

Partnership Organization and Recruitment

*This document is a supporting resource from ExcelinEd's playbook **Building Cross-Sector Partnerships to Support Career and Technical Education Pathways**.*

Establishing strong partnerships involves a mix of thoughtful planning, purposeful engagement and savvy marketing and communications. The following resources and examples highlight the efforts of both regional and statewide conveners to forge relationships and communicate the structure and operations of their partnership initiatives. Included in this collection of tools are:

- **Purpose Statements that clearly articulate the mission and objectives of the partnerships**
- **Organizational Charts that illustrate the structure of partnerships, including sub-councils and working groups**
- **Promotional Materials that convening organizations have created to advertise partnership activities and recruit potential partners**

The second CTE playbook examines the role and key elements of robust cross-sector partnerships and explores the ways policymakers can promote and support them to strengthen CTE program outcomes for students. Also featured are examples of state and regional partnerships—including insights from experienced leaders about the opportunities and challenges associated with this important work.

Partner Profile – Template

The partner profile template includes fields reflective of the type of expertise, connections, and/or skills needed for a specific activity and for what length of time. A completed template should influence the identification of viable stakeholder candidates and the development of the general stakeholder roles/responsibilities and partnership agreement.

1. Initiative Name: _____
2. Is this need for:
 - a. Committee membership (name) _____
OR
 - b. Specific activity or event (name) _____
3. Expertise or Skill needed (select all that apply):
 - a. Leadership/advisement ___
 - b. Industry-sector experience ___ If so, which? _____
 - c. Technical skill and knowledge ___ If so, which? _____
 - d. Industry certification knowledge ___ If so, which? _____
 - e. Human resources/hiring ___
 - f. Government (local/state) ___
 - g. Community engagement ___
 - h. Classroom/lab instruction ___
 - i. Other _____
4. Desired need (select all that apply):
 - a. Work-based learning ___
 - b. Policy and/or program development/advising ___
 - c. Pathway development/advising ___
 - d. Course standards development/advising ___
 - e. Industry certification advising ___
 - f. Local, regional and/or statewide visioning/planning ___
 - g. Other _____
5. In what other capacity is this Partner going to be needed?

6. How is this need relevant to strategic plan goals and desired outcomes (be specific)?

7. Anticipated length of involvement needed (month/year): _____
 - a. Regular frequency ___ How often (weekly/monthly/quarterly)? _____
 - b. As needed ___
8. Staff person who will oversee anticipated work from Partner:

9. If a potential organization or person has been identified already, please list:

PURPOSE STATEMENTS

EXAMPLES

Collaboratives

Rutherford Works

Rutherford Works focuses on bringing Rutherford County businesses and education partners together to collaborate on (a) closing skills gaps and (b) building the future of the workforce in the County.

San Antonio Works

San Antonio Works is an industry-led strategic workforce development organization aligning education providers with private sector demand to promote economic mobility

MN South Central Service Cooperative

The South Central Service Cooperative (SCSC) programs and services are member driven to utilize existing resources in the most efficient and effective manner possible. The Minnesota Service Cooperatives [of which SCSC falls under] perform planning on a regional basis and assist in meeting specific needs of clients in participating governmental units which could be better provided by a Service Cooperative than by members themselves.

Delaware Pathways

Delaware Pathways stems directly from the “Delaware Promise,” Governor Jack Markell’s commitment that by 2025, 65% of Delaware’s workforce will earn a 2- or 4- degree or professional certificate, matching the percentage of Delaware jobs requiring one. Delaware Pathways is a vehicle to ensure all youth have the opportunity to fulfill their educational goals and career aspirations.

Center for the Future of Arizona-PTP

APTP brings together various stakeholders to design and implement learning pathways that are seamless to future careers with strong earning potential in high-demand industry sectors.

Idaho Workforce Development Task Force

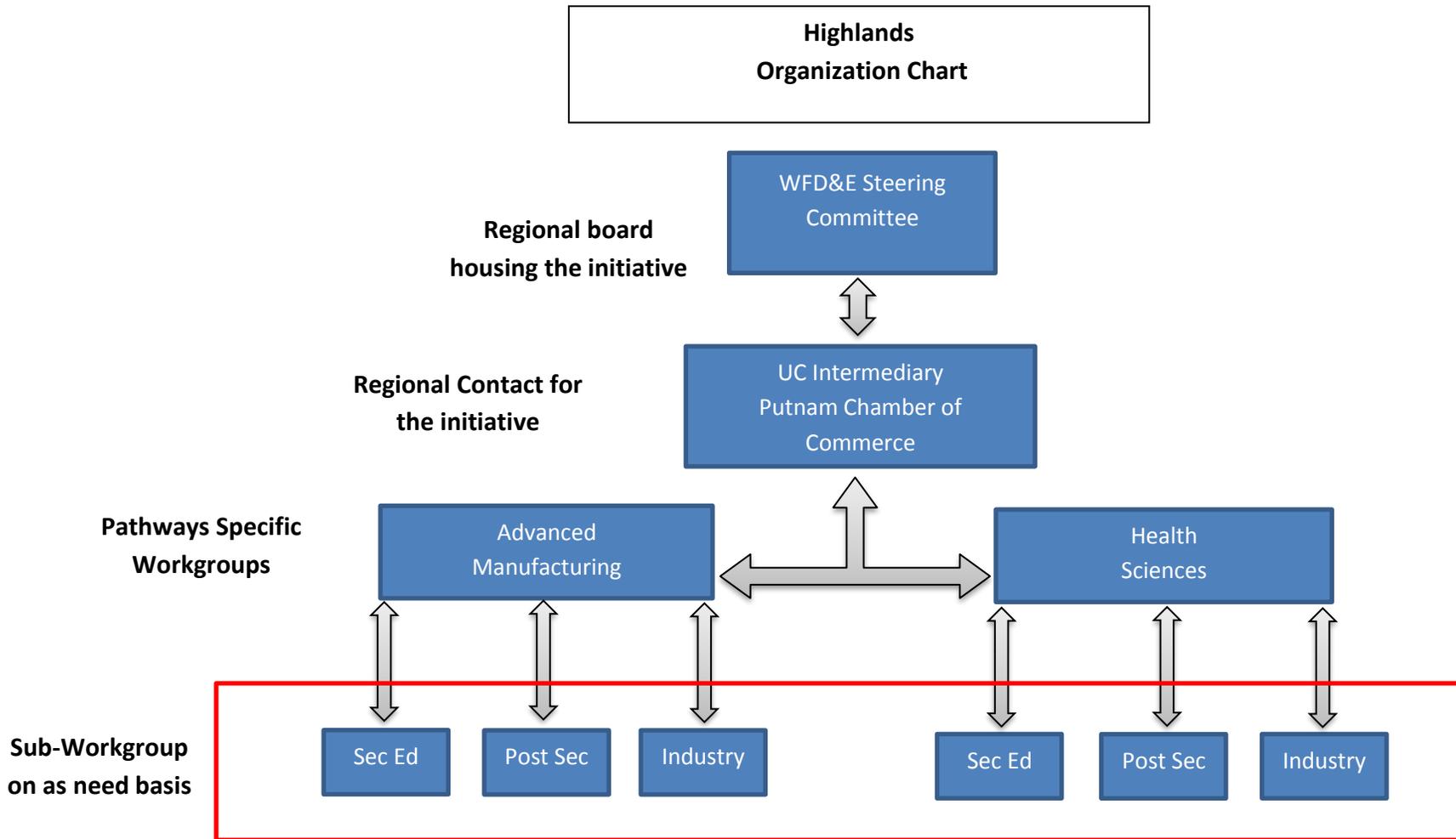
To engage with education, workforce and economic development partners to define and champion timely, collaborative changes to funding mechanisms and training programs.

Texas Tri-Agency Workforce Initiative

To assess local economic activity, examine workforce challenges and opportunities and consider innovative approaches to meeting the state’s education and workforce goals.

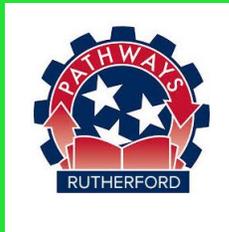
Arizona Girls Collaborative Project (AzGCP)

The AzGCP brings together organizations throughout Arizona that are committed to informing and motivating girls to pursue careers in science, technology, engineering, and mathematics (STEM).





President RUCO Chamber of Commerce
 Sr. Vice President, Education & Workforce Development



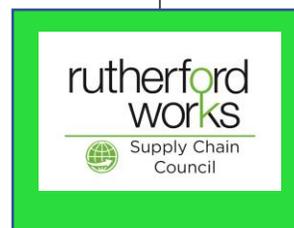
Intermediary and K-12 Program Lead
 Education & Workforce Development
 Director



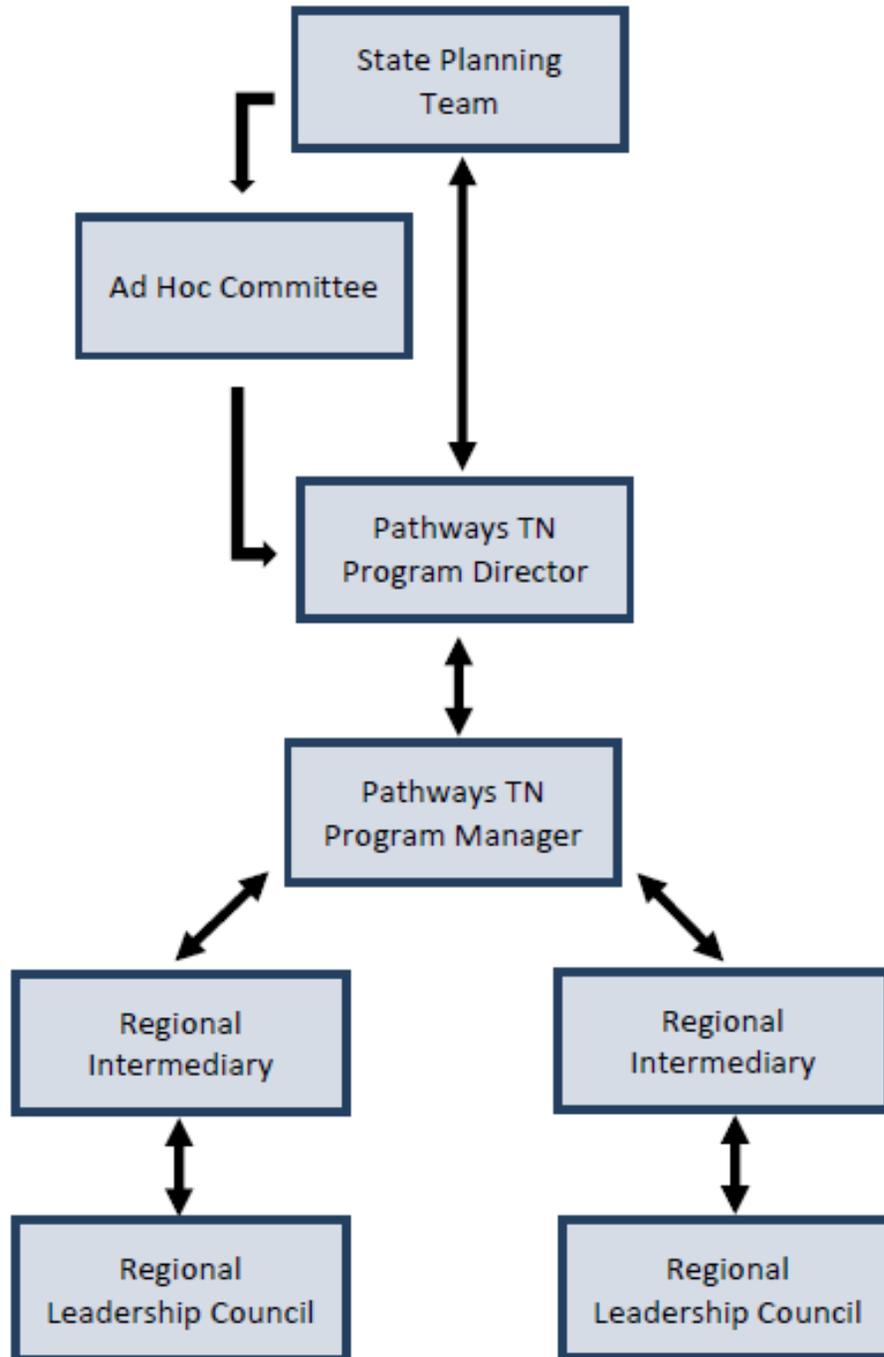
TN Promise, Rutherford Reconnect, ACT Work
 Ready Community, Continuing Education
 Sr. Vice President, Education & Workforce
 Development

Rutherford Works Executive Workforce Council

RCCOC • Chair RUCO ECD • RUCO County Commissioner • 5 Sector Council Chairs & Vice Chairs • Rutherford Reconnect Chair • RUCO Schools • Murfreesboro City Schools • TCAT Murfreesboro • Motlow College • MTSU • United Way • Area 9 WIB & Youth Partner



Statewide Intermediary Org Chart





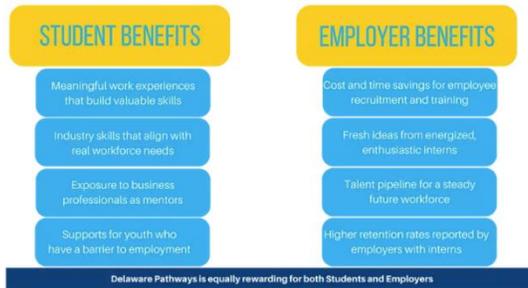
BECOME AN INDUSTRY PARTNER

Delaware employers face an incongruous reality: many companies want and need to hire Delawareans, but it can be difficult to find enough qualified applicants. Many Delawareans could do the work, but some don't have the right skills. Delaware Pathways aims to close this "skills gap" issue by identifying workforce needs, aligning skill-building programs in high schools, and engaging employers with the future workforce to develop Delaware's talent pipeline.

Why become an Industry Partner with Delaware Pathways?

Through the Delaware Pathways initiative, employers partner with educators to build a robust, skilled workforce ready to meet future industry needs, which includes jobs that require complex technical knowledge and communications skills.

As a Pathways Industry Partner, you become a valuable collaborator, helping shape curriculum, providing employee mentors, and ensuring that students are truly prepared to enter the world of work when they graduate, right here in Delaware.



✦ As we expand Delaware Pathways, we recognize some Pathways are not available throughout the state. Click here to let us know which Pathway(s) you'd like to see in your area.

Pathways In Delaware

-  Allied Health
-  Biomedical Sciences
-  Cisco Networking
-  Computer Science
-  Culinary & Hospitality
-  Engineering
-  Environmental Science
-  Finance
-  K-12 Teaching Academy
-  Manufacturing: Engineering Technology
-  Manufacturing: Production & Logistics
-  Nurse Assisting

How Can My Company Get Involved?

Students are exposed to a continuum of work-based learning experiences during their time at Pathways. Work-based learning occurs through experiences that take place in school and the workplace.

Being immersed in a real-world environment ensures that students are learning behaviors and solving the kinds of business problems that will make them highly qualified candidates upon graduation.

Partnering with Schools for Work-based Learning:

- ✔ **Guest Speaking**
Visit a school and speak to students to answer questions about your career path, education and job.
- ✔ **Career Fairs**
Represent your company at a school, giving insight into your job and company and answering student questions.

Working with Students for Work-based Learning:

- ✔ **Project-based Learning**
Host a group of students who work as a team to complete a project to address a specific issue or problem within your company.
- ✔ **Job Shadowing**
Host a student group at your business and walk through the day-to-day experiences of your job.
- ✔ **Internships**
Employ a student over a period of 6-12 weeks to provide supplemental support to your business while gaining a meaningful, skill-building experience.
- ✔ **Mentorships**
Connect directly with a student over a period of time to guide their career exploration, preparation and application phases.
- ✔ **Apprenticeships**
Employ a student to learn an industry- or job-specific trade, resulting in a skilled employee with intrinsic knowledge of your company.

How Delaware Pathways Students Engage in Work-Based Learning



Ideally, an employer will partner with Delaware Pathways across the full spectrum of work-based experiences, which provides continuity to students and enables employers to get to know them as future employees.

Industry Partners

Delaware Pathways is made possible through collaboration our industry partners, including some of the most reputable Delaware businesses.





Jefferson County Public Schools • Louisville, Kentucky

Get Involved With LEEP

Parents

Contact the career planner at your child's school for information and registration forms. Find school [career planners here](#).

Community Members

You can help develop our future workforce by providing work-based learning experiences for students, such as job shadowing, serving as a guest speaker or mentor, and offering summer employment opportunities.

Would you like to be a guest speaker for our students?

Contact either the Louisville Education and Employment Partnership (LEEP) Office at (502) 485-3787 or a career planner at one of the participating high schools to arrange a mutually convenient time to speak to the students about your career options, work-readiness skills training, and workplace expectations.

Would you like to provide a job-shadowing experience for students?

Job shadowing gives students a look at the **real** working experience. Students spend a half-day with your organization observing daily duties and talking with company representatives about workplace expectations as well as the educational requirements and training needed to perform various jobs. Contact the LEEP Office at (502) 485-3787 for more information.

What does becoming a mentor involve?

Mentors explain workplace expectations and encourage students to work toward graduation. They connect with students throughout the school year for a few hours per month through phone calls, text messages, and in-person meetings. If you would like to be a mentor, you'll attend a 90-minute orientation session at either your workplace or a convenient school location.

Interested in hiring a youth for a summer job?

The Mayor's SummerWorks program is a seven-week program for youth ages 16 to 21 who live in greater Louisville. This program is operated by KentuckianaWorks, which coordinates recruitment, employment-readiness training, and placement in meaningful summer employment opportunities.

LEEP serves as an in-school partner with KentuckianaWorks by promoting the Mayor's Youth Opportunities Showcase event as well as employment opportunities with area businesses. Contact [Chris White](#), Workforce Development specialist, at (502) 574-4723. For more information, visit www.kentuckianaworks.org.



What Is it?

The Rutherford Works Career Pathway Partnership has been established to strengthen ties between the business community and K-12 Education in order to

- 1) Grow awareness for the importance of career exploration starting in elementary school
- 2) Help students, parents, employers, etc. learn more about Career & Technical Education Pathways
- 3) Help students develop life/employability skills
- 4) Develop a homegrown talent pool for current and future employers in Rutherford County



How does it work?



Employers

Employers sign up to be a Pathways Partner at www.rutherfordworks.com. You're not committing to anything or signing your life away; just showing your support for the students and programs of study in a pathway. As a Pathways Partner, you will help connect the business world to students in your community.



Schools

Schools will identify a single point of contact. Most likely a pathway teacher or someone who is familiar with the Career & Technical Education Pathways. This information will be captured in a table on our Rutherford Works Website allowing employers and schools to share information and develop and grow relationships.

How Can I Participate?

Businesses and/or individuals sign up to be a Pathways Partner on the Rutherford Works website. The sign up is simple:

1. Choose which pathway(s) your business/industry sector most closely aligns
2. Choose one or more ways you want to support the Rutherford Works programs and our schools
3. Identify one point of contact at your organization for each pathway you choose (can be the same person for each pathway)

For more information, contact:

Beth Duffield
Rutherford County Chamber of Commerce
615.278.2326
BDuffield@rutherfordchamber.org

Kristen Swann
Rutherford County Chamber of Commerce
615.278.2325
KSwann@rutherfordchamber.org

Find us online





Be A Part Of Our 2018 CITYWIDE JOB SHADOW DAY

Friday, February 2, 2018

HELP US SHOW STUDENTS WHAT OUR LOCAL WORKFORCE HAS TO OFFER.

Join SA Works and Junior Achievement as we connect students with employers across San Antonio and Bexar County to provide a hands-on, half-day job shadow experience. Help us provide valuable information to students on possible careers and what it takes to be successful in them!

During Job Shadow Day, while on an active construction site, TDIndustries presents students with the various career opportunities at their company.



FAQ'S

Who plans out the day?

SA Works coordinates with the employer point of contact to provide a meaningful experience. Then SA Works connects an educator directly with the contact for more detailed information and to answer any questions.

How does Job Shadow work?

Our Job Shadow program offers an entire class the opportunity to visit a company instead of the one-on-one traditional shadowing model. Employers offer tours of their company and provide information on career opportunities.

What can the students expect to experience at these companies?

Not 4-hour long lectures! Students will engage in tours, active discussion and hands-on activities.

How long is the Job Shadow Day?

Students will arrive between 9 and 9:30 a.m., depending on district transportation, and will depart at 1 p.m.

How do the students arrive at the participating companies?

The school district will provide transportation both to and from the hosting company.

Are there any costs associated to Job Shadow Day?

For school districts, the cost of transportation (and potentially a substitute for the traveling educator, if needed). For employers, the cost of lunch for students and staff.

SIGN UP FOR JOB SHADOW DAY NOW!

Find out more at sanantonioworks.org/JobShadowDay

THE IMPACT OF JOB SHADOW DAY

THE SUCCESS OF THE 2017 JOB SHADOW DAY

JOB SHADOW 2017 WAS A RECORD-SETTING DAY FOR US!

3,000
STUDENTS

106
EMPLOYERS

54
PUBLIC
SCHOOLS

2
PRIVATE
SCHOOLS

5
CHARTER
SCHOOLS

81%

of students learned about new careers/
jobs and industries that interested them.

86%

of students would consider working
with the employer they visited.

80%

of students agreed that Job Shadow Day
helped them learn what kind of skills and
education they may need in their chosen
career path.

ACROSS 6 TARGET DEMAND INDUSTRIES



**INFORMATION
TECHNOLOGY**



**FINANCIAL
SERVICES**



HEALTHCARE



MANUFACTURING



CONSTRUCTION



LOGISTICS

TESTIMONIALS

WHAT MAKES JOB SHADOW DAY SO SPECIAL?

The students were very interested in our business. I would love to see them employed in our industry. They were very impressive.

– **HoltCat**

What I really liked is that students had the opportunity to ask business professionals questions about their job and the route that they took to get that job. Very eye-opening for students.

– **Teacher, East Central High School**

Just seeing what kind of job diversity is out there was a wonderful experience.

– **Student, Memorial High School**

A student from Toyota's Advanced Manufacturing Technician program explains the hands-on learning he experiences while working and going to school.



STILL HAVE QUESTIONS? INTERESTED IN PARTICIPATING?

Find out more at sanantonioworks.org/JobShadowDay



CEO Champion Request Form

Submit your name and information for consideration to be a CEO Champion in one of our four pilot regions. Watch this message from a fellow CEO champion on the importance of getting involved in this project <https://www.youtube.com/watch?v=Ez6GPrZzkrY&feature=youtu.be>

* Required

Email address *

Your email

First & Last Name *

Your answer

Title *

Your answer

Business Name / Organization *

Your answer

Mailing Address (# Street, City, Zip) *

Your answer



Phone Number *

Your answer

Career Pathway Pilot Region *

- Milwaukee Area Region
- Madison Area Region
- Moraine Park Region
- Indianhead Region
- None of the regions above but I'm interested if/when expanded in the future

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