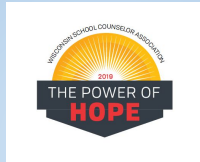


Increasing Community and Business Engagement within the ACP Process



February 7th, 2019
SECTIONAL 60
Hall of Ideas F

Eric Mueller, MS, MAE, LPC

School Counseling Program Leader | School Counselor | Academic & Career Planning Coordinator
Appleton Area School District



Who is the the room....

- School Counselor
- ACP Coordinator
- Administration
- Graduate Student
- Post Secondary Education
- Other...



Learning Targets

- Participants will learn about the positive outcomes of engaging the community in students ACP process
- Participants will see a brief history of CBL/ACP journey the AASD
- Participants will learn about strategies that the AASD have developed to further engage community businesses
- Participants will engage in discussion about strategies and best practices to further engage community business partners

Reason for Business Involvement

Fox Valley Regional Data - 1:4:25

For every job that requires a Master's degree there are 4 jobs that require a Bachelor's degree and 25 that require an Associate's degree or Certificate.
(National is 1:2:7)

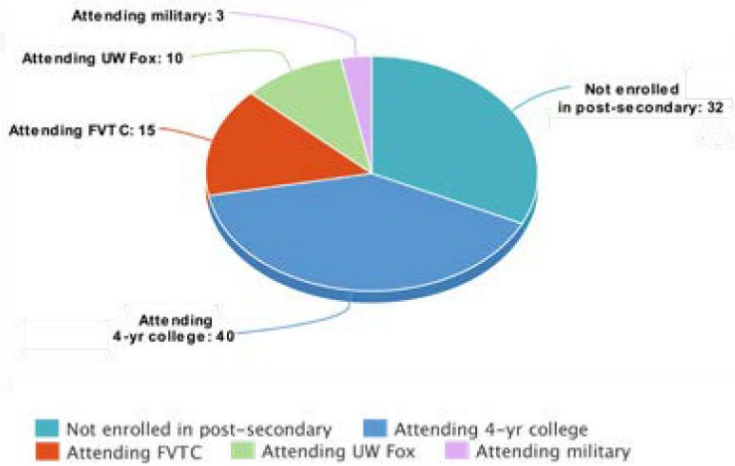
SOURCE: Fox Cities Chamber of Commerce

Recruiting and hiring is taking longer.
Here's sampling from a DHI Group, Inc. study.

Industry	Average number of working days to fill job openings		
	2008	2017	% Change
Manufacturing	21.6	30.9	+43%
Financial Services	27.6	46.2	+67%
Education	22.0	28.9	+31%
Health Services	36.4	48.3	+32%

DHI-DFH MEASURE OF NATIONAL MEAN VACANCY DURATION,
January 2001 - December 2017

AASD Student Graduate Data - 2018



REPORT OF INITIAL COLLEGE OF ENROLLMENT
(First time enrollment in a postsecondary institution after high school graduation.)
APPLETON AREA SCHOOL DISTRICT / 5500390 Date of report: 5/31/2018

Reason for Business Involvement

What does the data tell us?

- \$1.48 trillion in total U.S. student loan debt.
- 44.2 million Americans with student loan debt.
- There is still a gap between students' rising aspirations and their educational attainment (breaking the circle of poverty).
- Significant labor shortages loom globally in most major industries and services.



AASD CBL Board Goal

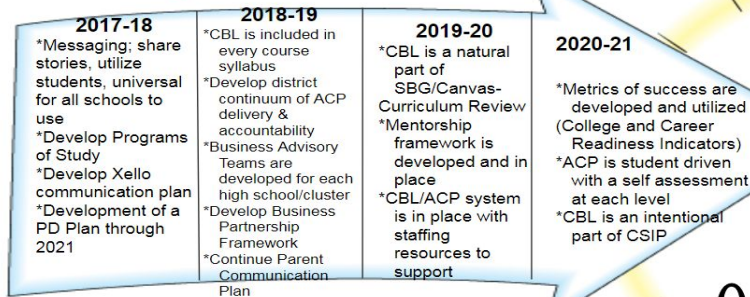
All students in the AASD will experience a dynamic Academic Career Plan. This plan evolves from PK-12 learning experiences, both in and out of school, that support career and life skills and career awareness, exploration, planning and training.

GAMEPLAN: 2018-2021 and Beyond

TEAM/RESOURCES

Members
AASD Leadership
Principals (all levels)
Teachers (All levels) Spec ED ELL
Business Leaders
Chamber of Commerce
Parents
Students
School Counselors (Elem, MS, HS)

STAGES/TASKS



PRIMARY OBJECTIVE

All students in the AASD will experience a dynamic Academic Career Plan. This plan evolves from PK-12 learning experiences, both in and out of school, that support career and life skills, career awareness, exploration, planning and training.

SUCCESS FACTORS

17-18	18-19	19-20	20-21
Students are engaging in CBL experiences	All schools 6-12 are engaged in ACP activities FTE supports the ACP Process	Communication is fluent: Businesses make the partnerships reliable to students Parents support the ACP process	Students find relevance to the ACP process. CBL learning experiences outside of the classroom are the norm for ALL students

CHALLENGES:

- FTE for sufficient staffing
- Sites at different levels of engagements
- Business response is more immediate than education

Ongoing Objectives

- Building a culture of CBL
- Classroom to Career strategy supports the ACP process
- Continual monitoring, evaluation, improvement and enhancement
- Implementation of Business Advisory Boards at all High Schools
- Implementation of Career Launch Centers
- Ongoing Communication with businesses, parents, teachers and students

2018-2019 Game Plan

- **Stages/Tasks:**
 - CBL is included in every course syllabus
 - Develop district continuum of ACP delivery and accountability
 - Business Advisory Teams developed at all high schools
 - Develop business partnership framework
 - Continue parent communication plan
- **Success Factor:**
 - All schools 6-12 are engaged in ACP activities
 - Staffing Supports the ACP Process

Classroom to Career Resources

- **Xello** – Career exploration and preparation software suite designed to help students discover the unique pathway that's right for them and each student defines and continually refines his/her interests, skills, and career aspirations into a personal portfolio.
- **Your Future Fox Cities** – website to help match students and teachers with businesses who want to provide career exploration experiences.
- **Classroom to Career portal** – up to date district information for parents, students, teachers, and business about career based learning.
- **Career Launch Studios** – interactive career exploration center in each high school
- **Launch Hour Events** – series of lunch and learn events for student at company locations.
- **Student Leadership Program** – community program designed to equip students with skills to explore future careers.
- **Youth Apprenticeship** – integrates school-based and work-based learning while students are employed by local businesses
- **Business Advisory Boards** – Business advisors from a wide range of Business are recruited to help guide the various classroom to career activities.



c2connecteast@
aasd.k12.wi.us

	Monthly Focus Topic	Local Company Involvement
Oct	Skilled & Technical - STEM	<ul style="list-style-type: none">Great Northern Corporation
Nov	Health Sciences	<ul style="list-style-type: none">CatalpaSchool Nurse/Athletic TrainerPediatrician at Ascension
Dec	Arts, Communications & IT	<ul style="list-style-type: none">SkylineWomen in TechnologyThrivent Financial
Jan	Culinary, Hospitality and Natural Resources	<ul style="list-style-type: none">FVTC (Chef Jeff)
Feb	Skilled & Technical - STEM	<ul style="list-style-type: none">McMahon
Mar	Human Services & Education	<ul style="list-style-type: none">City of Appleton
Apr	Business, Marketing, & Entrepreneurship	<ul style="list-style-type: none">Thrivent Financial
May	Health Sciences	<ul style="list-style-type: none">TBD

What is the Launch Studio?!?

The Launch Studio will aim to strengthen opportunities for students to connect with local businesses, to raise awareness and to prepare them for their future careers.



Career Launch Studio

Ribbon Cutting October, 2018



Launch Studio Ribbon Cutting



Engaging today's students for
tomorrow's workplace.

LAUNCH STUDIO
Connecting Community and Careers

Launch Studio Upcoming December Events:

- These professionals will be talking about their career & industry experiences and also will answer questions you may have.
- Please sign up for these events in FlexiSched under "Launch Studio". The Launch Studio is located in the LMC.

For students interested in learning more about IT:

Tuesday, Dec. 18th
Flex Time
9:24-10:03 am

Roy Smith, Senior IT Architect at Thrivent Financial



For students interested in learning more about Communications:

Wednesday, Dec. 19th
Flex Time
9:24-10:03 am

Devi Shastri, Education Watchdog Reporter and Danny Damiani, Photojournalist at the Post Crescent




Launch Studio Promo

Finding the RIGHT students!

Xello assessment data

Establishing the WHY.....

- Teachers
- Adults
- Mentors
- Etc.

Business Advisory Teams

- Maintaining a dynamic relationship with the business community is vital to the success of Classroom to Career initiatives.
- A close working relationship will assure the real world of work is brought into the classroom and the career exploration and planning of students. AASD has established business advisory boards to help connect the classroom to the workplace.
- **Senior Business Advisory Board**
 - The purpose of the Senior Business Advisory Board is to support and monitor the career based learning Board of Education goal, strategize and prioritize site opportunities/problems/concerns. The Board provides business-focused leadership by bringing new ideas into district level discussions to support the career-based learning goals.
- **East High School Business Advisory Board**
 - The East High School Business Advisory Board meets monthly to plan Classroom to Career engagement activities for teachers and students at East. Activities can occur at East's campus or in local business settings.
- **North High School Business Advisory Board & West High School Business Advisory Board**

LAUNCH

Career Exploration for Students

- LAUNCH Hour was developed out of the East Business Advisory Team and WSMT
- Connecting our students with our local businesses
- <https://www.launchhour.org>



Feb.

Skilled & Technical - STEM

McMAHON
ENGINEERS ARCHITECTS

McMAHON
Engineering & Architecture
February 6th 9:30-2:30 PM
Transportation will be provided
Registration Deadline: 1.22.19
www.mcmahon.com

SCHNEIDER

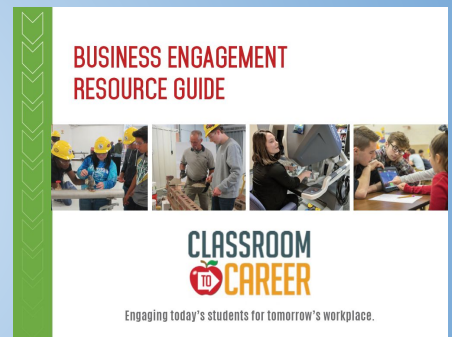
Schneider
Transportation, Logistics & IT
February 26th 10-1 PM
Transportation will be provided
Registration Deadline: 2.12.19
www.schneider.com

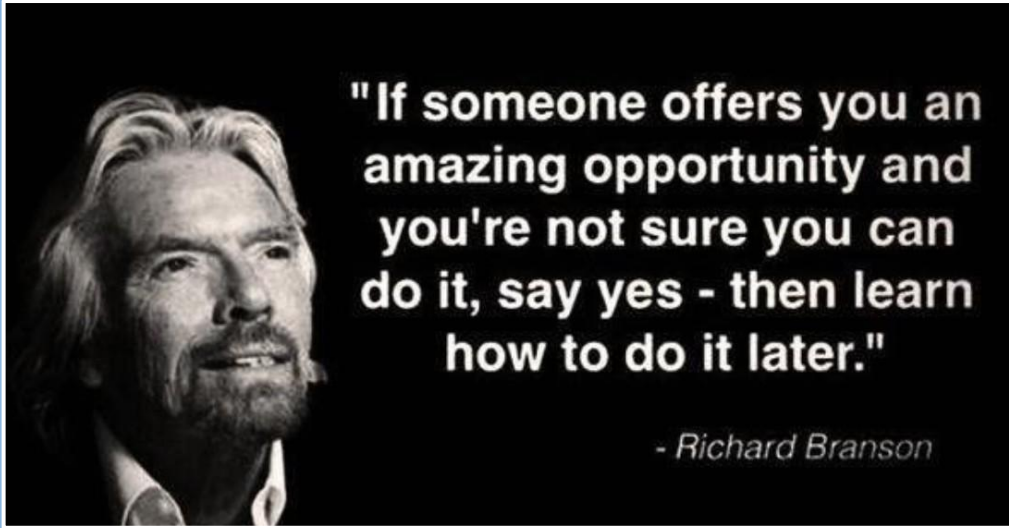
Willems Student Marketing Team



AASD Business Engagement Guide

- **Draft** Status
- AASD > Classroom to Career > Business Engagement
- Click to [Access](#) draft doc
- AASD Business Involvement Guide:
<https://drive.google.com/open?id=0B0619ssiJXgxVzRJMxFFZmtjUXc>





Questions




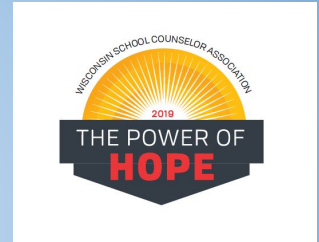
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 <http://east.aasd.k12.wi.us/counseling>

 @Emueller6



Presentation material available:

<https://www.wscaweb.org/conferences/2019-annual-conference/handouts/>