

Secondary CTE Recruitment Project

PRESENTER NAME: Marina Parr

BOARD MEETING DATE: 11/15/17

BOARD MEMBER SPONSOR NAME:

TIME ALLOTTED: 30 min

<p>ISSUE/SITUATION: Be concise - 1 or 2 sentences that get to the heart of the situation, problem or opportunity being addressed.</p>	<p>THE ISSUE/OPPORTUNITY IS:</p> <p>This spring, the Workforce Board received a \$20,000 grant from Advance CTE to promote high quality Career and Technical Education (CTE) in Washington's middle and high schools. The project uses videos to showcase successful examples of career and technical education programs, with a particular focus on engaged employers. The Workforce Board contracted with the Seattle Film Institute to create two sample videos, an easy-to-use template for schools to create their own videos (even if they have just an iPhone to shoot with), and core messaging that will resonate with both students and parents to encourage additional enrollment in high-quality CTE.</p>
<p>TAP STRATEGIC PRIORITY: Which TAP strategic priority or priorities does this recommendation support? Can you tie to specific goals and objectives in TAP? Briefly describe these connections. If the connection is unclear, describe why this is of consequence to the Workforce Board and/or workforce system.</p>	<p>SUPPORTS TAP STRATEGIC PRIORITY:</p> <p>Business engagement is a key priority of TAP. Employers are a focal point of this video project, giving parents and students the opportunity to see how CTE leads to jobs in the local community, and opportunities such as job shadows and mentorships. Business owners also help demonstrate how CTE skills translate to the workplace and give students a leg up on their economic future.</p>
<p>POTENTIAL IMPACT: Effect on people, businesses, communities. What is better or different from other existing strategies?</p>	<p>IT IS SIGNIFICANT BECAUSE:</p> <p>Once the videos are completed and the template is distributed to school districts, we will encourage local schools through a statewide communications plan to create their own videos that feature their school's CTE programs, area employers, and students. Those videos will be gathered together and placed on a new webpage on the Career Bridge website. This will serve as a central resource for promoting high-quality CTE in schools throughout the state, and also include more general information about CTE to help students and parents learn more.</p>
<p>OPTIMAL NEXT STEPS: What do you really want to happen as a result of this discussion with the Workforce Board?</p>	<p>MY IDEAL OUTCOME OF THIS DISCUSSION IS:</p> <p>Let the Board know how this project is progressing and about next steps in promoting it. It would be nice if Board members can help promote this project to their local schools and to area employers.</p>

<p>BACKGROUND: Short history of how this recommendation came to be. What has been tried, to what result? What evidence exists to support this recommendation?</p>	<p>RELEVANT BACKGROUND INFORMATION: The Workforce Board has long been a supporter of high-quality career and technical education that is both relevant and rigorous. Because Board staff regularly evaluate the effectiveness of CTE through the Workforce Training Results report and through other engagement, it made sense to apply for funding that would help more students and parents understand the value of high quality CTE on a statewide basis. These videos also reinforce the value of Career Bridge in education planning.</p>
<p>STAKEHOLDER ENGAGEMENT, PROS AND CONS: Which stakeholders have been engaged in the development of this recommendation? What are the pros and cons of this recommendation? According to whom (which stakeholder groups)? Are there viable alternatives to consider?</p>	<p>STAKEHOLDERS HAVE PROVIDED INPUT AND THEY THINK: School district CTE directors and CTE staff at OSPI, including OSPI's CTE Director, have been supportive of this video project. Board staff presented the video project to school district CTE directors soon after the agency received funding and began to create the project. Also, many CTE teachers and administrators were able to take a sneak peek at a "teaser video" that showed core concepts at the summer Washington ACTE conference in Spokane. Eleni also shared this project with other state CTE directors at a recent Advance CTE meeting in Maryland.</p>
<p>FINANCIAL ANALYSIS AND IMPACT: What will it cost to enact this recommendation? What resources will be used? Are new resources required? How much? Where will existing or new resources come from? Are there savings to be gained from this investment? Over what period? Are there other returns on investment to consider?</p>	<p>THE COST AND RESOURCE NEEDS OF THIS RECOMMENDATION ARE: N/A</p>
<p>RECOMMENDATION AND NEXT STEPS: What specific result do you want from the Board? Is this recommendation for discussion or action? If for discussion, will action be required at a later date? What next steps are expected after this discussion?</p>	<p>THE RECOMMENDATION AND/OR REQUESTED ACTION IS: Board support for this new video project that includes encouraging local schools and businesses to participate.</p>