

Council for Educational Change

Career Awareness Leadership Forum

Business has employment opportunities for which there is an insufficient talent supply.



Closing the Jobs/Skills Gap

Publix Super Markets Charities

is a statewide sponsor of the Council's Leadership Programs

Jobs/Skills Mismatch

“The Bureau of Labor Statistics reports that although nearly 12 million U.S. workers are unemployed; businesses report nearly four million open jobs. These jobs cannot be filled by previously displaced workers because of gaps in their skills.

There is clearly a mismatch between the education and skills that



many Americans have and what employers need. At a time when American industry is struggling to fill these open positions, it is common to say that we have a skills gap.”

The Wall Street Journal

“American economic growth is highly dependent on the quality and quantity of workers. Currently, the United States is facing a severe skilled and unskilled worker shortage that has long and short-term economic implications.”

Global Risk Insights.com

“High and persistent levels of unemployment together with job vacancies that remain unfilled are often attributed to mismatches between jobs and skills. Skills mismatches are driven by low quality education and systems, demographic change, rapid technological development, new sources of job creation and newly created forms of work organization.”

**International Labor
Organization**

Career Awareness Leadership Forum

“Automation has transformed the American factory, rendering millions of low-skilled jobs redundant. Fast-spreading technologies like robotics and 3D printing will exacerbate this trend,”

Mireya Solís, Senior Fellow at the Brookings Institute.

New skills required to secure employment have not yet been incorporated into the education curriculum. Educators must become aware of job related opportunities in order to:

- identify current skills and develop industry specific content
- explore the current workplace and simulate it in schools
- prepare students for new employment configurations and the 21st century workplace



Business and industry undergo continuous improvements and changes throughout the year.

New concepts and technologies are created and implemented, while others fade and are discarded. We need to address how we prepare our students to be ready to enter the evolving workplace when they graduate from high school. To do this, educators must interface with business.

The vehicle to achieve this is the Career Awareness Leadership Forum.

Business entities must communicate employment needs, trends, and technology to the educational community, specifically to the schools in their counties. To do this, they need an effective vehicle to enable ongoing communications.

Over the past 20 years the Council for Educational Change has effectively established more than 600 business-education partnerships in Florida through its Partnership to Advance School Success-PASS and Executive PASS programs.

Most recently, school leaders and a group of teachers from Dillard High School in Broward County visited neighboring businesses to understand the skills needed to fill employment opportunities. Another group of teachers from a school in Miami-Dade had a similar experience.

The externship experience was a reality check... Mr. Wright commented that, “It gives a different perspective regarding careers and the pursuit of a career, not everyone is going to college.”

Most importantly it’s a holistic approach, ALL the educational staff shared the experience. Understanding what future employers are looking for is instrumental in order to provide the students with skills to become employable.



Business leaders need to build relationships with school principals, who are the instructional leaders in their schools. They will become aware of, and informed about, job-related opportunities and the skills needed to meet specific industry/corporate employment needs.

- > **Principals** ensure that teachers incorporate appropriate work-related content into their subject instruction to better prepare their students
- > **Teachers** provide this content and provide realistic projects-based/work related activities for their students
- > **Students** become knowledgeable about career opportunities and practical workforce experiences

STRATEGY

CAREER AWARENESS LEADERSHIP FORUM

Based on the Council's 20 year history working with business/education partnerships, we developed a model that will bridge the business and education communities: the Career Awareness Leadership Forum.

The Forum brings together an industry (or several industries) and a school, or a group of schools, for a four session industry job/career awareness experience. Each participating school is comprised of a team. Teams include the principal, faculty members, and student(s). The team may include a junior and a senior high school student to build program capacity and sustainability.



Forum Activities Forum will:

- Create a platform where the business community can communicate at a larger scale with the educational community. It allows a representative from an industry/industries to meet with a group of school leaders to discuss employment issues, develop ideas and strategies, and work together to better prepare students to be career ready.
- Engage the business/industry representative to participate in school specific activities with principals, teachers, and students (e.g. presentations; externships for teachers; field experiences for students; internships, apprenticeships)
- Provide opportunities for teachers to align job skills with the Florida Standards
- Communicate opportunities for parents to participate in activities, to serve as liaison/support school efforts

Sustainability

School Dissemination Strategy: As a part of the assignment, team members capture and document data during the four session Forum. Teams are required to make a five - ten minute oral presentation on an Information Dissemination Plan for sharing their experience and knowledge with their fellow students at their schools.

These presentations can be creative and students are encouraged to utilize social media. The presentations can be video recorded so that they can be used as a resource for other schools.

FEEDBACK

CAREER AWARENESS LEADERSHIP FORUM

Industry/Job Awareness: Cruise/Maritime Industry

The Celebrity Career LeaderSHIP Forum provided a real-life career connection for students, opened doors of communication for teachers, and provided a framework for principals' support. Participants rated the Forum 4.87 out of 5.

The Forum was described as...
Intellectually Stimulating, Highly Informative, and Exhilarating.



“Greatly outperformed expectations.”
There was an overarching desire to have the Forum repeated with more schools and more students. A principal shared that **“all the activities generated tremendous energy and excitement; some things just can’t be created in a classroom back at the school.”**

PROTOTYPES

CAREER AWARENESS LEADERSHIP FORUM

Industry/Job Awareness: Cruise/Maritime Industry

Celebrity Career LeaderSHIP Forum

The Council for Educational Change, in partnership with Celebrity Cruise Line's CEO, developed a Career LeaderSHIP Forum to address the existing gap between the needs of the cruise industry and students' lack of awareness and skills for potential job opportunities. The goal of the Forum was to expose students from **Miami Dade County Public Schools**, along with their principals and teachers, to careers students might not hear about in a class or at a traditional job fair, including those that do not require a college degree.



Forum Sessions

Sixteen schools were selected to each create a team consisting of a principal, faculty/staff member and student(s). Under the guidance of four facilitators and driven by their Forum experiences, teams collaborated to create action plans to disseminate information about cruise industry career opportunities. Each session was designed to offer a unique perspective of career opportunities as follows:

Session I (Introduction) was conducted at the Royal Caribbean campus. The introduction by Lisa Lutoff-Perlo, President and CEO of Celebrity Cruises, made participants eager to gain knowledge about the untapped resources that existed in their backyard.

Session II (Speed Dating) Representatives of various jobs at Celebrity Cruise Line offered an overview of their positions including training needed, educational preparation.

Session III (On Board and Behind-the-Scene Tour) There were ample opportunities to interact with the captain, chief engineer, head of housekeeping, entertainment director, security personnel, and hospitality director.

Session IV (Royal Caribbean Entertainment Studios at Florida International University) provided further exploration of career pathways and a focus on careers related to entertainment and technical support for productions on ships.

FEEDBACK

CAREER AWARENESS LEADERSHIP FORUM

Industry/Job Awareness: Healthcare Industry

“The most important thing to share with colleagues at the school was the need to broaden college/career exploration options for students.” and “There are jobs out there!! We hear so much about there not being jobs for entry level students. Healthcare is an open market. I’ll be sharing with my department.”

“The keynote speaker brought to my attention amazing career opportunities to potentially pursue that don’t require an extreme amount of education (home health aide, radiological techs, etc.).”

“Overall, the Forum was an eye-opening experience for me. I expanded my knowledge base on what I thought I already knew.”



... “It’s incredible how many opportunities are available to students that like the medical field, but don’t want to spend so much time and effort towards more schooling – just amazing.”...

“Great experience (information) that I can pass on to my students.”

“The session was fantastic! The speakers were right on target and did a wonderful job of relating to the audience.” and “Eyes were opened today. Adults made statements of gratitude for being included today – highly informative.”

PROTOTYPES

CAREER AWARENESS LEADERSHIP FORUM

Industry/Job Awareness: Healthcare Industry

Health Career Awareness Leadership Forum

The Council for Educational Change, in partnership with **Hillsborough County Public Schools**, developed a Career Awareness Leadership Forum to address the existing gap between the needs of the healthcare industry and students' lack of awareness and skills for potential job opportunities. The goal of the Forum was to expose students, along with their principals and teachers, to careers that students might not hear about in a class or at a traditional job fair.

The second session introduced participants to a panel of individuals from diverse specialties and backgrounds. Presenters included a member of the Board of Directors of a hospital, a manager of human resources, a marketing specialist, a technology specialist, a director of diversity for a cancer center, and a Health Insurance Portability and Accountability Act compliance officer.



The Forum received the CAD Academy Innovation Award from the Florida Association for Career & Technical Education

After the panel's presentations, the participants had a chance to speak with panelists in small role-alike groups in a medical rotation format. Not only did each panelist bring a unique perspective to the small group discussions, Forum participants also directed the conversations in unique ways based on their roles at school.

Administrators wanted; contact information from the panelists, inquired about the possibility of visits to their schools, and discussed the challenges of managing large organizations. Teachers and counselors asked more practical questions about schooling costs, acceptance rates into programs, prerequisites, internships, and shadowing opportunities. Several teachers commented that they *"found out that an easy route into a healthcare career can be medical coding and the hospitals will fund continuing education."*

FEEDBACK

CAREER AWARENESS LEADERSHIP FORUM

Industry/Job Awareness: IT – Information Technologies

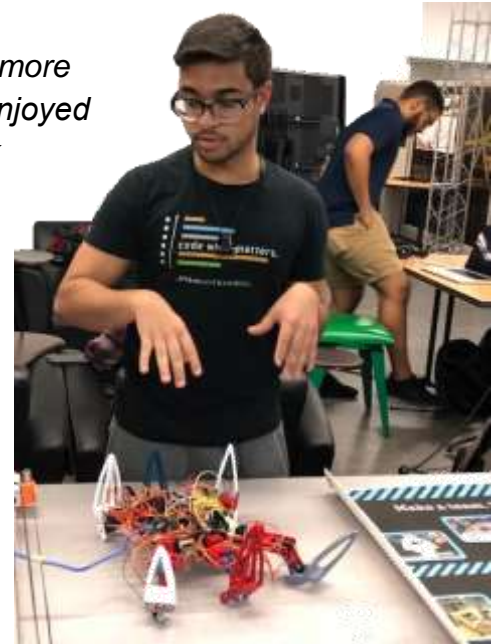
Students found “participating in a student-only group allowed for more questions that students are more comfortable asking,” and they “enjoyed the way this was with students only, because I wasn’t afraid to ask questions and I was able to get a lot more out of the experience.” They also felt that they were able “to ask more specific questions that pertained to our roles.”

“I’m more excited about IT than I originally was. Something to think about for the future.”

“I’d love to bring back information to my school on all of these fields in IT and the exciting things shaping the future and emphasizing how you can have a place in that.”

“It’s interested me personally in perhaps pursuing a career in IT.”

“It has completely changed my idea of technology by giving me insights into four new types of jobs and giving many specific details about them.”



Administrators, teachers and counselors also found the day rewarding.



“(the Forum) ... has deepened my understanding of how to provide access to students and establish partnerships for my school.”

“This experience was fantastic. I learned so much about careers in IT. I think this Forum will change the way I talk about IT careers with my students. It increased my awareness of the diversity and scope of IT jobs. It also made me more cognizant of the importance of ‘soft skills’ to employers. I plan to push this concept with students.”

“This Forum has provided me with valuable information to present to students to help them make educated decisions for careers and the future of IT and technology.”

“This has been an awesome opportunity for teachers to bring real-time information to our students...some of the ideas will be easy to implement.”

PROTOTYPES

CAREER AWARENESS LEADERSHIP FORUM

Industry/Job Awareness: IT – Information Technologies

IT Career Awareness Leadership Forum

Information technology (IT) has become intertwined into every aspect of our daily lives, from computers and microwaves, to the ever-expanding World Wide Web, social media, mobile phones and credit cards. The Council for Educational Change in partnership with **Hillsborough County Public Schools** developed the Career Awareness Leadership Forum to address the existing gap between the needs of the IT industry and students' lack of awareness and skills for potential job opportunities.

The use of artificial intelligence, cloud computing, big data, predictive analytics and business intelligence tools are creating new ways to conduct, operate, and manage businesses. According to the Bureau of Labor Statistics, employment in computer and information technology occupations is projected to grow 13 % from 2016 to 2026.



Fourteen high schools were selected to each create a team consisting of an assistant principal, faculty/staff member, and two students (one junior and one sophomore). The teams participated in four sessions. Each of the four sessions was designed to offer a unique perspective, opportunities to interact with IT professionals, and explore their individual interests in IT industry careers. Sessions were held at:

- (1) Citigroup, a global company with a broad range of financial products and services
- (2) SOFWERX a partnership between Doolittle Institute and the United States Operations Command to serve as a think tank to solve problems
- (3) University of South Florida, Marshall Center
- (4) Hillsborough County School Board.

Under the guidance of four facilitators and driven by their Forum experiences, teams collaborated to create implementation plans to disseminate information about the information technology industry, education pathways, and career opportunities at their schools.

FEEDBACK

CAREER AWARENESS LEADERSHIP FORUM

Industry/Job Awareness: Energy (Duke Energy)

The discussion of knowledge, skills, tools and techniques to execute a project from start to finish, reminded students about the “importance of intangibles,” “the need for skills like communication and time management,”



“the most meaningful thing was how everything we learn in school can be utilized in the ‘real’ world” and “this information will be helpful to consider in my future.”

One school group took a video of the demonstration and “can’t wait to go back to school and be able to share the real-world situations relating to energy.”

A facilitator shared a story of “a student from an at-risk school, who initially had no interest in an energy industry career, now says he wants to run a power plant...He spoke with Ski who told him he could begin without a college degree.”

“Most meaningful session was project management and the opportunities afforded with the position – crucial to creating, perfecting, and/or improving operations – requires communication, leadership, team working, negotiations, time management, competence, and being a big picture thinker with an eye for detail skills.”



“Project management was very appropriate for our school academies. We work with each stage of the project managing described by David. I could see how our students were able to relate.”

“David made my students realize the importance of seeing/knowing why we take our classes – they saw the relationship.”

PROTOTYPE

CAREER AWARENESS LEADERSHIP FORUM

Executive Partnership: Career Awareness Focus

Industry/Job Awareness: Automotive/Aviation Industries JM Family Enterprises and Deerfield Beach Middle School

Goal: This initiative involved having the principal, staff, and students at **Deerfield Beach Middle** look into the worlds of automotive and aviation. The goal was to provide knowledge and understanding of these industries. The result was a unit comprised of different activities that allowed a deeper understanding into JM Family Enterprises' world of business, locally and globally, with the embedded literacy.



We loved our partnership with JM Family Enterprises!!

“Our students and teachers overwhelmingly expressed their gratitude and appreciation of this experience.” Francine Baugh, Ed.S.
Principal, Deerfield Beach Middle

The most rewarding part of all of this hard work was being able to take a field trip to JM Lexus and truly witness everything we studied. It made everything connect.” (8th Grade Student)

Unit Activities...

The Jim Moran Fdn Exploration
Accountable Talk
Interview Activity/Strategy
JM Enterprise Interview

Car Features
Designing your Car
History of Cars/Lexus
Auto Industry Jobs

Job Selection
Car Buying/Selling
Car Shopping Tips
Reflections

CAREER AWARENESS LEADERSHIP FORUM

IMPACT

Career Awareness Leadership Forums' Impact

(as of March 2019)

INDUSTRIES:

- Automotive/Aviation**
- Cruise/Maritime**
- Energy**
- Healthcare**
- IT-Information Technology**

SCHOOL DISTRICTS:

- Hillsborough • Miami-Dade**
- Pinellas**



Impact 5 Forums	Direct	Indirect
Schools	49	49
School Leaders	63	227
Teachers/Counselors	50	4,520
STUDENTS	84	84,120

SUMMARY

CAREER AWARENESS LEADERSHIP FORUM

The Career Awareness Leadership Forum is a replicable model for any or several industries in school districts statewide.

This awareness of cruise line topics will translate into more meaningful lessons, project learning, and students' preparation for real world successes.” -Forum Facilitator



Hillsborough County Public Schools' Superintendent Jeffrey Eakins attended the final session and was impressed by the schools' presentations. He talked about when *“great plans come together”* and his hope that by the time students leave high school they know what their next steps are going to be.

Superintendent Eakins said that the Career Awareness Leadership Forum *“gave our students the hope for their future”* and when they walk across the stage earning a standard diploma they will know *“what's next.”* He also indicated that he would welcome future collaborations with the Council for Educational Change.

This collaborative experience, between industry/business partners and school leaders, can also result in the development of an ongoing Executive School Partnership, such as the Council's PASS[®]-Partnership to Advance School Success and Executive PASS programs.

Council for Educational Change
4205 Bonaventure Blvd, Suite 214 - Weston, FL 33332
954-727-9909

www.ChangeEducation.org