career Readiness**

Aligning career-connected learning



Program Alignment

Aligning Career-Connected Learning



#### Assess Needs

Use valuable data to **diagnose needs** and **establish policies** for effective career resources

#### Plan

Develop and **prioritize strategies** that align to your vision and ensure students have the skills needed for **workplace success** 

#### Operationalize

Extend plans to reach and **engage stakeholders** including teachers and students

#### Maintain Momentum

Support ongoing success through community communications and stakeholder involvement





## **Assess Needs**



Data-Informed Strategies for Career-Connected Learning



## **Career-Connected Learning Worksheet**

				Scale R	ating: 1-5
Common Data Points	Where is the data source and location?	Who is responsible for collecting?	How often is it collected or updated?	How relevant is this measure to our strategic vision?	How relevant is this measure to our stakeholders?
Perkins V – Comprehensive Local Needs Assessment					
Enrollment in CTE Programs					
First-year postsecondary retention and performance					
Engagement of career exploration programs					



## Making it Meaningful



Align programs to high-value careers



## **Program Evaluation Worksheet**

		Not Yet Started	Somewhat Complete	Complete	N/A
1.	Establish a criteria for career-connected learning initiatives				
2.	Create a list of programs and initiatives for evaluation				
3.	Categorize programs and initiatives based on career-connected learning				
4.	Choose programs to infuse career-connected learning				
5.	Establish key performance indicators				
6.	Select new programs and initiatives				
7.	Prepare operational plan for implementation				



## **Putting it into Practice**



Align and Integrate Career-Connected Learning





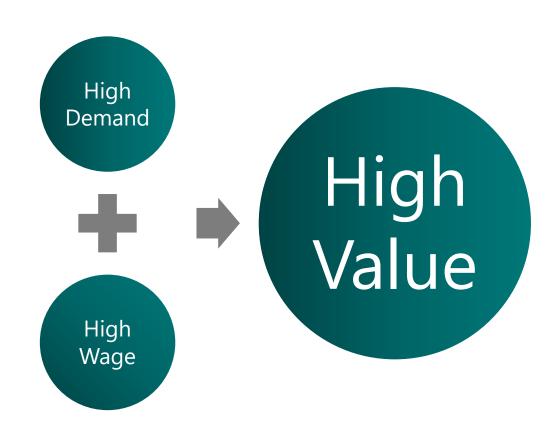
### **Data-Informed Decisions**

#### Assess Needs

- Explore high-value careers for sixteen career clusters
- Understand programs associated with high-value careers in each cluster
- Information to evaluate current programs and develop plans for adding, revising, or removing programs
- Align programs to high-value careers

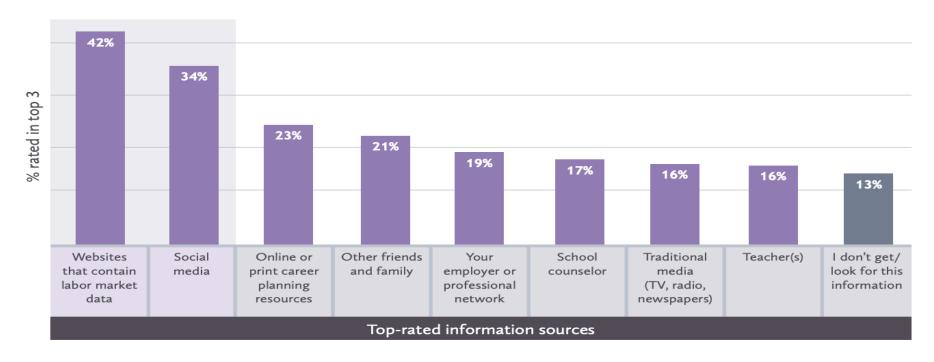
### **Labor Market Information**

- Use labor market data to understand career destinations for students in their local areas.
- Identify occupations expected to be high in demand and wage.
- Align education practices with critical skills.
- Prioritize learning opportunities that prepare students for good jobs in their communities.



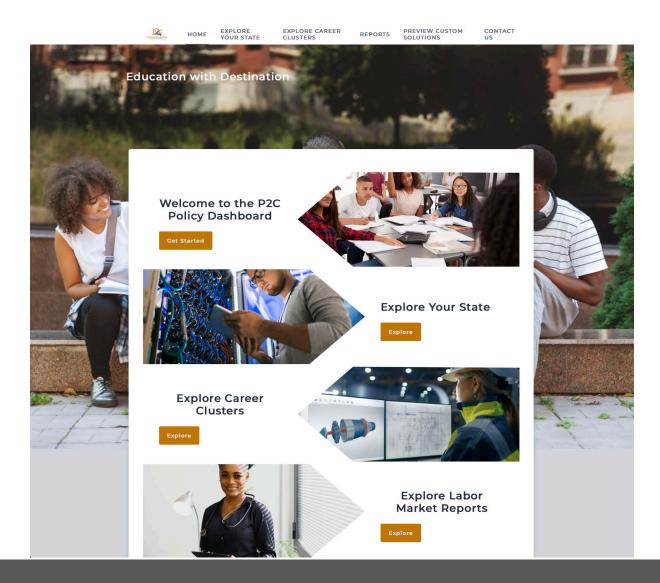
### Where do students learn about Careers?

Figure N. Where do young adults seek information about demand and wages for different career options?



Given that young adults rely on these self-directed information gathering activities, schools, policymakers and other stakeholders have an opportunity to compile and present labor market information for students in ways that will better reach them. In doing so, they also have the potential to help students learn how to evaluate the information they gather and to contextualize it with available education opportunities and pathways.

## Making the Complicated Simple









## Alignment Resources



Explore resources to help you align priorities, improve programs, and facilitate conversations that will create positive education and economic impact in your state.

### Local High-Value Careers High-Value Careers are highwage careers that are stable

or growing in demand

School Name: School District: Workforce Region:



#### Business Management and Administration

Occupation	Annual Openings	Median Wages	Career Pathway	Information Link



#### **Education and Training**

Occupation	Annual Openings	Median Wages	Career Pathway	Information Link



#### **FEATURED RESOURCES**



Career Cluster Career Pathway

2	English Language Arts	Man	Sistema	Social Studies	Other Courses	Local Districts and Schools
*						
30						
11						
52						
Tear		cie)	1		Region	ral Postsecondary Schools
					Certificates as Associate's Degr	
10						
11						
12						
			Postue	ondary Programs /	Majors	
Carrollopte						
Bartoner's D						
Advented th	***					





### **Align Programs**

- Plan for Career-Connected Learning
  - Establish criteria to select career-connected learning initiatives
  - List existing programs offering career-connected learning
  - Identify areas to infuse career-connected learning
  - Select new programs and initiatives to motivate, engage, and align to your strategic vision

# **CCL Programs Should Include**

- Meaningful learningexperiences
- Clear and accurate
  information about local
  career opportunities
- Upscale learning efforts to teach valued skills







Because connecting students to their interests and career paths matter





How can relevance be increased while supporting the pathway to postsecondary success for all students, particularly those traditionally underserved?



## HIGH SCHOOL DISENGAGEMENT

The 2012 Gallup Student Poll asked students how involved and enthusiastic they feel about school. Nearly eight in 10 elementary students reported high engagement. By high school, only half that many did.

ELEMENTARY SCHOOL 76%

MIDDLE SCHOOL 61%

HIGH SCHOOL

## **Understanding Motivation**

Table 4
Strategy effect sizes from meta-regression model.

Strategy	Effect size
Career Development/Job Training	0.81
Family Engagement	0.67
Mentoring	0.63
Behavioral Intervention	0.46
Literacy Development	0.42
Work-Based Learning	0.26
School/Classroom Environment	0.25
Service-Learning	0.21
Health and Wellness	0.18
Academic Support	0.11



http://www.dropoutprevention.org/meta-analysis-dropout-prevention-outcome-strategies/

### When students experience purpose in their learning...

#### **Motivation to Learn**

(Frymier & Shulman, 1995; Jang, 2008)

#### **Interest and Engagement**

(Assor, Kaplan, & Roth, 2002; Hulleman, Godes, Hendricks, & Harackiewicz, 2010; Hulleman & Harackiewicz, 2009)

#### **Effort and Persistence**

(Trautwein & Ludtke, 2007; Yeager et al., 2014)





#### **Task/Course Completion**

(Fortenberry, Sullivan, Jordan, & Knight, 2007; Zusho, Pintrich, & Coppola, 2003)

#### **Performance**

(Hulleman et al., 2010; Hulleman & Harackiewicz, 2009; Malka & Covington, 2005)

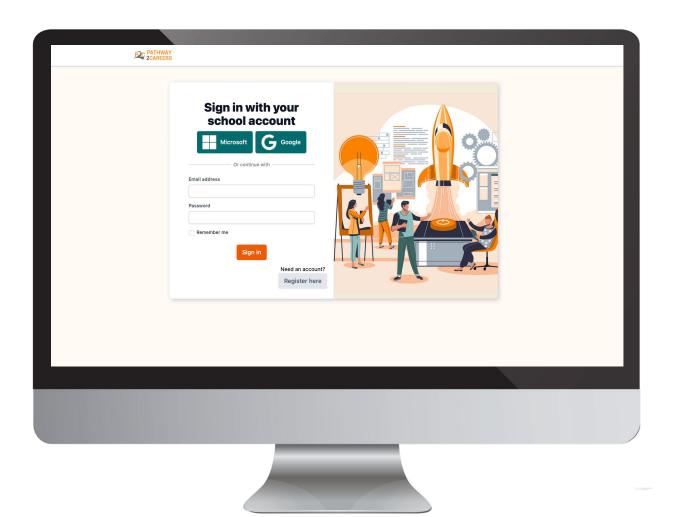
## Retention of New Information

(Perin, 2001; Yeager et al., 2014)



## Pathway2Careers Curriculum

- Connect math to authentic career situations and provide purpose in math learning.
- Over 650 careers
   introduced in math
   curricula





### **Objectives**

- Students understand the value of math skills in the workplace
- Students benefit from career exposure
- Students develop purpose in learning





### **Sample Lesson**





### **Modernize Math**

- Make math less abstract and more concrete.
- Connect math to authentic, meaningful situations.
- Demonstrate how math is useful and necessary.
- Provide purpose in math learning.

Improve students' attitudes toward math and promote the successful acquisition of critical math skills



### **Informed Career Decision**

- Work Interests
- Work Values
- Lifestyle Aspirations

Personal Factors



- Job Market Trends
- High-Value Careers
- Local Job Opportunities

**External** Factors





## Career Cluster Maps



In our economy, there are 1000+ occupations and grouping them. The National Career Clusters Framework groups occupations into sixteen different career clusters based on similarities in





Agitbusiness Systems Animal Systems
Environmental Service Systems Food
Products & Processing Systems Natural
Resources Systems Plant Systems
Power, Structural & Technical Systems





Arts, A/V Technology & Communication

Broadcasting - Performing Arts - Printing



Management Human Resources



Administration & Administrative Support.



Accounting Banking Services
Business Finance Insurance





Manufacturing

Health, Safety & Environmental Assurance
Logistics & Inventory Control Maintenance,
Installation & Repair Manufacturing

Health, Safety & Environmental Manage

ment Logistics Planning & Management Services Sales & Service Transportation

Biotechnology Research & Development Diagnostic Services Health Informatics Marketing Communications Marketing Management Marketing Research



Lodging Recreation, Amusements & Attractions Restaurants & Food/Beverage



Health Services Early Childhood Development & Services Family & Community



Information Support & Services Network Systems Programming & Svoftware
Development Web & Digital Communications



Correction Services Franciscov & Fire





#### NATIONAL CAREER CLUSTERS PATHWAYS:

#### Regional Career Opportunities (Listed by Highest Projected Demand)



Data Source: TSBA District Data Dashboard | NS4ed\* Pathway2Careers\*\*2018 Trademark NS4ed, LLC

Explore careers at tsbadatadashboard.com ©TSBA

| Pathway | P





#### Regional High School Requirements and Programs (Grades 9-12)

English Language Arts					ocial udies	Foreig Langua		Physical Education	Fine Arts	Elective Focus
English I A		et.	Biology	World History and Geography		Foreign Lang	in Language I Lifetime Wellness		Fine Arts Selection	
English II	Geomel	ry	Chemistry	U.S.	History	Foreign Lang	puage II	Physical Education (.5)		Minimum of Three Courses
English III	Algebra	н	Physics	Econ Gove	omics / ernment					See career programs and electives below.
English IV	Higher Leve	Higher Level Math		Personal Fin						
		¢	Career Program and Related C	Courses		Ade			Regional Posts	econdary School
See other Health Science pathways for additional career programs and opportunities.   An example of the science pathways and courses may vary by high school.		☐ Career Education ☐ Health So Education ☐ Anatomy Physiolog ☐ Medical T ☐ Diagnost ☐ Rehab Ca	cience BE N S S S S S S S S S S S S S S S S S S	xercise Sciei mergency M ervices lursing Educ lursing Servi vacticum or	edical ation   &    ces	Math		Other	Certificates and Associate's Degrees  Pollissippi State Community College Tennessee College of Applied Technology Roane State Community College	University of Tennessee     Lincoln Memorial University
Postsecondary Programs/Majo or Occupations	Bache	ficate or AA lor's Degree	- Medical s	Office	Manag	formation gement	Radiolo	gic Technology	Imaging Sciences	Medical Insurance Codin
n this Pathway	Adva	Advanced Degree Medical Scie		ences Radiology		Biomedical Engineering		Epidemiology	***	













### Career Clusters & **Pathways**

In our economy, there are 1000+ occupations and numerous ways of grouping them. The **National Career Clusters** Framework groups occupations into sixteen different career clusters based on similarities in foundational knowledge and skills.











#### Agriculture, Food & Natural Resources

Agribusiness Systems Animal Systems Environmental Service Systems Food Products & Processing Systems Natural Resources Systems Plant Systems Power, Structural & Technical Systems

Architecture

Construction Design/Pre-Construction

& Construction



#### Government & Public Administration

- Foreign Service Governance National Security Planning
- Public Management & Administration Regulation Revenue & Taxation



#### **Health Science**

Biotechnology Research & Development Diagnostic Services
 Health Informatics Support Services Therapeutic Services

Hospitality

& Tourism

Lodging Recreation, Amusements &

Services Travel & Tourism

Attractions Restaurants & Food/Beverage



#### Marketing

Health, Safety & Environmental Assurance

Installation & Repair Manufacturing

Production Process Development

Production Ouality Assurance

Logistics & Inventory Control
 Maintenance,

Manufacturing

 Marketing Communications
 Marketing Management Marketing Research Merchandising Professional Sales



Science. Technology, **Engineering &** Mathematics

- Engineering & Technology
- Science & Mathematics



Maintenance/Operations

#### Arts, A/V Technology & Communication

A/V Technology & Film Journalism & Broadcasting Performing Arts Printing Technology Telecommunications Visual Arts



#### Business. Management & Administration

Administrative Support Business Information Management - General Management Human Resources Management Operations Management



#### Human Services

Consumer Services Counseling & Mental Health Services Early Childhood Development & Services Family & Community Services Personal Care Services



#### Information Technology

Information Support & Services Network Systems Programming & Svoftware Development Web & Digital Communications



#### Public Safety. Corrections

& Security

■ Correction Services ■ Emergency & Fire Management Services Law Enforcement Services Legal Services Security & Protective Services



- Administration & Administrative Support Professional Support Services
- Teaching/Training



#### **Finance**

Accounting Banking Services

■ Business Finance ■ Insurance Securities & Investments



#### Transportation, Distribution & Logistics

Facility & Mobile Equipment Maintenance Health, Safety & Environmental Management Logistics Planning & Management Services Sales & Service Transportation Operations Transportation Systems/Infrastructure Planning, Management & Regulation Warehousing & Distribution Center Operations





Return





#### NATIONAL CAREER CLUSTERS PATHWAYS:

- **■** Health Informatics
- Diagnostic Services
- **Support Services**
- Biotechnology Research & Development

### Regional Career Opportunities (Listed by Highest Projected Demand)

JOB ZONE 1 High School Diploma or Less*	JOB ZONE 2 High School Diploma*	JOB ZONE 3 Certificate or Associate's Degree*	JOB ZONE 4 Bachelor's Degree	JOB ZONE 5  Master's or Doctorate Degree
Few regional occupations in these pathways require education at this degree level.	Medical Equipment Preparers  Annual Openings	Medical Secretaries Annual Openings	Bachelor's degrees in this pathway are often required for entry into graduate programs.	Medical & Health Service Managers Annual Openings
	Orderlies Annual Openings20 Median Wage\$28,980**	Veterinary Assistants & Laboratory Animal Caretakers Annual Openings	Medical & Clinical Laboratory Technologists Annual Openings	Few regional occupations in these pathways require education at this degree level.
	Pharmacy Aides Annual Openings	Medical Records & Health Information Technicians Annual Openings 90 Median Wage \$42,630**	Biomedical Engineers Annual Openings5 Median Wage\$64,284*	



Return





#### **NATIONAL CAREER CLUSTERS PATHWAYS:**

- Health Informatics
- Diagnostic Services
- Support Services
- Biotechnology Research & Development

#### **Regional High School Requirements and Programs (Grades 9-12)**

English Language Arts	Math	Science	Social Studies	Foreign Language	Physical Education	Fine Arts	Elective Focus
English I	Algebra I	Biology	World History and Geography	Foreign Language I	Lifetime Wellness	Fine Arts Selection	
English II	Geometry	Chemistry	U.S. History	Foreign Language II	Physical Education (.5)		Minimum of Three Courses
English III	Algebra II	Physics	Economics / Government				See career programs and electives below.
English IV	Higher Level Math		Personal Finance (.5)				

Career Programs	S	Career Program Courses and Related Courses		Ad	Additional Electives		stsecondary Schools	
□ Diagnostic Services  See other Health Science pathway, additional career programs and opportunities.  *Note: Programs and courses may by high school.		Career Explo	d Emergency M Services d Nursing Educ Nursing Services apeutics Practicum or	edical ation I & II ces	Math  Science	Other	Certificates and Associate's Degre  Pellissippi State Community Colle Tennessee Colleg of Applied Technology Roane State Community Colle	Advanced Degrees  Maryville College University of Tennessee Lincoln Memorial University
Postsecondary Programs/Majors for Occupations		cate or AA or's Degree	Administrative Professional — Medical Office  Medical Laboratory Science	Mana	Information agement	Radiologic Technology	Imaging Sciences	Medical Insurance Coding
in this Pathway	Advanc	ed Degree	Medical Sciences	Rad	diology	Biomedical Engineering	Epidemiology	***

\*\*\* Limited program offerings at regional postsecondary schools.

NS4ed." Pathway2Careers." 2018 Trademark NS4ed, LLC













## **Connect Learning to Careers**

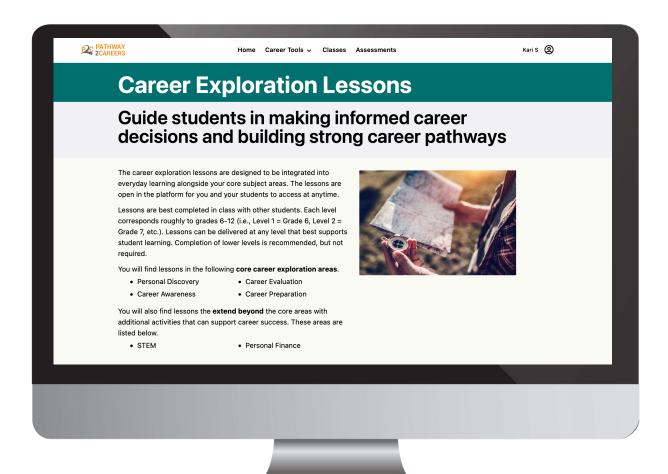
#### Students can see...

- how math is applied in meaningful, everyday tasks.
- the relationship between math proficiency and successful job performance.
- the value in using math to reach jobrelated goals.

- Connecting math to careers can be a powerful approach to incorporate purpose into math learning.
- Doing so will improve students'
  attitudes toward math and enhance
  motivation to acquire the critical
  math skills students will need for
  employment success.

## **Pathway2Careers Career Exploration**

Guided career
 exploration and pathway
 development system for
 grades 6-12





## Sample Planning Worksheet

		Already Implemented	Implement This Year	Next Calendar Year	3-5 Year Plan
1.	Conduct local needs assessment every two years	X			
2.	Establish policies and align resources to high-value careers	X			
3.	Provide professional development for labor market understanding	X			
4.	Enhance career exploration with guided curriculum		Χ		
5.	Infuse math curricula with career-connected learning			Χ	
6.	Offer ongoing professional development for career-connected learning			Χ	

# Career-Connected Learning Series

April 7 | Successfully launch & sustain careerconnected learning





