

Progress Report for State Fiscal Year 2016 Higher Education Career Advisors Pilot Project

Activity from July- December 2015

Prepared by: Office of Youth Development, Minnesota Department of Employment and Economic Development (DEED)

Overview: The Higher Education Career Advisors Project (HECAP)

Chapter 1 of 2015 Special Session Law appropriated \$250,000 per year in State Fiscal Years (SFY) 2016 and 2017 for pilot programs in the Workforce Service Areas (WSAs) to combine career and higher education advising. This appropriation followed a successful Higher Education Career Advisors Pilot Project (HECAP) during SFY 2014-2015 in four WSAs: Rural Minnesota CEP, Northeast Minnesota, Stearns Benton Employment and Training Council and Hennepin-Carver WSA.

The HECAP addresses the following goals:

- Assist high school students in selecting a career of interest to the student and a post-secondary path to prepare for that career;
- Provide effective career counseling and labor market information to the region's youth and families in collaboration with school counselors;
- Build on the work of the Local Workforce Investment Boards in identifying strategic industries and high-growth, in-demand occupations;
- Raise local youth and parent awareness and usage of Minnesota's workforce development system and engage local workforce, education and economic development partners.

In FY 2016, all sixteen Minnesota WSAs are providing HECAP services. Several WSAs are coordinating HECAP services with similar Outreach to Schools activities allowable under the Minnesota Youth Program.

Governor Dayton's Education, Career/College Readiness Priorities

In 2013, the Governor championed education with landmark funding and policy changes. Minnesota is getting the tools to ensure that we have the world's best workforce for years to come. As part of that legislation, school districts have been required since the 2013-14 school year to assist all students by no later than grade 9 to explore college and career interest and aspirations and develop a transition plan to postsecondary education or employment. The demands on Minnesota's public high school counselors are intense, with an average statewide student to counselor ratio of 782 to 1 for the 2010-11 school year. HECAP offers an opportunity for the workforce development system to complement the work of the school counselors by providing school staff, students and families with the most current career and post-secondary education information available.

HECAP has connected students to:

- Career counselors with vast amounts of knowledge about post-secondary training, the local job market, and what it takes to succeed in today's workplace;
- The business community for real-world learning opportunities through WorkForce Center networks such as the Workforce Investment Board and other business and trade groups;
- Employers who are looking for opportunities to directly influence their future workforce;

- Other organizations that offer a host of resources such as Junior Achievement and local colleges and universities;
- A centralized, regional mechanism for free career planning and exploration resources that can be used as a vehicle for other career development efforts by local partners

Outcomes Summary

For State Fiscal Year (SFY) 2016 through December 31, 2015, the pilot sites served 4,212 youth through individualized services and 10,533 through group activities with blended funding.

Northwest (WSA 1)

- Services provided in individual/one-on-one settings included: interest, skill and career assessments, appropriate career pathways, goal setting, application processes, and resume writing.
- Services provided in group settings included: interest, skill and career assessments, appropriate career pathways, goal setting, application, and interviewing processes.
- Services provided for a small group of students with disabilities (SLD) included: interest, skill, and career assessments, and appropriate career pathways information.
- All groups and individuals received information about high demand and growth industries in the Northwest Service Delivery Area.
- Twenty-three juniors and eighteen seniors attended group presentations on career assessments, pathways, and planning. Information on high demand/growth occupations in the Northwest area, especially those with two year training or less, was emphasized.
- Staff met with a small group of youth with disabilities. They received high demand/growth occupations information in the NW area in terms that they could understand.
- Post high school youth met individually with a counselor to look into a career pathway change along with high demand/ high growth jobs for the Northwest Region.
- Nine individuals have met with counselor to delve more into areas not covered deeply enough in group presentations

Rural CEP (WSA 2)

Examples of services provided in group settings:

- A Career Advisor is assisting the Advanced Careers teacher with two classes of seniors. They worked on resumes, career exploration, and job shadowing that is set by the school. This same Career Advisor is meeting once per month with all ninth grade students to work with MCIS to begin recording their assessment information as the beginning of their Personal Learning Plans (PLP's).
- A Career Advisor is assisting a Ramp Up to Readiness teacher once every two weeks. The students are seventh and eighth graders. MCIS is also utilized with these students. This same Advisor is working with a class of tenth grade students who have completed MCIS assessments on interests, skills and values and are now starting to explore careers. The goal is to have electronic Personal Learning Plans with all the 10th grade students by the end of the school year.

Examples of services provided in One-on-One services:

- Career assessment and planning
- Assistance with career exploration tools
- Post-secondary information/application assistance

- Scholarship searches
- FAFSA completion
- ACT test registration and retake
- Personal Learning Plan (PLP) discussions and starting steps to create their plan

Career Advisors have also been collaborating with teachers of students with disabilities to provide presentations in their classrooms. They are also working with two of the local Area Learning Center schools to provide career planning with those students.

Project impact examples:

- Moorhead high school students had not attended the Career Expo at the Fargo Dome for the past several years. The Career Advisor worked to provide the school with the information and necessary application information to promote attendance at the Career Expo. This fall over 450 of the schools' students attended the Career Expo.
- The FM College Fair was held at the Scheels Arena with over 75 colleges and training providers in attendance. The Career advisor gathered information from schools, talked with the senior students about what they were looking for and helped them find the college and gather information.

Northeast MN (WSA 3)

Northeast Minnesota Office of Job Training (NEMOJT) has developed numerous resources that help students identify and explore high growth industries and in-demand occupations, including a two-part Career Exploration series that covers making the connection between assessment results and labor market information, discusses what is really a livable wage, what success in the 'new economy' looks like, and how to explore corresponding training programs. Additionally, we have created several worksheets to engage students in understanding high-demand, high-wage occupations, entitled 'Job – What Do They Pay?', 'Myth Buster Career Planning' quiz, and the 'Where Would I Go To...' worksheet to help student determine where to find reputable sources of information on in-demand occupations.

This year NEMOJT was again asked to participate in the Northland Foundation's Career Expo for eleventh and twelfth grade students from across the region. Last October more than 1,200 students attended this event at the Duluth Entertainment and Convention Center where NEMOJT played a major role in inspiring students who didn't yet have solid career goals. This event was structured to include industry-based breakout sessions, each with a panel of local experts in the field, along with a hands-on expo where students are able to try out a variety of occupational skills. Student evaluations indicated, over and over again, that the young people learned so much and appreciated the day, and many discovered career opportunities in the region that they never knew about.

Duluth (WSA 4)

YES! Duluth staff completed the following as part of outreach to schools efforts:

- Met with district representatives to share information about WIOA and MYP; discussed how student exposure to employment and training opportunities could be integrated into middle and high schools.
- The school district's Career and Technical Education Director is also actively engaged with the Duluth Workforce Development Board's Career Pathways Committee which meets on a monthly basis. ISD 709 is committed to strengthening linkages between the K12 system, employers, and local the workforce system.

- YES! Duluth staff spent a day at the high schools talking with students at Career Centers about work experience opportunities through YES! Duluth and completing applications for the program.
- Participated in the Pathways to Careers event for local tenth and eleventh graders in October; developed an Occupations Booklet featuring jobs in the areas of Construction trades, Healthcare, Food Service, Public Safety, IT, Legal, Office, and Natural Resources for distribution to students at the event (approximately 500 copies were distributed).

Central MN (CMJTS, WSA 5)

CMJTS provided, and will continue to provide, the following career planning services to students of the Buffalo High School on an individual basis:

- Administer interest and career assessments. Assessments help students discover interests and learn how these interests might be applied in a work environment.
- Provide labor market information assistance to help students identify careers that are in-demand in their area. Students learned how to utilize data tools from the Minnesota Department of Employment and Economic Development, MNSCU's ISEEK program, O*net Online, etc. Students learned about careers in-demand, "green" careers, non-traditional careers, and Science Technology Engineering and Math (STEM)-related careers.
- Help students find and compare the cost, location, and quality of various post-secondary programs.
- Assist students with the college application process, transcript acquisition, and Accuplacer/ACT preparation.
- Provide FAFSA information and assistance (e.g. work study, scholarship, budgeting, and loan options).
- Inform students on how to access college disability services, tutoring assistance, and peer support.
- Provide information on local resources, including: Minnesota WorkForce Center, Minnesota Vocational Rehabilitative Services, the local food shelf, low income/income-based housing, etc.

CMJTS has provided, and will continue to provide, the following career planning services to groups of students at the Buffalo High School:

- Inform groups of students about the availability of individual Career Advisor consultation services, including consultation with students' friends, parents, etc., and provided them with the counselor's contact information and availability.
- Describe services of the Minnesota WorkForce Center and its partner agencies (e.g. CMJTS, Adult Basic Education, and Minnesota Vocational Rehabilitative Services) to student groups.
- Provide classrooms with a Minnesotaworks.net overview and information on registration and offer assistance with posting resumes on the site.
- Administer and review the MN Careers interest assessment in the classroom.

The CMJTS counselor provides the following services to students from at-risk sub-populations.

- Individualized assistance with career planning.
- Provide student offenders with job search guidance and assistance.
- Help students dealing with chemical dependency identify on-campus support/12-step groups.
- Inform English-language learners about on-campus ESL services.
- Share information on campus tutoring centers and informed students on how to request disability accommodations while in college.
- Provide economically disadvantaged students with budgeting tools, forms and resources.

Southwest MN PIC (WSA 6)

The SW MN PIC staff work with students in area schools to assist them with education and career planning, including: college planning, assistance with applications, financial aid and scheduling campus visits, job searches and assistance with applications, resume writing skills, and industry tours. Career centers have been maintained for value added career exposure to students by having a career specialist available on-site and providing organized tours of local businesses for students and staff to learn about local job and educational opportunities that will lead to long-term careers in the region. The hot topic this year is Career Fairs and Career and College Readiness Days where the students are engaged in workshops discussing career and college readiness topics. Several of the local school districts participated in the 2015 SW MN Workforce Council Career Expo held on September 29th and 30th at the college campuses of Southwest Minnesota State University–Marshall and Minnesota West-Worthington. The event provides valuable career and education information to high school students and highlights regional businesses and the type of jobs provided in the local communities. Students from 36 schools participated during the two expo events.

South Central (WSA 7)

Examples of Partners in Career Exploration activities included:

- Interns provided one-on-one career exploration and career counseling assistance to high school juniors and seniors.
- Group career exploration and counseling assistance was provided to grades ranging from eighth to twelfth grade through classroom presentations and group events.
- Students were provided information on demand occupations and high growth careers
- Students received information on post-secondary training options, including application assistance, financial aid, and scholarship assistance.
- PICE Interns assisted with planning the Career Exploration Day, which was organized by school counselors around the greater Mankato area. A wide array of professionals gave presentations about their career field. Each sophomore attended four different career sessions of their choosing to gain a better understanding of those careers.
- Students visited South Central College, Rasmussen College, Minnesota State University, and Bethany Lutheran College. Students gained information about the colleges and were exposed to the differences between these college settings: technical/community college, private college, and four-year state college.
- Students and families participated in Financial Aid Night where the intern and counselor were available to answer questions about the financial aid process and provide assistance with completing the application.
- Students participated in job shadow experiences and field trips to local businesses to gain hands on experience with occupations in demand industries.
- Students will be touring the Mankato WorkForce Center in the coming months to learn about the services and resources available such as MN Works and job search assistance including applications, resumes and mock interviews.
- The interns received training from our Regional Labor Market Analyst on labor market information resources as well as the regional career website

- Sophomores from the school districts will attend the Greater Mankato Career Expo on April 20, 2016 where over 200 businesses and community volunteers showcase hundreds of career opportunities to over 1,200 area high school students.
- Students participated in the Tour of Manufacturing event where local manufacturers opened their doors for tours and provided information on career opportunities at their business.

Southeast MN (WSA 8)

WDI provides assistance to schools to help students graduate by offering career guidance, minimal counseling, mentoring, and connections with employers through assistance with job applications, work experience, or job shadowing experiences. This also assists them in forming their goals for beyond graduation.

Special at-risk groups are served primarily through the Alternative Learning Centers. These youth normally have the most barriers but also have the fewest resources. At the Rochester Alternative Learning Center, we served 29 youth in work readiness classes; 18 had a documented disability, 4 were chemically dependent, 7 were youth offenders, 4 were homeless, and 7 were pregnant/parenting. Overall, we served 81 youth and 19 of them were from communities of color.

Hennepin County (WSA 9)

This summer and fall several small group workshops were offered on filling out college applications, educational scholarships, and job applications. We have large group trainings on individual career assessments, transitioning after high school, getting and keeping a job, creative problem solving and more. Each participant sets yearly goals with their case management and checks in on those goals regularly to monitor progress. Within the context of our individual and small group meetings and large group workshops and trainings with participants, the following employment readiness skills are taught:

- Job Search
- Job Application
- Job Retention and Advancement
- Resume Making
- Interview Skills
- Financial Literacy

In addition to employment readiness training, we also provide extensive training and assistance with career and educational pathways which includes:

- Career exploration
- College applications
- FAFSA
- Scholarships
- Transportation
- Textbooks
- Deciding a Major or certification program
- High growth industries and demand occupations

Carver County (WSA 9)

Employment Counselor conducts meetings with two youth individually on an ongoing basis to plan next steps for training beyond high school. These meetings include completing interest assessments (Mynextmove.org), talking about future training and career goals, planning field trips to schools or training institutions, and setting up job shadowing opportunities.

Employment Counselor also met with groups of youth to address next steps in career planning, completed interest assessments (Mynextmove.org), talked about possible fields of interest, shared labor market information about different careers and presented PowerPoint presentations about different higher education settings and costs, financial aid, grants and scholarships.

Employment Counselor presented information to youth at New Beginnings (a separate school for teen parents – through Southwest Metro Educational Cooperative) about career/education planning, which included topics regarding parenting while in college, costs, and other concerns. Employment Counselor also met with youth, including youth with developmental disabilities and foster care youth, at Southwest Metro Educational Cooperative (alternative high school) to present topics on career planning and how to overcome barriers to successfully complete training.

PowerPoint presentations included information gathered from DEED website and other various job search web sites, including labor market information about different careers, prospects for career growth, demand, wages and educational requirements. Also presented information on real life financial situations and how different situations can affect your income.

Minneapolis (WSA 10)

Project to begin January 2016.

Anoka County (WSA 12)

Activities complement the work of existing school counselors and provide young people and families with career exploration and career counseling, college information, and current labor market information. Examples of HECAP activities that have been implemented include:

- Providing information to individuals and groups regarding high growth and in-demand occupations using current labor market information. Providing opportunities for students to directly experience occupations through job shadowing, mentoring, and business tours.
- Providing workshops to students on planning for post-secondary training, including accessing financial aid, selecting an appropriate program, as well as other career planning topics such as goal setting and navigating business culture. Providing opportunities to interact with local business through tours, business and industry speaker panels, job shadowing, and mentoring.
- Tours of the WorkForce Center (WFC) and information about the services available at the WFC and how to access and utilize the resources.
- Creating a WorkForce Center satellite office on the campus of Anoka Technical College which is co-located with Adult Basic Education and the area alternative learning center, Anoka-Hennepin Technical High School.
- Connections to community and private sector resources through local career fairs, career events, and tours of businesses in strategic industries.
- Group and individual counseling, including instruction and presentations on mn.gov/deed/careers, the Career Profile data tool, to provide labor market information and education opportunities of strategic industries and in-demand occupations.
- Individualized counseling, including career exploration and career assessments, resume preparation, mock interviews, and job search assistance.

Scott County (WSA 14)

Services provided in individual/one-on-one settings:

- Program orientation and labor market information to pregnant or parenting youth at the New Beginnings program. Students are interested in Nursing Assistant certification and in-demand occupations in the medical field.

Services provided in group settings:

- Presentation on in-demand occupations, interviewing skills, resumes, and internship application process to 31 Shakopee High School CAPS program students and five instructors. CAPS students are placed in programs at Shutterfly and St. Francis Regional Medical Center.
- Youth programs and local resources presentation was made to the Shakopee High School Excellence in Equity Team. This is a new group that is working with at-risk teens. Twenty-one staff participated. We have received at-risk youth program referrals as a direct result of this presentation and staff networking.
- Presentation in partnership with GreenCore General Manager was made to students at Takota Alternative School in Shakopee. The presentation focused on youth programs and services, as well as the Titan Project that is under development in the manufacturing industry. Twenty seven students and three staff participated. Counselor has also reached out to Southwest Metro Educational Cooperative alternative school students to recruit out-of-school youth for the Titan project.

Ramsey County (WSA 15)

Examples of the work completed by the interns:

- Assisted students individually or in classroom setting with career exploration, assessed interests and aptitudes, researched occupations, and informed student of local labor market trends and job seeking strategies by using the following tools:
 - ISEEK
 - My Next Move
 - Regional Career Website information
- Advised students on how to apply for post-secondary education, financial aid (FAFSA), and scholarships.
- Contacted colleges and apprenticeship programs to ask for information on specific programs and organized school college tours.
- Assisted students achieving their milestones in Naviance; this included applying for at least one college.
- Interns assisted high school with Parent Meetings and Financial Aid Workshop
- Referred youth that dropped out or at-risk of dropping out to U LEAD
- Assisted TRIO college club
- Assisted with college applications, essays, ACCUPLACER prep, and ACT account
- Created flyers and marketing information to advertise career/college events
- Resume development
- Contacted businesses and community leaders to present to students about their career pathway

Washington County (WSA 16)

Job search readiness skills, along with skills to help them succeed at job fairs, were presented to in-school youth. A video was created to showcase two in-demand occupations and the Young Adult program. Tours were given to

high school youth to showcase the available resources and teach basic job search readiness skills (resume writing and interviewing skills).

- Washington County provides walk-in services on a one-on-one basis for youth that visit the workforce center. The Youth Employment Counselor will sit down with them and provide guidance about job search techniques, job applications, and interviewing. The Youth Employment Counselor will also provide basic career planning, and connect them to resources.
- Groups of students from the Washington County school districts will set up tours of the workforce center with the Youth Employment Counselor. The students will spend 10-15 minutes touring the facility, exploring what classes are available to them and looking at job postings. The students will spend time with the Youth Employment Counselor and will talk about successful job searches and what skills they will need to obtain and retain jobs.
- Stillwater High school transition program and Cottage Grove transition program work with the Youth Employment Counselor to provide basic job search readiness skills; these students all have disabilities and are in special education programs. Each school brings a classroom of students to tour the facility.
- A video was produced to showcase Certified Nursing Assistant and manufacturing careers. A Certified Nursing Assistant has a 21% job growth in the next ten years and the manufacturing field has a 33.3% growth rate for the next 10 years. Both of these fields are in demand and have a short training time. This video is used in high schools to recruit for the Young Adult program and to show careers that are short term, non-traditional, and that can provide livable wages.

Stearns-Benton ETC (WSA 17)

Services provided in either group or individual one-on-one settings:

- Creating and reviewing learning plans with students
- Career exploration
- Labor market information and information on high demand occupations
- Individual career counseling activities to include: assessment, skills identification, goal setting, and development of an individual plan
- Mock interviews
- Information on training programs
- Classroom presentations on job search techniques, resources in the area, and resume building
- Job search assistance
- Provide information to youth on services available through the Workforce Center
- Coordinate panels and speakers from the business community

Due to the large number of newly arrived English-Language Learners, services at Apollo were provided one-on-one. This ensures a greater understanding and allows for answering of individual questions. This is further implemented by using additional props, i.e. pictures and videos, to show the careers that are available in the United States. Services were provided to 44 youth individually utilizing these methods.

SBETC utilizes the Minnesota Career Information System (MCIS), DEED's labor market information data, and Wanted Analytics to inform students about high growth and demand occupations. The Career Planner also helps students research the requirements needed to work in the specific job fields they choose.