

Career Pathways Easy Start Guide

**Produced by the
Southwest Oklahoma Impact Coalition
In partnership with
the Oklahoma Department of Commerce,
Duncan Public Schools
and
Duncan Area
Economic Development Foundation**

August 2013

Career Pathways—*Education with a Purpose*



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This document has been produced by the Southwest Oklahoma Impact Coalition through a partnership with the Oklahoma Department of Commerce, the Duncan Public Schools and Duncan Area Economic Development Foundation.

It is intended simply as a guide for other communities and organizations who wish to replicate similar programs within their own communities. It is by no means a finished product, rather a guide for getting started. For more information about the program or assistance in program implementation, please contact the Southwest Oklahoma Impact Coalition at (405) 574-1368.

Career Pathways—*Education with a Purpose*

A Little History

The Southwest Oklahoma Impact Coalition (SOIC) is a 20-county regional economic development entity formed by the five colleges, six career technology centers and two economic development councils in 2005.

In 2009, the group concluded a multi-year major task of conducting in-depth personal interviews with nearly 600 businesses and industries in the southwest region of the state utilizing a tool that allowed all the collected data to be aggregated into one information profile. This data was then examined to determine and prioritize major barriers and obstacles to growth and expansion for the purpose of developing a work plan to address these growth-confining issues. Sectors interviewed included manufacturers, service industries, wholesale and retail trade, raw materials production, utilities, convention and tourism and construction. Virtually every type and size of business was interviewed.

“...Oklahoma has pockets of excellence, but no systemic effort that connects career exploration, career guidance and counseling, mentoring career pathways and related programs to the skills and credentials that are needed by business.”

The outcome of these surveys was that —across the board— business and industry owners identified the *lack of skilled and trained workers* as the Number One barrier to growth in their particular sector. Due to the economic downturn that occurred, in 2010 SOIC conducted focus groups with the manufacturing, health care and energy sectors to validate that the concern still existed. It did.

Based on these outcomes, SOIC refined its work plan to focus on only one issue— *Improving, impacting and connecting Oklahoma’s education systems by championing the support and alignment of education to promote business growth and job creation, giving Oklahoma a strategic, sustainable advantage.*

But there’s more.

In 2011, Governor Fallin’s Task Force on Economic Development and Job Creation, found that while “Oklahoma has pockets of excellence, but no systemic effort that connects career exploration, career guidance and counseling, mentoring career pathways and related programs to the skills and credentials that are needed by business.”

In April 2012, 61 percent of the Oklahoma executives responding to the Fallinfor-Business.com survey indicated that the availability of skilled labor was “fair or poor.” Certainly this concern has not diminished and, in fact, according to the businesses surveyed, the need for skilled workers is on the rise. Enough surveys... Let’s just begin the work of addressing the issue of creating a pipeline of skilled workers for Oklahoma’s business and industry.

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What is the purpose of this Easy Start Guide?

Just as there are multiple definitions of the term Career Pathway, there are just as many documents that explain the process by which a community or state initiative can begin the process of better educating and training its citizens for a life-sustaining occupation. Unfortunately, the majority of these documents are difficult to read and understand. It is very hard, if not impossible, to figure out how to begin; thus we have endeavored to create a step-by-step practical guide, minus the rhetoric and expanded language, for the work that has been initiated in the Duncan community. As every community is unique and has their own special set of circumstances and resources, the plan or course of action will differ.

In the case of the Duncan pilot, we just began. This Guide will walk you through our experience.

There are many entry points on the plotted line where a community or state could begin this work; however in Duncan we chose to launch the initiative with the secondary school system. It is critical that public school administrators and school boards understand the concept and the outcomes that could occur with proper implementation. It is not a “one way” and “only way” approach. Each community is different and we believe that a local or regional approach is the most effective and efficient way to tackle workforce issues long term.

This Guide is nothing more than a documentation of the steps that we have taken to-date. We believe that if more of our Oklahoma communities will just replicate these initial steps, then together we will find the way to get to the next level through our own ingenuity and by collaborating and sharing best practices with each other.

There are many resources available online to provide additional information about Career Pathways initiatives in other regions of the United States. A few are listed below:

Career Pathways Toolkit 2011 www.workforceinfodb.org/PDF/CareerPathwaysToolkit2011.pdf

The Competency Model Clearinghouse: Build Competency Models, Ladders, and Lattices www.careeronestop.org/competencymodel/CareerPathway/CPWOverview.aspx

The Career Pathways How To Guide 2006
www.workforcestrategy.org/images/pdfs/publications/WSC_howto_10.16.06.pdf

What it means to be Career Ready 2012 www.careerreadynow.org/docs/CRPC_4pager.pdf

Examples of Foundational Competencies
careeronestop.org/competencymodel/pyramid.aspx?hg=Y

Click on the PDF document for the Building Blocks Competency Model

Career Pathways—*Education with a Purpose*

What is a Career Pathway?

One can research the term *Career Pathways* to better understand the meaning of the expression until exhaustion sets in. As mentioned, there is a great deal of information available on the Internet from sites such as Wikipedia, the United States Department of Education and the United States Department of Labor. Definitions on these sites will vary, but overall everyone seems to agree on the basic concept and definition.

Simply stated, a Career Pathway

...is a framework for connecting a series of educational programs with integrated work experiences and supportive services thereby enabling *students and workers* to complete school and work and advance over time to better jobs and higher levels of education and training.

...is a systemic approach that ensures a pipeline of appropriately skilled and credentialed workers ready and available for Oklahoma businesses to hire.

...targets jobs in industries of importance to local economies.

...involves a great deal of career education. Some experts even suggest tying career education to subject matter as early as the five and six year old level.

Most importantly, a Career Pathway

...is NOT a program, but a systemic framework for a new way of doing business in our high schools, colleges and communities.

The U.S. Department of Labor, Employment and Training Administration, has produced a document* that states that Career pathway programs feature the following characteristics:

- 1) Sector Strategy
- 2) Stackable Education/Training Options
- 3) Contextualized Learning
- 4) Integrated Education & Training
- 5) Industry-Recognized Credentials
- 6) Multiple Entry & Exit Points
- 7) Intensive Wrap-Around Services
- 8) Designed for Working Learners

*Learn more at <http://www.workforceinfodb.org/PDF/CareerPathwaysToolkit2011.pdf>

Career Pathways Definitions, continued:

The Governor’s Council for Workforce and Economic Development has adopted the following definitions for the development of a statewide Career Pathways initiative:

Career Pathways Definition

The term “career pathways programs” means a clear sequence of employer validated education coursework and/or training credentials and certifications that include the following components:

- **Are aligned with the skill needs of industries important to local, regional, or state economies** in which they are located, and reflect the active engagement of employers in targeted **ecosystems** regarding the skill requirements for employment or career progression in high demand occupations.
- **Include the full range of secondary, adult education, and postsecondary education options, including registered apprenticeship, with a non-duplicative progression of courses clearly articulated from one level of instruction to the next**, with opportunities to earn postsecondary credits and lead to industry-recognized [and/or] postsecondary credentials.
- **Include curriculum and instruction strategies that make work a central context for learning** (contextual learning) and help students attain work readiness skills.
- **Include, as appropriate for the individual, integrated education and training that combine occupational skills training with adult education services, give credit for prior learning, and adopt other strategies that accelerate the educational and career advancement of the participant.**
- **Lead to the attainment of an industry-recognized degree or credential**, which may include stackable credentials of value in the labor market and that articulate progressively to higher-level credentials or degrees.
- **Help a worker enter or advance within a specific sector or occupational field**, regardless of their skills at the point of entry.
- **Include academic and career counseling, wrap-around support services particularly at points of transition**, and support the development of an individual career plan.
- **Are organized to meet the particular needs of adults, including childcare, accommodating work schedules with flexible and non-semester based scheduling, alternative class times and locations, accessible learning formats, and the innovative use of technology.**
- **Have the goal of increasing an individual’s educational and skills attainment and employment outcomes.**

Career Pathways—*Education with a Purpose*

Getting Started—STEP ONE

Identify the Convener & Build a Diverse Partnership

Establish an umbrella organization (the convener) that will be the chief champion of the Career Pathways initiative, if one does not exist already. In the case of the Duncan pilot, SOIC provided the framework for these efforts; however, a regional organization is normally an unlikely candidate for this purpose since its wider geographical boundaries might prevent such a local community focus.

An existing Chamber of Commerce or Economic Development entity could certainly satisfy this requirement; however, the exact form and nature of the organization depends entirely on the community and the local setting. To ensure success, the organization's efforts should:

- Emphasize community involvement;
- Obtain support of local elected officials;
- Recognize successful efforts;
- Be focused on the ongoing program; and
- Assist in mobilizing resources;
- Document the work being accomplished.

“Career Pathways is NOT intended to displace or discourage individuals from seeking higher education degrees nor is it intended to route those who prefer vocational training into a college path.”

Action Item: Form a Career Pathways Team.

Identify individuals in your community who are committed to community and economic development and who have the political wherewithal to gain local community support. Involve community business and industry leaders as well as members of the workforce development sector who are likely to validate their ongoing need for skilled workers. Representatives of the local school system(s) and individuals from the private sector must be included in this planning group.

Action Item: Carefully select a spokesperson or co-chairs for your group. Implementing a comprehensive Career Pathways initiative cannot be a grassroots approach. The planning group must include the “buy-in” of the key people who are in positions of authority in their respective organizations, both public and private.

Action Item: Make sure all partners understand the big picture. Career Pathways is NOT intended to displace or discourage individuals from seeking higher education degrees nor is it intended to route those who prefer vocational training into a college path. Rather, *Career Pathways is intended to provide information and guidance to young people or incumbent workers about various careers available to them so they can make intelligent, informed decisions.*

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Getting Started—STEP TWO

Create Community Awareness

Launch the Initiative Publicly

Once you have decided to develop a Career Pathways initiative in your community, plan a Kick-off Event. This could be anything from a breakfast or dinner event or a full-blown town meeting. Send invitations to your local business and industry owners, local media, educators, elected officials.

This community event can also provide an educational component rather than just an announcement of the initiative's undertaking. There are people within the State of Oklahoma who are well versed on Career Pathways who will be willing to come and talk to your group. There are also individuals from other states who are available to speak about their own programs and experiences. We have found that there are “pockets of excellence” already throughout the State of Oklahoma. These organizations and entities are willing to share their experiences with you so you don't have to recreate the wheel each time.

Keep the media informed throughout the entire process as over time it is important that the public be made aware of the progress being made.

Develop a Career Pathways PowerPoint presentation that can be used to educate parents, educators, community leaders, business and industry leaders, and the public-at-large. Use this PowerPoint at your public launch where you will be recruiting additional partners. Here's what should be included in your presentation:

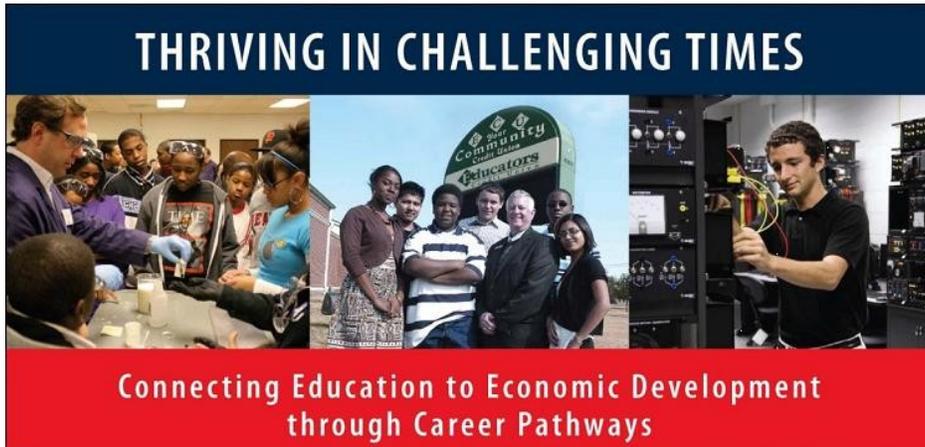
- ✓ Clear explanation of the Career Pathways concept
- ✓ Why Career Pathways is important to your community, i.e. What is the Return on Investment?
- ✓ Purpose of your local initiative
- ✓ Current partners involved
- ✓ Data about your local demographics, graduation rates, employment statistics, etc.
- ✓ Scenario of a partnership in operation (with actual examples)
- ✓ Invitations to employers to participate in creating and supporting the plan

A copy of the “Save the Date” card, letter of invitation, and agenda used for the Kick-off event in the Duncan pilot follows this page.

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What: Save the Date Card for Community Launch

Sponsored by: The Southwest Oklahoma Impact Coalition (The Convener)



Save the Date: August 8, 2012
Simmons Center, Duncan, Oklahoma

The Southwest Oklahoma Impact Coalition, Duncan Public Schools, Duncan Chamber of Commerce and Duncan Area Economic Development Authority wish to invite you to a special event to launch Oklahoma's first Career Pathways pilot project.

Watch for additional information and your formal invitation to participate in the event.

*A career pathway is not a program,
but a systemic framework for a new
way of doing business in our
schools, colleges and communities.*



Career Pathways—*Education with a Purpose*

What: Invitation to Community Leaders for Community Launch

Sponsored by: The Southwest Oklahoma Impact Coalition (The Convener)

Southwest Oklahoma Impact Coalition



Dear Mr. Smith:

Did you know that the State's first Career Pathways program is being piloted in the Duncan Public School system this fall?

Career Pathways?

While some call it "Learning for Jobs" or "Education with a Purpose," simply stated, Career Pathways is a comprehensive approach to providing students and incumbent workers the knowledge they need to choose and train for a career. Career Pathways has been launched in several states across the nation, but Duncan is the first community in Oklahoma to begin the process of developing meaningful career education and training as a part of the much talked about 'school reform'. Clearly, Duncan's education leaders recognize that a broader vision of school reform that incorporates multiple pathways to carry our young people from high school to adulthood is needed.

We are inviting you to attend because of your interest in workforce development.

With the involvement of business and community leaders, we can build a pathways system in Duncan to ensure that our young people have the means to become economically sufficient and, at the same time, meet the workforce needs of business and industry. It truly is win-win.

Your presence is requested at the public launch of the Duncan Project on Wednesday, August 8th at the Duncan Region Career Pathways Education and Workforce Summit. The event will begin at 9 am. at the Simmons Center. As a part of the day's agenda, a representative of the Virginia Department of Education will be presenting the strategies that have been so successful in Virginia. Lunch will be provided.

You may RSVP your participation via email to <mailto:mfeaver@soiconline.org> or you may simply call 405-574-1368 and leave your RSVP on voicemail. You may also direct further questions to Lyle Roggow at the Duncan Area Economic Development Foundation, Chris Deal at the Duncan Chamber of Commerce or Dr. Sherry Labyer at Duncan Public Schools.

Sincerely,

Marilyn Feaver
Executive Director

P.S. On behalf of the Southwest Oklahoma Impact Coalition – a voluntary regional organization of colleges, universities, career techs and economic development entities and professionals and now the Duncan Public Schools – we want you to know that this effort is a true partnership. Your involvement will be key to the success of the Duncan Career Pathways Project.

Career Pathways—*Education with a Purpose*

What: Agenda for Community Launch

Sponsored by: The Southwest Oklahoma Impact Coalition (The Convener)

Connecting Education to Economic Development through Career Pathways

Duncan Region Career Pathways Education & Workforce Summit

Wednesday, August 8, 2012
Simmons Center, 800 Chisholm Trail Parkway
Duncan, Oklahoma



“A career pathway is not a program, but a systemic framework for a new way of doing business in our schools, colleges and communities.”

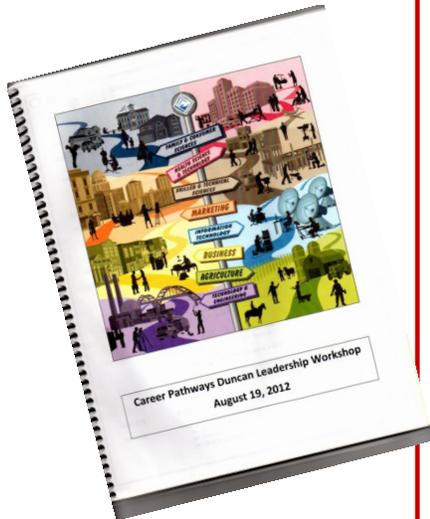
- | | |
|--------------------|---|
| 8:30 – 9:00 a.m. | Registration |
| 9:00 – 9:20 a.m. | Welcoming Remarks, Marilyn Feaver, Executive Director, Southwest Oklahoma Impact Coalition – The Problem: <i>“The Challenge Before Us”</i> |
| 9:20 – 9:40 a.m. | <i>Career Pathways in Southwest Oklahoma, “Beyond Let’s Get Started”</i> - Clark Southard, Southwest Oklahoma Impact Coalition |
| 9:40 – 10:00 a.m. | Duncan’s Unique Opportunity, Dr. Sherry Labyer, Superintendent, Duncan Public Schools – The Opportunity: <i>“Where We’re Missing the Boat - A Local Vision for School Reform”</i> |
| 10:00 – 10:15 a.m. | BREAK |
| 10:15 – 10:30 a.m. | Career Pathways, Vikki Dearing, Director, Employer Workforce Services, Oklahoma Department of Commerce – The Solution: <i>“Oklahoma’s Vision for Solving the Workforce/Education Conundrum”</i> |
| 10:30 – 11:30 a.m. | Elements of Success: <i>Spotlight on Virginia’s Career Pathways Program</i>
Joseph Wharff, Career Connections Specialist, Virginia Department of Education |
| 11:30 – 12:30 p.m. | LUNCH |
| 1:00 – 3:00 p.m. | Interactive Session – Discussion of Next Steps/Common Questions
Dr. Belinda McCharen, Francis Tuttle Endowed Chair for Occupational Education Studies, Oklahoma State University and Joseph Wharff |



Career Pathways—*Education with a Purpose*

Getting Started—STEP THREE

Train Your Counseling and Coaching Services



“It is important to emphasize that Career Pathways is not a single year initiative or program. It is a new way of thinking; a culture of learning with real application.”

CORD <small>Leading Change in Education</small>		CAREER PATHWAYS – A SUPPORT SYSTEM FOR STUDENT SUCCESS August 9, 2012 – Duncan, OK	
AGENDA			
9:00 - 9:10	Welcome		
9:10 – 9:40	Introductions		
	➤ Icebreaker		
9:40 - 10:30	Career Pathways 101 Review		
	➤ Why Career Pathways?		
	➤ Career Clusters, the Foundation		
	➤ America's Economy Depends On It (Global Competitiveness)		
10:30 – 10:35	BREAK		
10:35 – 12:00	Let's Get Local		
	➤ What's going on in Oklahoma....Duncan?		
	➤ SOIC Industry Assessment Review – <i>Will Johnson</i>		
	➤ Table Activity		
	➤ Action Planning		
12:00 - 1:00	LUNCH		
1:00 - 2:00	Engaging Other Stakeholders in Supporting Counseling Efforts in a Career Pathways System. – Building the Team		
	➤ Elementary, Middle, High School, and Post-secondary		
	➤ MS/HS Career & Technical Education and Academic Teachers		
	➤ Administrators		
	➤ Business/Industry partners (Advisory boards)		
	➤ Parents & students		
	➤ Workforce boards & chambers of commerce		
	➤ Role of Advisory Boards		
2:00 - 2:30	Comprehensive Guidance and Career Pathways		
	➤ A local review - revise and/or develop		
	➤ Best Practices		
	➤ Career Development lesson plans, activities, & procedures		
2:30 - 3:00	Counseling Tools & Resources to Support a Career Pathways System		
	➤ Local/State resources for counselors		
	➤ Other resources		
3:00 - 3:05	BREAK		
3:05-4:00	Wrap-Up/Next Steps/Evaluations		
	➤ Action Plan Revisit		
	➤ Evaluation		
	➤ Closing remarks/follow up		

Training for the counselors was provided by The Center for Occupational Research and Development (CORD) located in Waco, Texas. CORD is a national nonprofit organization dedicated to leading change in education. Since 1979, the company has created educational tools and innovative programs to empower faculty and prepare students for greater success in careers and higher education. More information about the company and its services can be found on their website at www.cord.org

Career Pathways—*Education with a Purpose*

Getting Started—STEP FOUR

Engage Your Education Community

The work undertaken by Duncan ISD, the pilot community, is but one component of a comprehensive plan where every partner — Public Schools, Higher Education, Career Tech, local government and the business community — works in concert toward one goal:

Workforce Development.

It should also be noted that the tasks and activities listed are what has been done locally in this specific school district. Every community has its own resources and needs; but, ultimately, someone has to be the convener, the leader who starts the conversation.

In the pilot community, the school superintendent was in the right place at the right time with the right commitment and the right mix of people in the room. The question of “what if we could bring a multitude of resources to bear on one community at one time?” led to a quintet of highly engaged, action-oriented partners and, thus, the pilot was born.

The first action item for Duncan ISD was to develop a scope of work in support of its Goal:

Every student will create an awareness of their personal strengths, challenges and opportunities toward the creation of an action plan/career pathways through an intentional process of instruction and guidance prior to high school graduation.

Action Step #1. Professional Development

A. All school counselors achieved Career Pathways certification provided by the Center for Occupational Research and Development (CORD). This is likely the most important step in achieving the goal. Few school counselors have any career counseling training. It is not part of the degree/certification process in Oklahoma.

B. All counselors and some other school leaders were trained to use the Oklahoma Career Information System (OKCIS). OKCIS is an interactive database provided at a minimal cost by the Oklahoma State Department of Career Education. Frankly, it is so affordable there is no excuse for not making it available to our students. Students from grades six through adults can build a career pathway plan, research jobs and education/training needed to prepare for a selected job. In addition to information about jobs and careers, this site includes an interest inventory, IDEAS.

C. The district set aside a day for whole staff training to reinforce the district Career Pathways Goal.

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Getting Started—STEP FOUR, continued:

Engage Your Education Community

Action Step #2. Set District-Wide Expectations, Assign Responsibilities and Evaluate

The State of Oklahoma has set the expectation that Oklahoma schools will implement the Common Core State Standards. The leadership team of Duncan Schools recognized that relating curriculum to the world of work is key to the implementation of the Common Core. In the business and industry surveys and focus group sessions conducted by CORD, employers stated emphatically that they need employees who can think, reason, support a position, write and communicate: **Common Core = Career Pathways**. It makes perfect sense that the school leadership team agreed to set the following expectations:

- Teachers will make logical connections between existing content and careers as often as reasonable. There is *no cost* associated with this action.
- Each site will have a designated teacher to lead the discussion about Career Pathways at every staff meeting. This required a minimal district-funded stipend.
- All sites will host a career pathways event to engage the community in the process and to celebrate what students have learned. There is *no cost* associated with these events.
- Site administrators added observing career connections to the Teacher-Leader Effectiveness evaluation model. There is *no cost* associated with this action step.

In addition to district-wide expectations, each level added or enhanced existing career related activities to support the Career Pathways initiative.

On the Elementary Level

Starbase 2.0 Fifth grade students participate in five days of STEM Careers curriculum at Fort Sill in Lawton.

- Conservation Day Fourth Grade students attend a one-day event organized and sponsored by Halliburton Services.
- Health Fair Third Grade students attend an event that focuses on healthy living and careers in the medical field sponsored by Duncan Regional Hospital.

On the Middle School Level

- Counselors introduce students and parents to OKCIS where the process to build a planning portfolio will begin based on information gathered from assessment data utilized from the ACT assessments ENGAGE, IDEAS, Work Keys and PLAN.

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Getting Started—STEP FOUR, continued:

Engage Your Education Community

- All certified staff tour local manufacturers to learn how their content is applied in the workplace. In Duncan, the cost is minimal and was offset by the local economic development entity.
- Engineering Contest is made available for Eighth Grade students through a partnership with the Duncan Area Economic Development Foundation.
- Sixth through Eighth Grade Project Lead the Way STEM curriculum was acquired.
- Team teaching—Vocational (FACS) and Math teachers make connections between careers and math content by team teaching.

On the High School Level

- Counselors will continue to work with students and parents on the development of a career planning portfolio on OKCIS based on assessment data (ENGAGE, IDEAS, Work Keys and the PLAN).
- Project Lead the Way (2014) STEM curriculum is enhanced for 9th Grade Students creating seamless coursework.
- Project Lead the Way Bio-Med and Pre-Engineering provided by Red River Career Technology Center for 11th and 12th Grade students.
- Engineering Competition is available for these students in a partnership with Duncan Area Economic Development Foundation.
- Elective Career Class is offered and supported in part with Carl Perkins funds.
- Graduation Planner via the District’s Student Information System, Infinite Campus.
- Transition activities are made available for Special Needs students.

“A Career Pathways initiative costs very little monetarily but rather is an investment of time from caring, committed adults.”

A crucial step for schools to begin their own Career Pathways journey is to realize that it is not a program but rather an initiative that stakeholders should embrace. The initiative requires “human capital” where educators, counselors, business partners and community members understand the importance of investing in young people and helping them make the connection between their school experience and their career choice. A Career Pathways initiative costs very little monetarily but rather is an investment of time from caring, committed adults.

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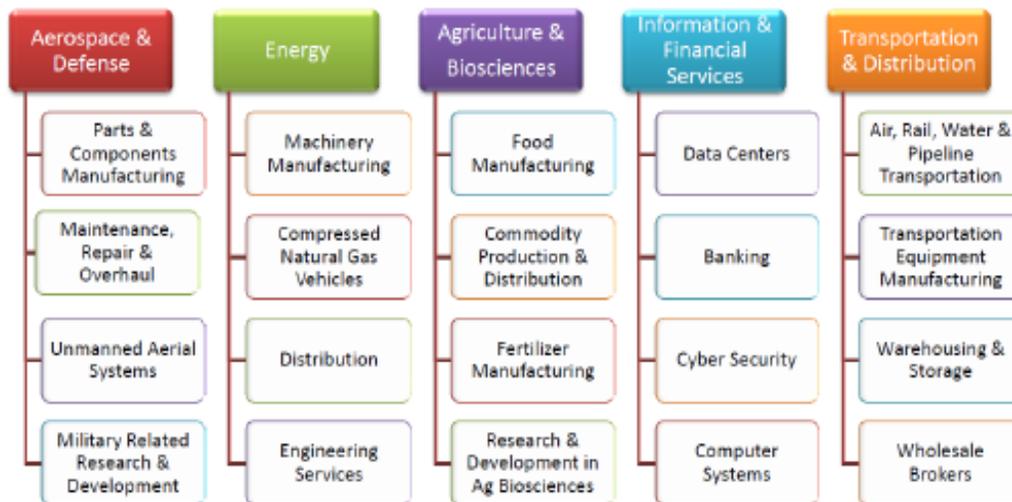
Getting Started—STEP FIVE

Identify the Targeted Industry Sectors in Your Region

Every community should know and understand what drives their local economy and employment base. Is it manufacturing, energy, agriculture? Well, it could be all three and more. The Oklahoma Department of Commerce has identified groups of wealth generating industries for business retention, expansion and recruitment in order to assist economic development efforts across the state. Five state level ecosystems have been identified and there are over 200 individual industries included among these systems. The following is simply an example to demonstrate a diversity of activities.

This is where the jobs of today and tomorrow are in the State of Oklahoma.

Ecosystems



Steps to Local Planning

- Identify Ecosystems and Industry Sectors within the Ecosystem in your community and region. (Regional ecosystems are now available for your region.)
- Create partnerships in the sectors identified in your community to identify workforce needs.
- Create, design/redesign education and workforce programs to create successful career paths for your constituencies.

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Getting Started—STEP SIX

Drive Business and Industry Involvement

Bottom line: Business and Industry locates in communities where they will be successful and that success hinges on the availability of skilled workers.

In Oklahoma, we have always touted the quality and abundant availability of our workforce; however, our economic development entities now struggle to validate both of these points. It is no longer sufficient to say “build it and they will come.” Both existing and prospective employers want to know specifically where these workers will originate and what skill sets they possess. The longtime economic development practice of conducting surveys and interviews with the business community has resulted in a mutual understanding that there is a clear lack of skilled and available employees.

In the pilot community, as well as the majority of Oklahoma’s counties, energy is dominant in the ecosystem, primarily in oil and gas service and manufacturing. Manufacturing has the highest multiplier effect of any sector as \$1.48 is added to the economy for every \$1.00 spent in manufacturing, and thus the focus on this particular sector in the pilot.

One of the most prevalent industry needs is workforce. In recent years, while recovering from the national recession, many places in the U.S. had high unemployment or joblessness. The bounce-back in Oklahoma has occurred more quickly than the national average and brought forth available jobs in our state’s ecosystems; however, skilled workers are still in short supply. As an example, businesses in the manufacturing sector cannot bid on available projects when there are not enough welders, machinists, assemblers, electronic technicians, engineers, and other workers. Many employee recruitment techniques to include search engine optimization and Facebook job pages have been used, but without much success. The solution, of course, is to grow our own workforce but we must act now to address this problem if our state is to be competitive both nationally and globally. So how can employers help? Keep these tips in mind as you begin to build your own local Career Pathways initiative.

- A successful Career Pathways **MUST** be employer-driven. This requires active engagement from inception through implementation.
- Be sure to have your business community present at the community launch or public forum to announce your initiative.
- Employers can play an important role in program curriculum design and instruction.
- Just ask. Employers will oftentimes volunteer to help offset program expense and will open their facilities to both students and teachers.
- The business community can provide vocational training, internships, apprenticeships and jobs.

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Getting Started—STEP SIX

Drive Business and Industry Involvement, continued:

The Ecosystems analysis will help communities focus on which sectors to focus on initially. The sectors of manufacturing, healthcare and energy were chosen in the pilot project prior to the commencement of the Ecosystems analysis conducted by the Oklahoma Department of Commerce. To-date, work has only been accomplished in the manufacturing sector; however, we recognize that manufacturing affects almost all other industry sectors. Each community will be different; utilize the economic development professional's expertise in your area.

In order to provide sustainability, the local economic development organization should act as the liaison between business and education as it is their role to develop and execute job creation programs by emphasizing strengths and identifying and addressing weaknesses in their city. In the pilot community, the Duncan Area Economic Development Foundation stepped up to coordinate and facilitate this relationship.

It is imperative that key employers be identified from the growing sectors and industries and that they be convinced and committed to the Career Pathways process. Here's what you can say to them to gain that commitment:

- *We need your help in vetting the set of skills needed for high demand occupations within your particular industry sector.*
- *The workforce system in our community will help meet your specific needs, but we need your assistance in determining what those skill gaps are in the occupations in which you need employees.*
- *Help us design the career ladder that will encourage young people and other incumbent workers to be interested in working for your company.*
- *Young people struggle to make the connection between education and a real job. You can help clarify that connection by becoming involved in developing the Career Pathways relevant to your industry.*
- *Opening the doors to your facility demonstrates to the educators that a job in your industry sector can be a very rewarding career for their students. Hence, teachers can promote positive job opportunities within the community in which they live.*
- *The only true way for business to get the workforce they desire, is to partner with the education community to produce a product that understands why learning is important.*

In the pilot project, the following employer-involved initiatives have been implemented:

- Road Trips for Teachers
- Manufacturing Plant Tours for STEM Students
- Hosted the Manufacturing Education Training System Mobile Van
- Career Day
- Engineering Contest

Career Pathways—*Education with a Purpose*

What: Agenda for Road Trips for Teachers

Who: All Duncan Middle Schools Teachers and Counselors

Organized by: Duncan Area Economic Development Foundation

	Group A	Group B	Group C
7:45	Depart from DMS	Depart from DMS	Depart from DMS
8:00	Halliburton	MIC Group	Cameron
8:15			
8:30			
8:45			
9:00		Drive	Drive
9:15	Drive	Halliburton	MIC Group
9:30	Cameron		
9:45			
10:00			
10:15	Depart at 10:25		Drive
10:30	Wilco	Drive across Street	Halliburton
10:45		Southern Machine	
11:00			
11:15			
11:30	Drive	Drive	
11:45	Lunch at Halliburton	Lunch at Halliburton	Lunch at Halliburton
12:00			
12:15			
12:30			
12:45	Q & A Panel	Q & A Panel	Q & A Panel
1:00			
1:15	Return to DMS	Return to DMS	Return to DMS

Halliburton
100 E. Halliburton Blvd
Duncan, OK 73533

MIC Group
1202 Blue Chip Rd.
Duncan, OK 73533

Southern Machine
907 E. Bois D'Arc Ave.
Duncan, OK 73533

Cameron Measurement
7300 Nix Drive
Duncan, OK 73533

Wilco
1326 S. Broadway
Marlow, OK 73055

Partnership of:
*Duncan Public Schools
*DAEDF
*Southern Oklahoma Impact
Coalition

Career Pathways—*Education with a Purpose*



Charlie Riddle of MIC Group, talks with Duncan Middle School educators Butch Evans, Jimmy Griffin, Stacy Smith, Patti Thaxton and Sherry McGhghy.

Derrick Miller/The Duncan Banner

February 19, 2013

DMS educators tour local manufacturing plants

Derrick Miller

The Duncan Banner

DUNCAN — To get a better handle on helping students make the connection with school and various career paths, Duncan Middle School teachers toured various manufacturing plants Monday in Duncan. This will help them gain a better idea of what career options are out there for their students. The tours were part of the teacher's professional development day.

The Career Pathways program is in its pilot year, and Duncan Public School District is the host of this. The tours is just another step for the advancement of the Career Pathway program and was set up by the Duncan Area Economic Development Foundation.

"It's been awesome so far,," DMS Assistant Principal Carol Bowles said about touring the various manufacturing plants.

The group was divided into three groups, each teamed with a DAEDF member, including Lyle Roggow, DAEDF president. Every group visited Halliburton. Some of the groups also toured MIC Group, Cameron Measurement Systems, Wilco and Southern Machine.

Sherry McGhghy, eighth-grade social studies teacher, said she learned quite a bit from touring the various sites and could see how the tours would be beneficial to teachers and students. "My husband works at Cameron Measurement Systems, so I've been in that plant before, McGhghy said. It's neat going through the different plants. "It's great we're being exposed to what kids may be interested in."

Assistant Superintendent Glenda Cobb said the idea behind the tours is to show teachers career possibilities students may be interested in. Administrators and elective teachers also go to attend the professional development program. McGhghy said that some of the classroom teachers get an opportunity to attend DAEDF Career Fair each year, but elective teachers don't get that opportunity, which made Monday's program important for them. McGhghy said touring the manufacturing plants also showed there are options for students who don't plan to attend college.

"There are jobs for people right after graduation," she said. "They don't have to work in fast food." Charlie Riddles with MIC Group, led the tour at the MIC Group Plant. Riddles talked to the teachers after the tour to let them know how positive Career pathways and the related tours is for the manufacturing companies, teachers and students. "This is the first time I remember educators coming out here and filling this gap," Riddles said. "I think it's a great idea."

Career Pathways—*Education with a Purpose*

What: Agenda—Manufacturing Plant Tours

Who: Duncan Middle Schools STEM Students

Organized by: Duncan Area Economic Development Foundation



DMS - Career Pathways Tours Monday, May 20, 2013



	Group A	Group B	Group C
8:30	Depart DMS & Drive to	Depart DMS & Drive to	8:25a Depart & Drive to*
8:45	Southern Machine	MIC Group	Cameron Measurement
9:00			
9:15			
9:30			
9:45	9:40a Depart & Drive to*	Depart & Drive to	9:40a Depart & Drive to*
10:00	Cameron Measurement	Southern Machine	MIC Group
10:15			
10:30			
10:45			
11:00	10:55a Depart & Drive to*	10:55a Depart & Drive to*	Depart & Drive to
11:15	MIC Group	Cameron Measurement	Southern Machine
11:30			
11:45			
12:00			
12:15	Depart & Drive to RRTC	12:10a Depart & Drive to RRTC*	Depart & Drive to RRTC
12:30	Lunch at RRTC	Lunch at RRTC	Lunch at RRTC
12:45			
1:00	Q & A Panel	Q & A Panel	Q & A Panel
1:15			
1:30	Return to DMS	Return to DMS	Return to DMS
1:45	Arrive DMS	Arrive DMS	Arrive DMS

*References the need for an additional 5 minutes of drive time. Please leave FIVE MINUTES EARLIER.

Cameron Measurement
7300 Nix Drive
Duncan, OK 73533

MIC Group
1202 Blue Chip Rd.
Duncan, OK 73533

Southern Machine
907 E. Bois D'Arc Ave.
Duncan, OK 73533



***“A successful Career Pathways
MUST be employer-driven.”***

Career Pathways—*Education with a Purpose*

What: METS Mobile Training Lab

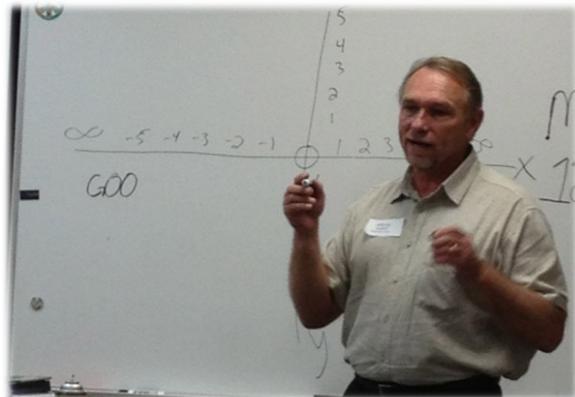
Who: Duncan Middle School Students

Organized by: Southwest Oklahoma Impact Coalition and
Duncan Area Economic Development Foundation



Pioneer Technology Center’s (PTC) METS Mobile Training Lab is an extension of PTC’s Manufacturing Education Training System initiative better known as METS. During the last several years, the connections between the needs of manufacturing and the METS Mobile Lab have continued to grow. Manufacturers are becoming re-energized and excited about a marketing tool that will help them recruit future employees. Companies are searching for ways to help them find skilled employees and the METS mobile lab is giving them hope of a future workforce.

The creation of the METS lab began with an old, run-down trailer in bad repair. Laurence Beliel, former employee of PTC, came up with the idea of the METS trailer when his son asked him a question, “Dad when will I ever use all this math, I’m learning.” That sparked an idea for Beliel and he began the journey of finding funding to make the METS lab reality. For a year-and-a-half, phone calls, emails and visits were made seeking funds for a project, to restore the trailer. Finally, the first donation came followed by many more. Some donations were money, some were equipment and some were software. The outcome was an incredible piece of machinery that could teach young people skills they will use in the workforce.



Laurence Beliel, Director of Business Retention & Expansion, Ponca City Development Authority speaking to Duncan Middle School students

When students visit the METS mobile lab they find themselves so engaged, most don’t want to leave. They begin to understand why math, science and language arts are important and relevant to life. Many of these students could eventually enter a manufacturing job or advance to higher education degrees because of their experience in the lab.

The METS mobile lab has covered over 11,000 miles and has been visited or used by over 10,000 students and adults, many educators from K-12, state and national colleges and many local, state and national manufacturers.

When the mobile lab attends events related to CareerTech events, PTC charges \$3.50 per mile both ways. For more information please contact Steve Marquardt at 580-718-4309 or email at stephenm@pioneertech.edu.

Career Pathways—*Education with a Purpose*

What: Career Day

Who: Duncan Public Schools (All sites)

Organized by: Duncan Public School Building Administrators



Brett Locke, an LPN and phlebotomist with the Women's Center, talks to Emerson Elementary students during Career Day, Thursday, May 2, 2013.



Duncan firefighters Rob Loafman and Anthony Morgan hold a board, while Tyler Boyles uses the Jaws of Life to cut it, during Emerson's Career Day



Ben Robinson discusses his time as a pilot during Horace Mann's Career Day during the first week of May 2013



Horace Mann students raise their hands for a presenter during the school's Career Day.

Photos by Derrick Miller/The Duncan Banner

Career Pathways—*Education with a Purpose*

What: Job & Career Expo/Engineering Contest—Letter of Invitation

Who: Duncan Area Public Schools

Organized by: Duncan Area Economic Development Foundation

FAST TRACK TO SUCCESS!

December 14, 2013

Teachers, Counselors and School Administrators!

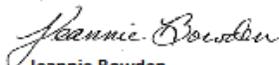
The Duncan Area Economic Development Foundation (DAEDF) is hosting the **Duncan Area Job & Career Expo on Thursday, April 4, 2013**, at the Simmons Center. As part of this event we will again hold an **Engineering Contest (CO₂ Car Race) for 8th-12th grade students** within Red River Technology Center school district (Stephens, Jefferson, and Cotton counties). MIC Group and DAEDF co-sponsor the awards for students. This is an excellent opportunity for students to apply what they learn in school, connect to a potential career, and possibly win some money too!

The Schedule, Rules, and Sign-up Sheet are attached to this letter email. We have a great resource for you this year: <http://www.3ds.com/products/draftsight/download-draftsight/>. It is a link to **free CAD software**. It is SolidWorks and is owned by Dassault Systems (3DS). They also make DraftSight. This tool works like AutoCAD but the icons for the commands look a little different. You download a large file so an Ethernet connection is best. You have to register, but it is free software for virtually unlimited use. Engineers from Wilco use it daily and have offered to teach a class for students or faculty over 1-3 nights or a Saturday. If you are interested, please let me know and I will set up a class.

We are giving monetary awards in four separate categories: Engineering, Race, Over All, and People's Choice! **Cars are due Wednesday, April 3rd, between 2p and 6p. Check-In for Teachers and Students is Thursday, April 4th, between 9:30 a.m.-10:00 a.m. in the North end of the Simmons Center.** The students will attend workshops and interact with businesses at the Career /Job Fair. The Car Races will be held in the Recreation Center gym starting at 11:30 a.m. We are hoping to finish between 1:30 p.m. and 2:00 p.m. depending upon how many cars enter the races.

Please contact me at jeannie@ok-duncan.com or (580) 255-9675 or (580) 656-0530 if you have any questions or to order and pick up your cars.

Sincerely,


Jeannie Bowden
Business & Industry Development



8100 N. Highway 81
Duncan, OK 73533

DUNCAN
AREA ECONOMIC DEVELOPMENT FOUNDATION

www.ok-duncan.com
+1 888-254-9675

Career Pathways—Education with a Purpose

What: Job & Career Expo/Engineering Contest—School Flyer

Who: Duncan Area Public Schools

Organized by: Duncan Area Economic Development Foundation

FAST TRACK TO SUCCESS!

DUNCAN AREA JOB & CAREER EXPO ENGINEERING CONTEST

7th Annual!

Thursday, April 4, 2013
Simmons Center, Duncan
9:30 a.m. to 2:30 p.m.



**E
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Make Your Car



**8th thru
12th Grades**



Make the Connection

**W
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R
K
F
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R
C
E**



Engineering Majors
 Earn the best salaries.
Forbes Magazine, April 2012

Money Awards!
 \$300, \$200, \$100 in Engineering
 \$300, \$200, \$100 in CO2 Race
 \$400, \$300, \$200 OVERALL
 \$100, \$50, \$25 for People's Choice



Prizes for Teachers too!

For more information contact:
 8100 North Highway 81, Duncan, OK 73533
 (580) 255-9675 (580) 656-0530
 Jeannie@ok-duncan.com

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AREA ECONOMIC DEVELOPMENT FOUNDATION



OKLAHOMA STATE PARKS



Lindley House
Garden Collages



SIMMONS CENTER
Community Spirit Program!

Career Pathways—*Education with a Purpose*

What: Job & Career Expo/Engineering Contest Agenda

Who: Duncan Area Public Schools

Organized by: Duncan Area Economic Development Foundation

Duncan Area Job & Career Expo

Simmons Center - April 3-4, 2013

Schedule

Wednesday, April 3, 2013: 2-6pm

2-6pm	Booth Set-Up
2-6pm	Pitsco Set Up Track
2-6pm	Race Car Entries Due

Thursday, April 4, 2013: 6:30am-2:30pm

6:30am-7:30am	Booth Set-Up
7:30am-12:30pm	Job & Career Expo
9:30am-10:00am	Check-In for Teachers & Students
10:00-10:30am	Life is a Race - Jamie Conway (RRTC)
10:30-11am	Race Options - Industries Panel
11-11:30am	Tour of Business Booths
11:30-2:00pm	Engineering Contest: CO ₂ Dragster Racing
2:30pm or before	Awards Presentation for Engineering
2:30pm or before	Team Thunder Demonstration - Sam Parton



Over 200 Duncan area 8th through 12th grade students participated in this popular event this year.



Created from a wedge of balsa wood and powered by CO₂, these cars are designed by the students. Manufacturers judge the design and visit with the students in round-table discussions about careers. Cash prizes are paid for the car/drawing, the fastest car and overall.

Career Pathways—*Education with a Purpose*

What: Job & Career Expo/Engineering Contest— News Article

Who: Duncan Area Public Schools

Organized by: Duncan Area Economic Development Foundation

The Duncan Banner

March 28, 2012

Job & Career Expo offers students glimpse into future

Rebeka Rutledge

The Duncan Banner

DUNCAN — Not only is the annual Duncan Area Job & Career Expo beneficial to local residents who are unemployed or looking to change jobs, it's also a good opportunity for area high school students to look toward the future.

The sixth Job & Career Expo hosted by the Duncan Area Economic Development Foundation, will take place from 7:30 a.m. to 12:30 p.m. Thursday, in the Simmons Center.

One aspect of the Expo that involves young people is a Youth Engineering Contest that allows ninth through 12th graders from Stephens, Jefferson and Cotton county school districts to compete. The students were encouraged this year to design a CO2 dragster and race it the day of the job fair.

Students must comply with the official rules regarding weight, length and tolerances. Race car kits can be purchased from the DAEDF. First through third place will be awarded for the race, as well as for engineering.

"There are monetary awards available to the students through this contest," said Jamie Conway, counselor at Red River Technology Center.

Additionally, the students are encouraged to take an industry tour of any of DAEDF's local participating businesses. During the tour, the youth are able to see what these industries have to offer. Some of those participating are MIC Group, Wilco Machine and Halliburton Energy Services.

"They get the opportunity to see what kind of job titles these industries offer and what kind of skills they'll need for them," Conway said. "It's like building a bridge between education and the work force."

The counselor believed the exposure during the Career Expo is good for students, because it shows the correlation between getting an education and getting a job.

"I have seen students placed in jobs because of exposure at the Expo," said Conway. "It teaches relevance education has to do with job opportunities."

Another motivation for students to go on the industry tours is if they do participate, their name will be entered into a drawing for an iPad.

For more information on the Expo, contact Jeannie Bowden at the DAEDF office, at 580-255-9675.

Career Pathways—*Education with a Purpose*

Getting Started—STEP SEVEN

Implement

The SOIC Duncan pilot project did not come together in a pre-mapped, formal plan of action. While we had been given multiple steps that needed to be accomplished through our work with the Center for Occupational Research and Development, it was overwhelming to think about the various stages of development and the desired end product.

The direction of the SOIC Board of Directors seemed clear however in that we must simply begin. That is when a Career Pathways Build-out Committee was formed, and we started the more intense conversation related to the various action steps and programs that you see documented in this Guide.

There are many missing action steps that will need to come together to have a comprehensive Career Pathways initiative beginning in the community, and progressing to the region and the state. Our guiding principles are that:

1. We must create high school career-focused pathways that are firmly linked and aligned to career tech, community college and four-year career majors. If we do this, we believe more students will likely stay the course, thereby increasing our high school graduation rate.
2. We must begin career education at an early age. If we wait until high school, it is too late.
3. We must provide better guidance for our students. For too many of our youth, we have acted as though preparing for college and preparing for a career were mutually exclusive options. We believe that must change.
4. Pathways to all major occupations must be clearly defined so that young people and their families can unmistakably understand the patterns of course-taking and other experiences that would best position them to gain access to that field. It doesn't mean a person cannot change their mind—a well developed and comprehensive pathways plan will provide options for just that.
5. Ultimately, an effective Career Pathways system can serve as a systematic framework that serves not just our young people, but also adult and incumbent workers that need to re-train for a new career.
6. We cannot wait until everything is in place — pathways, ladders, lattices, certifications — we must begin and we have chosen to begin with incorporating career education into the public school system.

We hope you will join us.

Career Pathways—Education with a Purpose

Getting Started—STEP EIGHT

The Goal

Our ultimate goal is to have an Oklahoma system that is available online and can be accessed by anyone interested in career information. The Career “ladder” portion of the vision looks like this and includes clear language that clarify questions about this career, to include:

Ladders Home | Contact Us

Southwest Oklahoma Impact Coalition Career Pathways Project



Industrial Maintenance and Technology

Industrial Maintenance Technician

Career Description:
Performs tasks such as troubleshooting, repair, installation, adjusting, or maintenance of machinery, mechanical equipment, as well as general maintenance of the physical manufacturing establishment.

Salary range: \$30,000 to \$52,600

Education Required: Industrial Maintenance Technical Diploma

Average Time to Complete Education/Training: 2 years

Education and Training Resources: [:show resources:](#)

Industry Resources: [:show resources:](#)

Required Skills: [:show skills:](#)

Copyright 2009-10
Center for Occupational Research and Development

Internet Based Tool

- Career description
- Salary Range
- Education required
- Average time to complete education/training
- Required skills
- Where to access training and education resources
- Industry resources
- Demand for occupation, regionally and statewide
- Information about how to advance to the next level on the career ladder



Nursing

Licensed Practical/Vocational Nurse

Career Description:
LPNs/LVNs work under the supervision of a registered or licensed nurse to provide patients with basic care in addition to providing skilled medical nursing care.

Salary range: \$24,000 to \$50,000

Education Required: Licensed Practical/Vocational Nursing Technical Diploma

Average Time to Complete Education/Training: 10 to 18 months

Education and Training Resources: [:show resources:](#)

- Caddo-Kiowa Technology Center
 - [Health Science Career Majors](#)
- Canadian Valley Technology Center
 - [Practical Nursing Program](#)
- Great Plains Technology Center
 - [Career Major Descriptions](#)
- Mid-America Technology Center
 - [Licensed Practical Nurse Program](#)
- Red River Technology Center
 - [Practical Nursing Program](#)
- Western Technology Center
 - [Practical Nursing Program](#)

[:hide resources:](#)

Industry Resources: [:show resources:](#)

Required Skills: [:show skills:](#)

Career Pathways—*Education with a Purpose*

Southwest Oklahoma Impact Coalition

Our Mission

The mission of the coalition is to reinforce and grow wealth in the Southwest Quadrant of Oklahoma by maximizing and coordinating workforce and economic development opportunities through a collaborative process.

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