



**A Guide to Replicating
Postsecondary Career Pathway Events in
Indiana**

Introduction

This Postsecondary Career Pathway Guide is intended to help those engaged in delivering regional career pathway events. The guide is designed to be a high-level approach to provide state level partners a roadmap to replicate regional career pathway events for those engaged in talent development specifically related to K-12 and postsecondary education.

Indiana Specific

The guide is organized around the main pathway event planning and deliverables based on the Indiana experience in delivering regional pathways during the 2015-17 term. While the guide describes key elements of planning and executing a regional pathway events, there are many formats that can be used to conduct a career pathway event. This initial version of the Postsecondary Career Pathway Guide is designed to be expanded in future versions as new resources are developed and as Indiana more closely aligns the delivery of education and workforce training to meet the demand-driven talent needs of employers. For purposes of this guide, several key definitions are cited below based on the definitions of the Indiana Department of Workforce Development (DWD) Sector Strategy Taskforce.

Postsecondary Pathway Definitions

Regional Sector Partnerships – These are partnerships of employers within one industry sector or cluster that work closely with government, education and training, economic development, labor and community organizations in a region to focus on the workforce and other competitive needs of their industry. While educational attainment goals may differ from region to region, the results of these partnerships will culminate in progress toward the state’s goal of 60 percent post-secondary educational attainment by 2025. These regional partnerships may or may not have support from the state and or federal level.

State Sector Strategies - are regional, industry-focused approaches to workforce and economic development that improve access to good jobs and increase job quality in ways that strengthen an industry’s workforce. These strategies bring together partnerships among businesses, training providers, labor unions, community organizations, workforce development organizations, and other key stakeholders around specific industries to address the workforce needs of both businesses and workers. Sector-based approaches can provide businesses with the skilled workforce they need and dislocated workers with new skills, credentials, and careers where they can succeed (US DOL ETA definition).

A Guide to Replicate Regional Postsecondary Career Pathway Events

State Guiding Team-The state guiding team includes stakeholders from key state educational agencies, state workforce and training department, the higher education oversight agency, a statewide youth-serving organization, the state Chamber of Commerce, and other state leaders that are responsible for aligning education and training programs statewide to meet the demand-driven talent needs of employers.

Local Partners-Local partners should include: area school corporation leadership, school counselors, directors of curriculum, higher education admissions counselors, academic advisors, student affairs and business engagement leadership. Local and regional higher education institutions, including community colleges. Other local partners may include community foundations, economic development organizations, local chambers of commerce, and local youth serving organizations.

Sponsors-The lead sponsor to the event should be an organization that has broad reach throughout the state and widely recognized in local communities. The lead sponsor should be asked about what role it would like to have, if any, in the pathway event. Sponsor logos should appear on the registration sites, flyers, and at the event location. Partners should check with the sponsor to see if there are special requirements related to using the sponsor's logo on promotional materials.

I. PLANNING and READINESS:

A guiding team of state partners should be identified to oversee the regional career pathway events. The composition of the state-level guiding team is described above. **A memorandum of understanding (MOU)** should be prepared between the state partners to identify the roles and responsibilities related to pathway resources and deliverables. The state guiding team should meet in person quarterly and conduct planning conference calls related to delivering an event once a state of readiness among local partners is confirmed.

Planning Conference Calls- Planning conference calls every two weeks in the 2-month period leading up to the event, then weekly during the final 2 weeks of the event.

Site Selection-Regional pathway events should be held in the most central location of a region's population if possible. Determination of site selection should be based on the readiness of local partners to deliver an event. Planning sessions should be held by local partners to identify key stakeholders in the community that will commit to planning and participating the pathway event before the state partners confirm the event and commit resources. A community readiness tool or checklist can be developed by state partners to determine if a community is prepared to host a regional career pathway event. If a local career pathway event has recently occurred close to the date of the regional event, it may be best to reassess the participant availability for another pathway event in the same time period.

II. SELECTING A CAREER PATHWAY EVENT FORMAT

Selecting a career pathway format should be done in coordination with the local partners. There are many pathway event formats that can be used. Below is a brief description of some of the more widely-used pathway event formats:

- A. Passport Activity with Tour (full-day):** This pathway format can be used in communities with diverse industry sector representation. The tour would likely be at one of the largest employers in the community. The agenda can be arranged for the tour to begin at the beginning or end of day. Typically, pathway participants are assigned to a group where one group take a tour, while the other group engages in learning about talent development needs and practices at the company from designated company representatives who work in different departments of the company.
- B. Panel Discussions with Tour (full-day):** This pathway format is most useful when there are few employers in a community. The agenda would include an educator panel and an employer panel. A moderator would be designated to ask audience questions of the panelists after each panelist is introduced and provides an overview of their role in the company and the successes and challenges to attracting and retaining talent. The company tour can be scheduled at the beginning or end of the day.
- C. Passport Activity with Panel Discussions (no tour, full day):** This format is useful when there are several industries of similar size in the community and educators, student advisers, an educational training providers need to understand the many career options and work-based-learning opportunities among diverse industries in the community.

III. ESTABLISHING AN AGENDA and SPEAKERS

Sample agendas are included in the Addendum to this guide for different Postsecondary Career Pathway formats. Once the format has been determined, state and local partners should meet to identify key speakers for the agenda.

While the state guiding team can provide keynote and emcee recommendations and determine a role for the lead event sponsor, local partners should identify key individuals on the agenda that can speak to the talent needs in the community and attract a broad audience. The event emcee should be a dynamic leader. The emcee will introduce each event activity and keep the audience engaged and on-time in proceeding through agenda. Alternates for the keynote and emcee should also be identified.

The lead sponsoring organization may want to engage its leadership in having a role at pathway event to represent the company in the community the event is located. Typically, lead sponsor designated speaker can introduce the keynote speaker and should be included on the event agenda.

Event-Scripts should to identify specific times each speaker or activity begins and ends, with special notes regarding announcements or in the case of moderators, probing questions for panelists.

IV. Event Registration and Promotion

- A. Registration:** The registration site should be active at least 3-4 months prior to the event. The registration site should include the agenda, directions to the meeting location, time, cost, and the logos of event sponsors and local partners. Registration reports should be sent to state and local partners beginning one month prior to the event. Reports should contain the following information: Name, Ticket type (i.e., Early bird, event partner, registrant), email address, mailing address, title, company name. Partners should scan the report for gaps in participation by key stakeholders in the community and coordinate outreach efforts. The state leadership team should designate a state partner to maintain the registration site.
- B. Promotion:** There are many ways to promote the event in a region. Local Chambers of Commerce and Economic Development Organizations have relationships with local employers and may have communication systems in place to promote local events. School superintendents can effectively encourage school leadership and counselors to attend. The state guiding team should design a promotional flyer that will be used for the registration site and to push out to regional stakeholders.

The promotional flyer should be included on the registration site and identify the type of Postsecondary Pathway event, the time, date, location, sponsors and include a purpose and learning outcomes for attendees. An example of the purpose statement and learning outcomes is provided below:

Purpose:

This event is a regionally based discussion among K-12 counselors and educators, corporations, employers, youth-serving professionals, and state and regional government agencies about how to best prepare and connect Hoosier students with the education and careers that fit their aspirations, skills and interests. Through panel discussions, group networking, and a keynote luncheon, attendees will be connected to resources and partners that will help them ensure that local youth successfully complete the postsecondary pathways that exist within their region and the state.

Learning Outcomes:

- Participants will understand the different employment sectors and growing industries in the region
- Participants will understand the training and educational options needed to pursue these fields
- Participants will gain knowledge to better counsel and assist students in pursuing these options

- Participants will network and connect to organizations and companies with whom they can partner to promote their students' success

State and local partners' promotional efforts should include sharing the registration link and preparing an outreach list. When sharing the registration link, try to reach out with invitations that are as personal as possible (e.g. over the phone or in person, rather than just through email).

V. Event Evaluation

Postsecondary Pathways events should include an event evaluation form, prepared by a state partner, that is distributed and collected during the event. The purpose of the evaluation is to determine on how participants have been impacted by the event in the following ways: creation of collaborations and/or connections, changes made to programs and/or services, awareness of workforce needs, personal effectiveness and impact on youth. Examples of measures that may be incorporated as part of an event evaluation are listed below:

IMPACT

% of respondents indicated the event has impacted them in one or more ways.

- ___ percent of respondents are more aware of workforce needs in their region.
- ___ percent of respondents have created collaborations and/or connections with other attendees since the event.
- ___ percent of respondents have made changes to programs and/or services that their organizations offer since the event.
- ___ percent have created collaborations and/or connections with presenters and/or exhibitors since the event.

PERSONAL EFFECTIVENESS

___percent of respondents indicated the event has made them more effective in their work with youth related to postsecondary readiness. The events have made the participants more effective in the following ways:

- understanding student and employer needs
- preparing students for workforce and college
- increasing awareness of opportunities
- improving lesson plans for students
- advising students
- networking with local businesses and community leaders
- emphasizing the soft skills and a strong work ethic
- considering local business participation in programs

IMPACT ON YOUTH

___ percent of respondents indicated the event helped impact the youth they serve in one or more ways.

- ___ percent indicated an increased awareness of the skills necessary for postsecondary success.
- ___ percent indicated an improvement in knowledge.
- ___ percent indicated and improvement in postsecondary readiness.

SUGGESTIONS

Summarize open-ended comments of respondents, then provide a few quotes characterizing the overall suggestions for event improvement.

VI. Post Evaluation

It is recommended that state partners responsible for the event evaluation/assessment survey conduct a similar survey among attendees six months after the event to assess changes made in programs or services because of the event.

VII. Resources and Tools

Career Pathway Events can include exhibitors and build-in time during the day for attendees to visit and/or hear from key exhibitors. Exhibitors often include education training providers, colleges/universities, industry associations, state education and training agencies that administer local programs, scholarships, grants, or educational resources.

This Postsecondary Career Pathway Guide to help others replicate regional career pathway events was prepared for the Post-Secondary Readiness and Success Initiative of the Indiana Chamber of Commerce Foundation through funding from JPMorgan Chase (JPMC). The guide will be expanded and updated in future years.

ADDENDUM

Sample Agenda: Pathway Panel, Passport Activity with Tour

Postsecondary Pathways: Connecting Education to Careers for Student Success and Talent Development

Event Agenda

8:00am-9:00am Registration/Breakfast/Networking

This time frame is dedicated for registration, breakfast, and networking. This is opportunity to handout any materials for the day. This will also be the time to mingle with the exhibitors that will be available. The exhibitors would consist of some of the local universities, community colleges, and businesses to share some of their materials.

**9:00am-10:00am General Session - Opening Keynote Session
(Name,Company/Organization)**

This time frame will allow keynote speaker to set the tone for the day.

10:00am-11:00am General Session - Panel Discussion

This time frame will provide a panel discussion dedicated to workforce development issues facing the communities regionally. This will be designed specifically to address those concerns in a particular region.

11:00am-11:15am Break/Networking

This time frame will be an opportunity for attendees to network and mingle with exhibitors.

11:15am-12:15pm General Session - Panel Discussion

This time frame will provide a panel discussion dedicated to workforce development issues facing the communities regionally. This will be designed specifically to address those concerns in a particular region.

12:15pm-1:30pm Networking Lunch

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Pathway Passport with Tour 1:30pm-2:30pm

Pathways Passport

This time frame will allow attendees to engage directly with local businesses to learn more about the opportunity that are available for the future workforce. Time will be spent learning what will be needed to build careers with these companies.

Instructions

1:35pm-1:45pm

1st Round

1:45pm-1:55pm

2nd Round 1:55pm-

2:05pm

3rd Round 2:05pm-

2:15pm

4th Round 2:15pm-

2:25pm

5th Round 2:25pm-

2:30pm

Wrap-Up

2:30pm-3:00pm

**Closing Remarks
Instructions for Tour**

3:00-4:00pm

Tour at Company

ADDENDUM

Sample Agenda: Pathway Panel, Passport Activity with No Tour

Event Location Date

9:00 am EST Registration, Breakfast and Networking (8:00-8:30 CT)

9:30 am

Morning Keynote Welcome and Facilitation by *Community VIP*

Introduction by *Sponsor Agent*

Keynote Address by *State Level VIP*.

10:30 am

Presentation and Discussion: Education Partnering for Career Success Moderated by *Name, Superintendent, School District CTE Director Principal Educator Educator*

11:30 am Lunch & Table Discussion

12:00 pm

Panel Discussion: Workforce Partnering for Career Success

Name, Title, Company, Industry

Name, Title, Company, Industry

Name, Title, Company, Industry

Name, Title, Company, Industry

1:00 pm Pathways Passport: Networking Activity

Hospitality/Tourism *Name, Title, Company*

Agriculture *Name, Title, Company*

Education *Name, Superintendent, Local School Corporation Name*

Technology *Name, Title, Company*

Healthcare *Name, Title, Company*

Logistics *Name, Title, Company*

Manufacturing *Name, Title, Company*

Social Services *Name, Title, Organizaiton*

Cont'd on next page

2:00 pm

Moving Forward: Partnering for Career Success *Name, Title, Organization-Should be an Economic Development VIP from Region*

2:15 pm Evaluation (With follow up evaluation in 6 months.)

2:30 pm Closing

**Evaluations Collected and Professional Development Point Certificates distributed at registration area.*

LOGO PLACEMENT

ADDENDUM

Postsecondary Pathway of [Region or City Name]

**Passport Activity-Full Day
Sample Event Schedule**

8:00am-9:00am
Registration/Breakfast/Networking

9:00am-10:00am
Opening Session

Speaker- [SPEAKER PROFILE]

10:00am-11:00am
Panel Discussion

Panelist 1: Name, Title, Company
Panelist 2: Name, Title, Company
Panelist 3: Name, Title, Company
Panelist 4: Name, Title, Company
Panelist 5: Name, Title, Company

11:00am-11:15am
Break/Networking

11:15pm-12:15pm
Pathways Passport

This time frame will allow attendees to engage directly with local businesses to learn more about the opportunities that are available for the future workforce. Time will be spent learning what types of education and training will be needed to build careers with these companies.

11:15pm-11:20pm **Instructions**

11:20pm-11:30pm **1st Round**

11:30pm-11:40pm **2nd Round**

11:40pm-11:50pm **3rd Round**

11:50pm-12:00pm **4th Round**

12:00pm-12:10pm **5th Round**

12:10pm-12:15pm **Wrap-Up**

12:15pm-1:00pm
Lunch