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*The State of Career Technical Education*

# Employer Engagement in CTE

# Thank You to Our Webinar Host

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# For Today's Webinar

- Why focus on employer engagement?
- Major findings
  - Federal policy
  - State policy
  - Types of employer engagement activities
- Live polling questions
- Q&A

# Our Panelists

- **Kimberly Green**, Executive Director, NASDCTEc
- **Scott Stump**, Dean of Career & Technical Education, Colorado Community College System; and NASDCTEc President
- **Steve Voytek**, Government Relations Manager, NASDCTEc
- **Andrea Zimmermann**, State Policy Associate, NASDCTEc

# Why Employer Engagement?

- CTE Vision (2010): *CTE actively partners with employers to design and provide high-quality, dynamic programs*

- Changing economic forces demand a new partnership between employers and education

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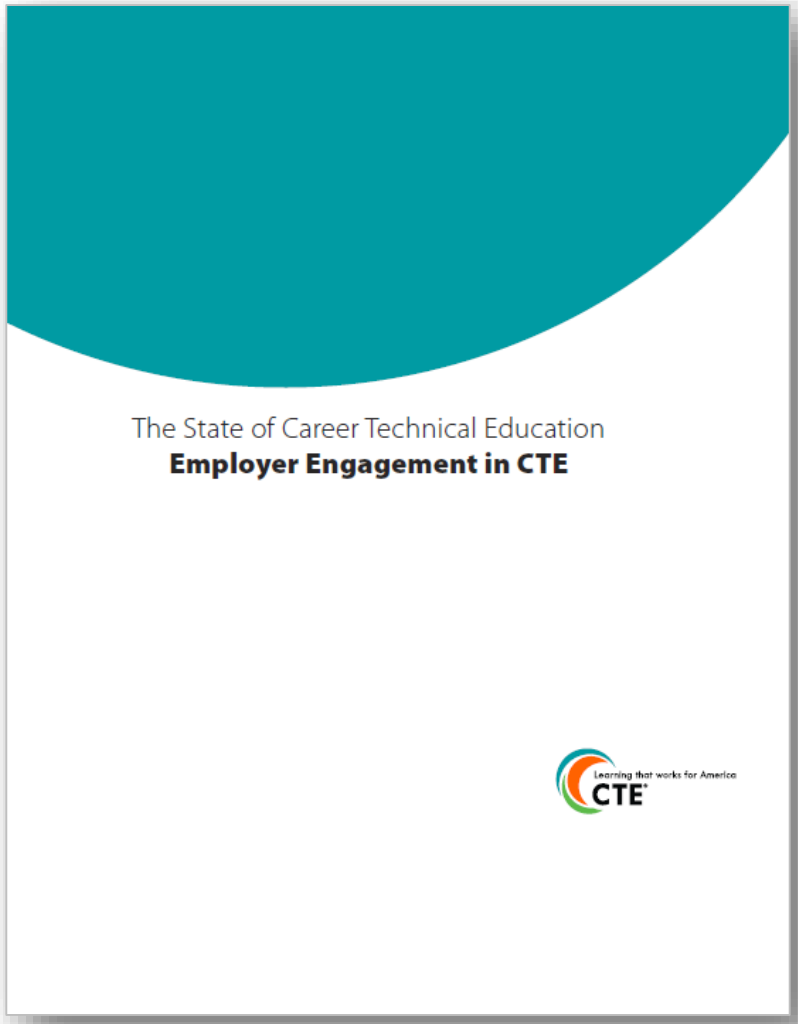
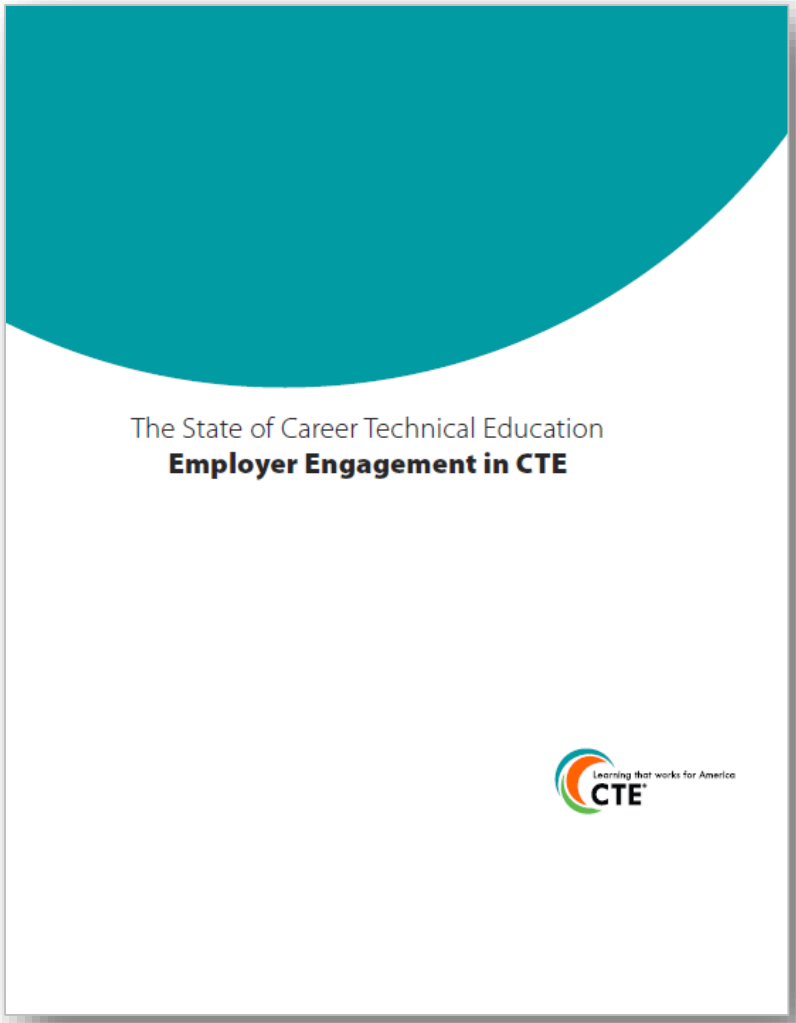
# Why Employer Engagement?

- Reauthorization of the Carl D. Perkins Career and Technical Education Act
- The balance of short-term workforce demands and long-term talent pipeline needs




The State of Career Technical Education

# EMPLOYER ENGAGEMENT IN CTE




## Employer:

Refers to an individual or organization that can represent the workforce in one or more industries.

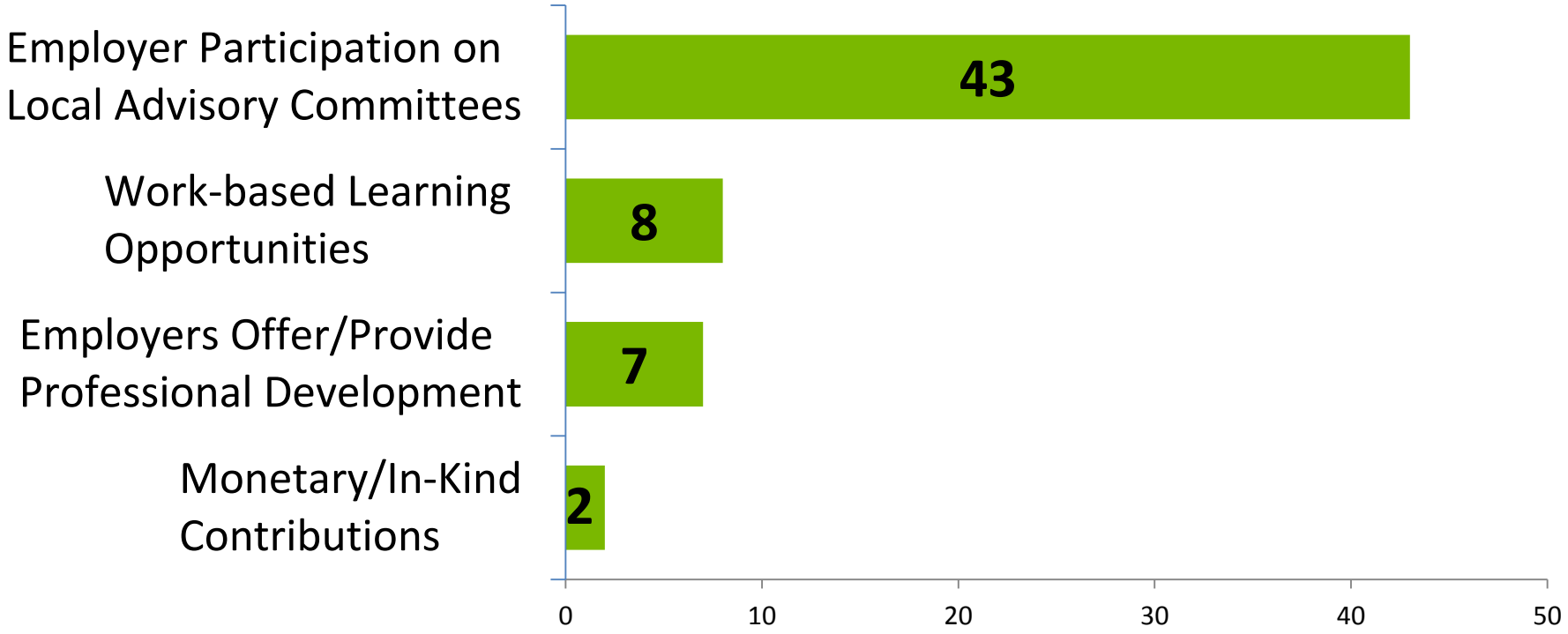
May include a wide range of business, industry and/or labor stakeholders

# Perkins as a Lever

- The influence of Perkins on CTE
- Flexible portions of Perkins
  - State Leadership Funds
  - Additional requirements for locals seeking Perkins funding

# Perkins as a Lever

## States *Requiring* Employer-Related Activities for Perkins Local Program Approval/Funding




*NOTE: Duplicated counts*

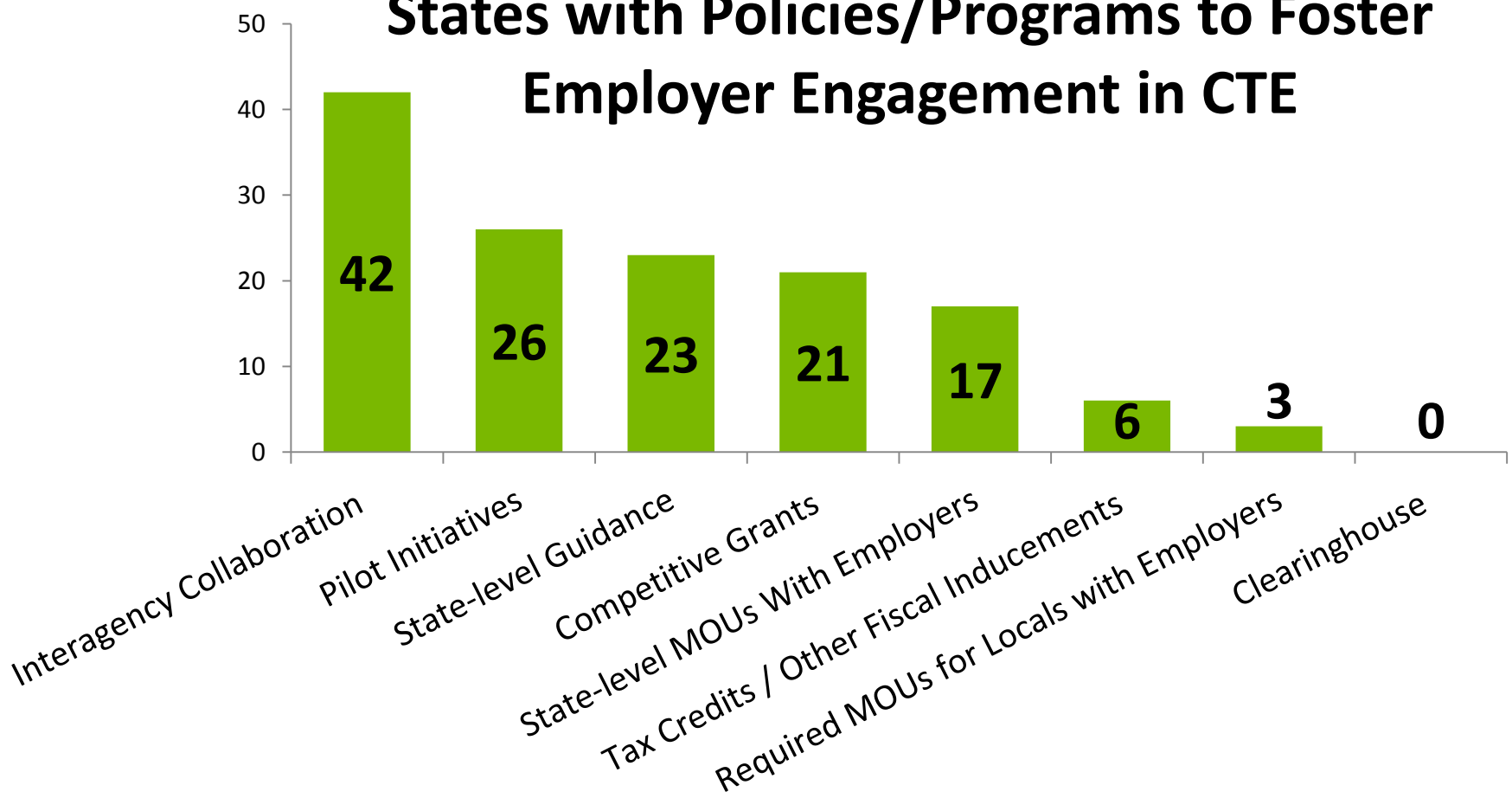
# Perkins as a Lever

- **Local Advisory Committees**
  - *Most common; high variability*
- **Work-based Learning Opportunities**
  - *Resource intensive; liability concerns*
- **Professional Development**
  - *Potential capacity issues*
- **Monetary/In-Kind Contributions**
  - *Sustainability concerns*

# SCOTT STUMP

Dean of Career & Technical Education, Colorado Community College System; and NASDCTEc President

# State Policy as a Lever




*NOTE: Duplicated counts*

# State Policy as a Lever

- **Interagency Collaboration**
  - *New Jersey's Talent Networks*
- **Pilot Initiatives**
  - *West Virginia's Simulated Workplace*
- **Competitive Grants**
  - *Iowa's Statewide Work-based Learning Intermediary Network*

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# State Policy as a Lever

- **Underused Strategies**
  - Tax Credits
  - Required MOUs for Locals with Employers
  - Clearinghouse

# Standards and Credentials

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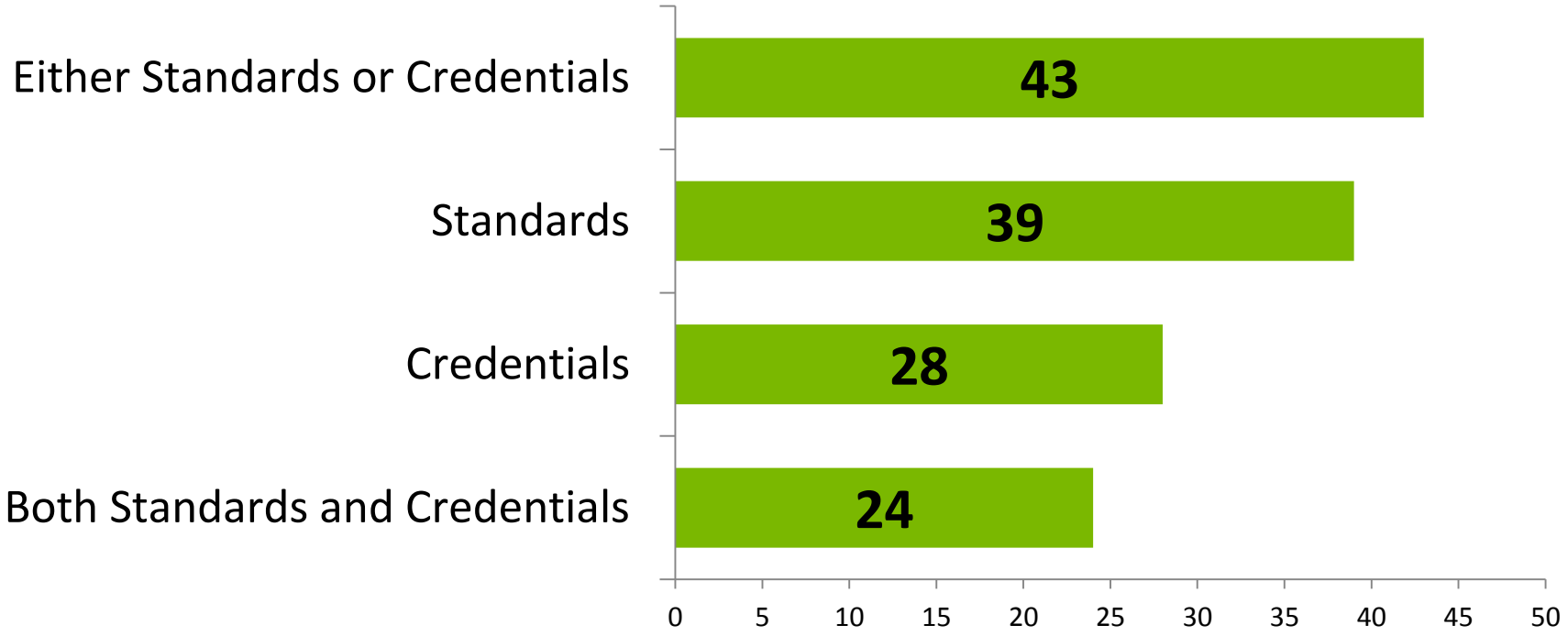
## States with Employers Participating in Standards Development and/or Credentials Selection




*NOTE: Duplicated counts*

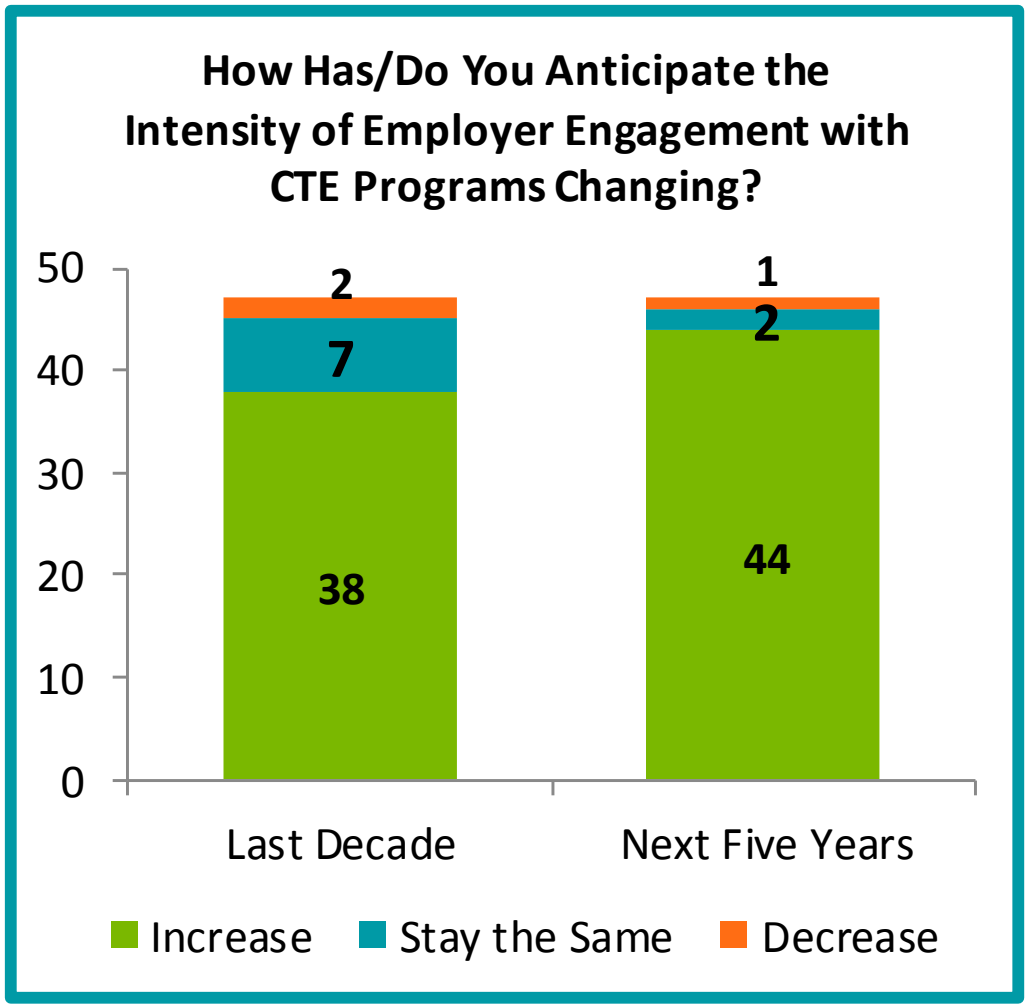
# Engagement Activities

| Statewide Employer Engagement Activities | # States with Statewide Efforts (Secondary) | # States with Statewide Efforts (Postsecondary) |
|---|---|---|
| State-level Advisory Committees | 35 | 28 |
| CTSO Engagement | 31 | 19 |
| Professional Development | 23 | 17 |
| CTE Advocacy | 22 | 20 |
| Career Guidance & Advisement | 17 | 17 |
| Work-based Learning | 16 | 12 |
| Monetary/In-Kind Contributions | 8 | 7 |

# LIVE POLLING QUESTION

See the polling box on the right-hand side of the screen!

# Change in Engagement



# Lingering Challenges

- Language barrier
- Time
- Long-term vs. short-term views

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Dean of Career & Technical Education, Colorado Community College System; and NASDCTEc President

# LIVE POLLING QUESTION

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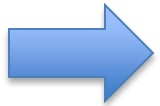
# QUESTIONS?



Submit your question via the chat box on the right-hand side of the screen!

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## Save the date!

**“State Strategies for CTE Financing”**

2 p.m. ET, January 15, 2015

Co-hosted with the National Conference of State Legislatures

“**Employer Engagement: State Perspectives**”

2 p.m. ET, February 10, 2015

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- Webinar recording and slides will be posted soon at www.careertech.org/webinars!

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# Thank You!

- Questions? Please contact us!

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