



Addressing Equity through Recruitment & Retention in Career Pathways

ACTE Region I Conference

April 20, 2018



Panelists

Jennifer Cusmano	Northern Valley Regional High School District
Lori Howard	New Jersey Department of Education
David Janosz	Northern Valley Regional High School District
Kathleen Paquette	New Jersey Department of Education
Johanna Ross	Passaic Public Schools
Terri Russo	Orange Township Board of Education
Jennifer Welch	Passaic Public Schools



Objectives

- Implement strategies to equitably recruit students into career pathway programs;
- Identify effective messaging strategies that engage various stakeholders (parents, students, business partners and etc.); and
- Explore ways to retain students in career pathways through student support and innovative teaching techniques.



Goal of the Career Pathways Grant

Building Capacity for Career Pathways Statewide Goal:

*To increase **access and opportunities** for New Jersey students to participate in high-quality career and technical education programs in comprehensive high schools, delivered through career pathways leading to careers with high labor market demand and family-sustaining wages.*



New Jersey Key Industry Clusters

- Biopharmaceutical & Life Sciences
- Transportation, Logistics, Distribution
- Financial Services
- Advanced Manufacturing
- Health Care
- Technology
- Construction and Utilities*
- Leisure, Hospitality and Retail



Career Pathways Districts

District	Key Industry
Cumberland Regional School District	<ul style="list-style-type: none">• Biopharmaceutical Life Sciences• Technology
Passaic Public Schools	<ul style="list-style-type: none">• Biopharmaceutical Life Sciences• Technology
Vernon Township	<ul style="list-style-type: none">• Leisure, Hospitality and Retail• Health Care
Freehold Regional High School District	<ul style="list-style-type: none">• Technology
Northern Valley Regional School District	<ul style="list-style-type: none">• Biopharmaceutical Life Sciences• Technology
Orange Board of Education	<ul style="list-style-type: none">• Health Care
Elizabeth School District	<ul style="list-style-type: none">• Health Care
Ocean Township School District	<ul style="list-style-type: none">• Financial Services• Technology



Level the Playing Field

EQUALITY VERSUS EQUITY



In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.



In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.



Why Equity in CTE Matters for All Students

To ensure all students are college and career ready by preparing them for post-school success which enables them to be productive contributors of society.



Student Population Data

- When building a Career Pathways program with access and opportunity for all students, it is important to review and analyze your district's student data.
 - Special Populations according to Perkins:
 - Non-traditional training & Employment
 - Economically disadvantaged
 - Limited English proficiency
 - Learners with Disabilities
 - Single Parents



Gaps in Recruitment & Retention

Root Causes

- Education
- Career Information
- Family
- Internal/Individual
- Societal Issues



Recruitment, Retention and Communication Strategies in Education





Career Technical Education (CTE) is an educational option that provides learners with the knowledge and skills they need to be prepared for college and careers. It gives purpose to learning by emphasizing real-world skills and practical knowledge within a selected career focus.

CTE *Delivers* FOR PARENTS AND STUDENTS

2x

Students in CTE and their parents are more than **twice** as likely to report they are very satisfied with their education compared to those not involved in CTE.

93%

The graduation rate for students who take a concentration of CTE courses is about **93 percent**, approximately **10 percent higher** than the national average.

82%

of CTE students are satisfied with their ability to learn real-world skills in school, compared to just 51 percent of non-CTE students.

91%

of parents of students in CTE believe their child is getting a leg up on their career.

Educators and Students Are Best Messengers



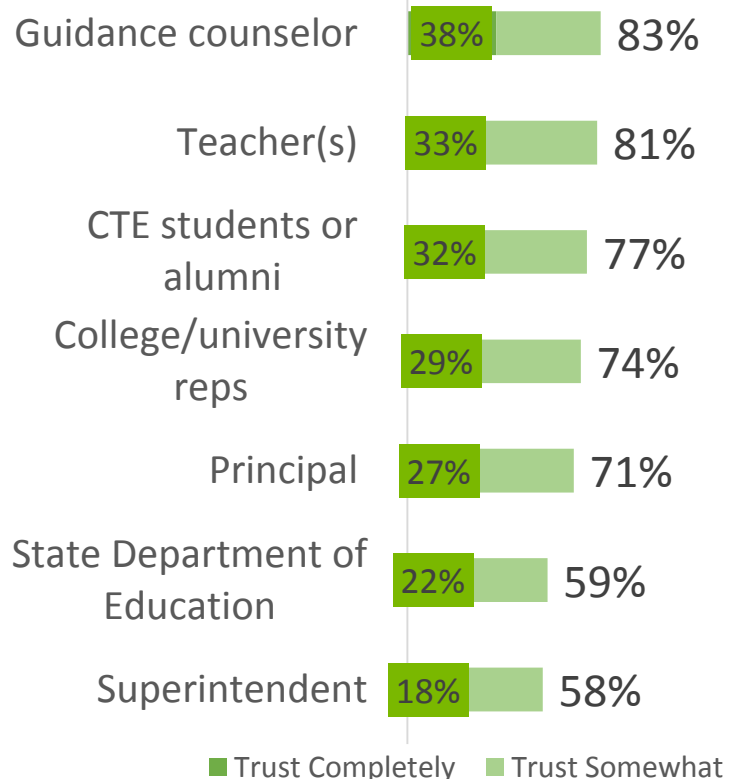
48% of prospects want to hear information about CTE from their **guidance counselor**

Educational website (46%);
Open house at CTE school /program (44%)

High school career fair (40%);
Brochure/pamphlet mailed (40%)

E-mail school/principal (23%);
A school assembly (22%);
Social media (21%)

How much do you trust each for learning more information about CTE?



Most Effective Message: Preparation for the Real World

CTE gives purpose to learning by emphasizing **real-world skills and practical knowledge.**

Students receive **hands-on training, mentoring, and internships** from employers in their community. They also learn how to develop a resume and interview for a job.

These additional tools and experiences make school **more relevant,** and **ensure students are ready** for the real world.

Language that Works

- ✓ "Real world skills" and "practical knowledge"
- ✓ "Hands-on experience" (training)
- ✓ "Mentoring"
- ✓ "Internships"
- ✓ "Explore career options and what you are passionate about"
- ✓ "Career" and "career-focused"
- ✓ "Extra advantage for both college and careers"
- ✓ "Leadership" and "confidence"



Recruitment, Retention and Communication Strategies in Career Information





Many Paths, One Future Career Awareness Day

- Invited seventh grade students from four school districts in Union County, NJ.
- Selected middle schools had at least 75% of students eligible for free or reduced lunch.
- Event open to parents and guardians throughout NJ.
- Business and industry, student/alumni and college participation.



Survey Results

- 87% response rate (242 out of 279 participants).
- Participation directly increased their level of interest in the following career fields:
 - Engineering (50%)
 - Transportation, Distribution and Logistics (40%)
 - Computer Science (38%)
 - Manufacturing (33%)



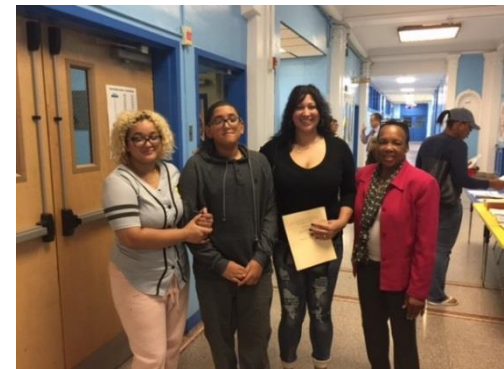
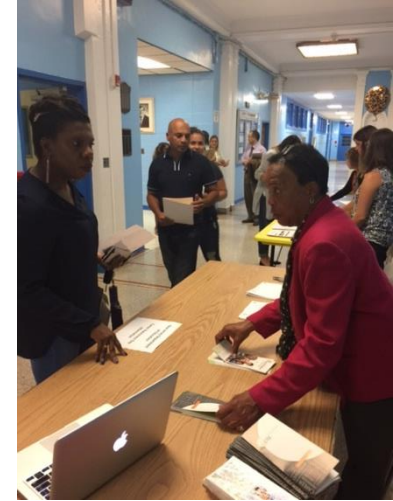
Recruitment, Retention and Communication Strategies in Family





Back-to-School Nights

- Information flyer on career pathways personalized for each middle school
- Parent survey
- Career interest survey for parents/guardians to take home and complete with the student





Recruitment, Retention and Communication Strategies in Internal/Individual





Recruitment, Retention and Communication Strategies in Societal Issues





Gain real-world skills

Network with Employers

Opportunities For Internships

Talk to your School Counselor to help guide you on your CAREER PATH

Talk to your kids to help guide them on their CAREER PATH

Hable con sus hijos para ayudar a guiarlos en la elección de su CARRERA

Giving Students a Leg Up

Career pathways give students an extra advantage for both college and career through specialized classes, mentoring, and work experience in fields where jobs are in demand – like health care, engineering and information technology. When young people develop valuable skills, make connections and build a network while they are in high school, they have an inside track to a successful career.

How Can I Best Help My Child Learn About Career Pathways?

The New Jersey Career Assistance Navigator is a free web-based guidance system designed to support lifelong career exploration and career planning. It includes detailed information on careers, colleges and universities, financial aid and more.

Please visit www.njcan.org to learn more. Anyone can use NJCAN by selecting the "NJ Resident" tab.

For More Information:

Please contact your child's school counselor to learn about available career pathways in your school district.



Career & Technical Education Delivers Real Options for Students for College and Rewarding Careers

"Why am I taking this class?" "Will I ever use this in real life?" These are questions that you may hear from your child. He or she may not understand the reasons they are taking certain courses. There are many ways to help your child make the connections and to find their true **passion**. Students in the middle grades have the opportunity to explore a variety of careers. They can learn about the many options that are available based upon their interests. During high school, students can further refine potential career goals and begin to plan and focus on academic requirements to meet that goal.

Students who take career and technical education (CTE) courses in Advanced Manufacturing, Information Technology (IT), Science, Technology, Engineering and Mathematics (STEM) and Transportation, Distribution and Logistics (TDL) will be prepared for career pathways that lead to high-wage, high-skill and high-demand careers. They will have opportunities for hands-on learning and to learn **real-world** skills. Career pathways build upon high school courses and prepare students to obtain industry-valued credentials, an associate degree, a baccalaureate degree and beyond.



The other key industry areas in New Jersey as identified by the New Jersey Department of Labor and Workforce Development are: Construction and Utilities, Financial Services, Health Care, and Leisure, Hospitality and Retail. Please visit http://wd.dol.state.nj.us/labor/lpa/pub/lmw/cluster_handout.pdf to learn more about New Jersey's key industry clusters.

What CTE Programs Are Available for My Child/Guardian?

Linden High School students can take courses in computer science, electronics, engineering, technology and STEM. Students have the opportunity to obtain industry certification through the electronics program at Linden High School.

The New Jersey Department of Education organizes CTE programs around Career Clusters® to allow students to discover their interests and their passion which leads to success in the career pathway of their choice.

Career Clusters

- Agriculture, Food & Natural Resources
- Architecture & Construction
- Arts, A/V Technology & Communications
- Business Management & Administration
- Education & Training
- Finance
- Government & Public Administration
- Health Science
- Hospitality & Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections & Security
- Manufacturing
- Marketing
- STEM
- Transportation, Distribution & Logistics



www.state.nj.us/education/cte



Las carreras y la educación técnica ofrecen opciones reales para los estudiantes en valiosas carreras y universidades

"¿Por qué estoy tomando esta clase? ¿Alguna vez usaré este conocimiento en la vida real?" Estas son preguntas que tal vez haya escuchado decir a su hijo/hija. Él o ella pueden no entender las razones por las que están tomando ciertos cursos. Existen numerosas maneras de ayudar a su hijo/a a hacer conexiones y encontrar su **verdadera pasión**.

Los estudiantes en los grados de la escuela media tienen la oportunidad de explorar una variedad de carreras. Ellos pueden aprender acerca de las numerosas opciones que se encuentran disponibles basadas en sus intereses. Durante la escuela secundaria, los estudiantes pueden clarificar sus metas de posibles carreras y centrar su atención en los requerimientos académicos para alcanzar esas metas.

Los alumnos que toman carreras de educación técnicas (CTE por sus siglas en inglés) cursos en Manufactura Avanzada, Tecnología de la Información (IT), Ciencias, Tecnología, Ingeniería y Matemáticas (STEM, por sus siglas en inglés) y Transporte, Distribución y Logística (TDL) estarán preparados para tomar caminos que los lleven a carreras de altos salarios, alto conocimiento y alta demanda. Tendrán oportunidades para aprender de la experiencia y **adquirir destrezas que se utilizan en el mundo real**. Los caminos de las carreras se construyen basados en los cursos de la escuela secundaria y preparan a los alumnos para obtener credenciales valoradas en la industria, un diploma de asociado, un grado de bachiller y más.

Las otras áreas industriales claves en Nueva Jersey, identificadas por el Departamento de Trabajo y Desarrollo de Fuerza Laboral de Nueva Jersey (New Jersey Department of Labor and Workforce Development) son: Construcción y Servicios, Servicios Financieros, Cuidado de la Salud y Esparcimiento, Hospitalidad y Ventas Minoristas. Por favor visite el sitio <http://bit.ly/1WDClusters> (documento en Inglés) para aprender más sobre este grupo de industrias claves para Nueva Jersey.

¿Dónde se ofrecen cursos CTE en Nueva Jersey?

Los programas de CTE se encuentran en escuelas secundarias tradicionales y escuelas vocacionales técnicas de los condados a lo largo de Nueva Jersey. Existen también programas de estudio de CTE donde los estudiantes pueden recibir créditos académicos universitarios mientras todavía están en la escuela secundaria.

El Departamento de Educación de Nueva Jersey organiza programas de CTE alrededor de Career Clusters® para permitir a los estudiantes descubrir sus intereses y pasión que les llevarán al éxito en el camino de la carrera de su elección.

Grupos de carreras:

- Agricultura, Alimentos y Recursos Naturales
- Arquitectura y Construcción
- Artes, Artes Visuales, Tecnología y Comunicaciones
- Administración y Dirección de Negocios
- Educación y Entrenamiento
- Finanzas
- Gobierno y Administración Pública
- Ciencias de la Salud
- Hotelería y Turismo
- Servicios Humanos
- Tecnología de la Información
- Leyes, Seguridad Pública, Correccionales y Seguridad
- Manufactura
- Mercadeo
- Ciencias, Tecnología, Ingeniería y Matemáticas (STEM)
- Transporte, Distribución y Logística



Resources

- National Alliance for Partnerships in Equity (NAPE):
www.napequity.org
- Girls who Code: <https://girlswhocode.com/>
- Society of Women Engineers: <https://careers.swe.org/>
- Advance CTE – Access and Equity: <https://careertech.org/>
- Universal Design for Learning:
www.udlcenter.org/aboutudl/whatisudl
- Multi-tiered System of Support (MTSS) & Positive Behavioral Interventions & Supports (PBIS):
www.pbis.org/school/mtss



Resources

- NJDOE Career Equity Resource Center:
www.nj.gov/education/cte/cerc
- Advance CTE – Recruit Students into CTE:
www.careertech.org/recruitmentstrategies



Questions?