Industry Cluster
Innovative Academy (ICIA) Summit

1, August 17 | Austin
Welcome & Introductions

Reo Pruiett
What the numbers say…

40% of Americans Earn a College Degree
50% of Recent Grads are Unemployed/Underemployed

60% of Jobs Require a College Degree
50% of High Skill Jobs are Expected to go Unfilled by 2020

Data provided by Education Design Labs at recent i3 Convening.
Agency and Educate Texas Support

Texas Education Agency
Lily Laux

Texas Workforce Commission
Chairman Alcantar

Texas Higher Education Coordinating Board
Donna Carlin

Educate Texas
Chris Coxon
Setting the Context

Johannes Starks
Solve the Community/Business Partnership Puzzle
Solve Your Puzzle
Solve Your Puzzle
Solve the Community/Business Partnership Puzzle

“All communities have a number of untapped assets. Individuals in the community, faith-based organizations, community and neighborhood associations, colleges, hospitals, libraries, businesses, and social service agencies, among others, are all valuable community assets.”
Communities have problems, just like people.

Communities, like people, try to solve their problems. Your students could provide the solutions to their problems. They need to know you are there and that you want to help. Win-win.
Solve the Community/Business Partnership Puzzle

So where do I start?
Solve the Community/Business Partnership Puzzle

write Who you will start with on your puzzle piece
Solve the Community/Business Partnership Puzzle

Develop your story
Solve the Community/Business Partnership Puzzle

**Know Where You’re Going**

“If you don't know where you’re going, you will probably end up somewhere else.”

**Tell Your School’s Story**

Try...communicating, with fullness and accuracy, some experience to another...and you will find your own attitude toward your experience changing.”
Solve the Community/Business Partnership Puzzle

write a key element to your story on a puzzle piece
Solve the Community/Business Partnership Puzzle

“Relationships become the infrastructure of the school, so you need to be intentional about this in your vision.”
Solve the Community/Business Partnership Puzzle

How do we identify the people we want

- Start with people you know
  - Parents
  - Friends
  - Family
  - Involve the kids
- Step outside your school
Solve the Community/Business Partnership Puzzle

How do I get them here?

- Career Day
- Rewards for students
- Shadow Day
  - Virtual Shadowing
  - A day in the life
- Listen to presentations
- Volunteer
- Mentor Opportunities
- Create a design challenge
- Phone Calls
Solve the Community/Business Partnership Puzzle

write one name of a person, business or community partner you know would help
Solve the Community/Business Partnership Puzzle

Assemble the membership
Solve the Community/Business Partnership Puzzle

What are you asking them to do?

Practice describing the role of Advisory board members and create a plan for what you will say:

Sample: “(School name) is in the process of transforming our school into a Community School. A community school is a school that partners with families and community organizations to organize community resources to provide programs and services at the school to support student and family development. We need some community leaders who can serve as our thinking partners as we make this transformation. We believe that you could be a valuable member of this board because:
Solve the Community/Business Partnership Puzzle

Be prepared for questions

<table>
<thead>
<tr>
<th>What they may ask:</th>
<th>How you might respond:</th>
</tr>
</thead>
<tbody>
<tr>
<td>How big of a commitment is this? How much</td>
<td>At first we will meet twice a month until the planning process is complete. After that</td>
</tr>
<tr>
<td>time will it take?</td>
<td>monthly or bi-monthly</td>
</tr>
<tr>
<td>How long will the meetings last?</td>
<td>We can decide what works as a group. Usually between 1 and 2 hours at a time.</td>
</tr>
<tr>
<td>Will I only need to go to meetings?</td>
<td>It is our hope that you will identify ways in which you can bring your skills and</td>
</tr>
<tr>
<td></td>
<td>expertise to the effort, but it is entirely up to you what you are able to do.</td>
</tr>
<tr>
<td>Will there be work in between meetings</td>
<td>At our first board meeting we will present you with a list of tasks for board members.</td>
</tr>
<tr>
<td></td>
<td>You can decide then, or later, how involved you are able to be.</td>
</tr>
<tr>
<td>How long is this commitment</td>
<td>You can decide! We hope that the board will come together for one year terms, but</td>
</tr>
<tr>
<td></td>
<td>once we begin working together we can see what feels right for all participants!</td>
</tr>
<tr>
<td>Do I have to decide now?</td>
<td>No! Please come to our first meeting on (date) at (time) at (place) and hear more</td>
</tr>
<tr>
<td></td>
<td>about this work. You can decide then or sometime soon after!</td>
</tr>
</tbody>
</table>
Solve the Community/Business Partnership Puzzle

identify One person you will ask to help on your puzzle piece
“You become part of the community, they know you, and that you are willing to be a part of them. It has to be all of us working together.”
Solve the Community/Business Partnership Puzzle

Get to Work

▶ Plan and Host your first meeting
  ▶ Identify how they can help solve the problem
▶ Identify financial barriers
▶ Make sure you identify the win win
Solve the Community/Business Partnership Puzzle

What you will do when you get back to school.
Solve the Community/Business Partnership Puzzle

When you do this work you become part of the community and they know who you are and that you are willing to be a part of them.

Develop your Story
Network
Assemble the membership
Get to WORK!!

I am new
Where do I start?
Texas Education Agency Update

Stacy Avery & Celeste Padilla
Overview from Technical Assistance Providers
Experts in the Field

Collaborative Economics
John Melville

Safal Partners
Michelle Carson

Texas Regional Collaborative
Carol Fletcher
http://today.io/1r9k2
Cracking the Code of Industry Engagement

John Melville, CEO, Collaborative Economics

www.NextGenSectorPartnerships.com
A TYPICAL STATE OF PLAY

City Economic Development Organization
Community College
Chamber of Commerce
Private Training/school
Regional Economic Development Organizations
Adult Basic Education
Workforce Development Board
County Economic Development Organization
K-12 CTE
Job Center services
VR, Vets, Older Worker Programs
University
SOME UNINTENDED CONSEQUENCES

1. We are just one institution or initiative in a complex, chaotic system, so find it difficult to get the attention of employers.

2. We rely on one big employer or “usual suspect”, who will help us meet our grant requirements but doesn’t really represent the industry.

3. We approach already-inundated employers with yet another “ask”, producing employer fatigue.

4. We miss many other employers altogether because we don’t look, don’t have access, or can’t figure out how find groups of them efficiently.

5. We use proxies like associations to get the industry view, but don’t really hear directly or get the commitment from individual employers.

6. We engage employers on “our terms” rather than on “their terms,” so they have limited ownership in either the problem or the solution.

As a result, our students don’t get the career information, workplace experiences, up-to-date curriculum, access to industry speakers/instructors, use of the latest technologies—and are not as well-prepared as they should be for further education or the world of work.
A DIFFERENT WAY OF DOING BUSINESS

Industry Identified Priorities at the Center of Business-Driven Partnership
EMPLOYER ENGAGEMENT PATHWAYS

THE SHORT GAME
Makes sense for some purposes, but not structured to produce lasting results or commitment

Transactional in nature
Survey of needs
Focus groups
Event sponsorship
Single program advisory boards

THE LONG GAME
Makes sense for relationship/trust building that yields long term impact

Transformational in nature
Employers as partners, Chairs of Sector Partnerships, co-investors
Shared stake in comprehensive education and training
Tackling other opportunities beyond just workforce issues
Sustained engagement over time
Expanded engagement by more employers
Many Tables, Many Knocks, Many Asks...Oh My! A Better Way?

• **Taking Stock:** How are different organizations in your region currently engaging employers in your target sector?

• **Moving Forward:** What are the biggest obstacles to engaging employers in your target industry, and how might you overcome them?
Getting Practical

1. What are your **biggest concerns** about industry engagement?

2. What are your **best ideas** for how to improve industry engagement?

*Please send in your concerns and ideas, and this afternoon I will work them into your session with me.*
We are Safal Partners

It’s great to meet you!
Who we are...

Houston-based, mission-driven, education-focused, management consulting firm that bridges the gap between ideas and outcomes.

The talent of the team, combined with our partnership approach, creates a powerhouse small firm that turbo charges your capacity to deliver big impact.

We bring experience in this space. Our domain expertise allows us to provide user-friendly solutions that are responsive to needs in the field.

Clients appreciate our ability to drive results on large-scale, complex projects while remaining nimble, responsive, and effective.
Meet the team – we are excited to work with you!

**Mukta Pandit**, President of Safal Partners, currently serves as the Project Director for the NCSRC. Mukta is a former Michael and Susan Dell Foundation program officer with deep experience in assessing programs to create positive educational outcomes. A former engagement manager for McKinsey & Co., she holds an MBA from Wharton.

**Michelle Carson** is currently leading Safal’s CTE Resource Integration project for TEA. Previously, she curated two online resource collections for ED: the Literacy Information and Communication System (LINCS) and Designing Instruction for Career Pathways. Ms. Carson also leads the development of online instructional and professional development courses for two states.

**Libby Livings-Eassa** is a nationally recognized expert in CTE and led ED's Rigorous Programs of Study (RPOS) initiative while filling an appointment with OCTAE and has recently been commissioned to update the RPOS framework to include adult programs of study and address recent Workforce Innovation and Opportunity Act (WIOA) legislative changes with an eye to the reauthorization of the Perkins legislation.

**Vinayak Reddy** is a Senior Associate with Safal Partners, and he brings specialized experience in a variety of functional areas across a multitude of industries. He is a trained finance and accounting analyst with Big 4 and public sector experience. He is currently the research analyst on a year-long effort with ED to provide assistance to advanced manufacturing partnerships around the country.
Our previous projects inform and enhance our ability to serve clients on a variety of issues.

### CTE Resource Integration – TEA

- Safal was contracted in January 2017 to integrate Career and Technical Education (CTE) resources from seven different websites into a newly organized central resource collection. Safal brought in national experts to evaluate over 10,000 existing resources, migrate select resources, and develop new resources to populate the new Texas CTE Resource Center site. The workflow tools developed by Safal enabled multiple SME’s to evaluate, revise and develop new content and provided dashboards to TEA leadership to monitor progress. Safal also conducted landscape analysis to help inform TEA leadership to support enhancement of CTE across the state.

### Partnership Formation in Advanced Manufacturing – ED/OCTAE

- Safal is providing analytical, planning, and technical assistance services for Partnership Formation and Development in Manufacturing. Safal will compile and analyze programs and practices on partnership formation and development in multi-sector partnerships and consortia used by community colleges; identify and report technical assistance activities, issues, and topics through analysis of interviews with U.S. Department of Commerce, Economic Development Agency’s Investing in Manufacturing Communities Partnership (IMCP) Communities’ designees and experts from national and regional organizations; develop and implement a Peer Technical Assistance Plan (PTAP) with innovative dissemination strategies; and convene federal partners to formalize the goals of the project and obtain feedback on the PTAP.
Our previous projects inform and enhance our ability to serve clients on a variety of issues. (cont’d)

Revision of "Pre-Assessment of Career Pathways Systems Readiness & Capacity" – ED/OCTAE

• Re-visioning and realignment of the “Pre-Assessment of Career Pathways Systems Readiness and Capacity” to WIOA, ESSA, HEA and as a comprehensive tool for all delivery systems including adult education, secondary, and postsecondary programs. First published in August 2010, the pre-assessment was the foundation of the Rigorous Programs of Study National Initiative which Livings-Eassa directed. The initiative was designed as “proof of concept” for the next reiteration of the Carl D. Perkins Act.

America’s Promise and Youth CareerConnect – DOL/ETA

• America's Promise: Working with regional workforce partnerships, to expand regional partnerships between employers, economic development, workforce development, community colleges, training programs, K-12 education systems to provide a pipeline of workers.

• Youth CareerConnect: Subject Matter Expert and Grantee Coach for the YCC national grant program to encourage America's school districts, institutions of higher education, the workforce investment system, and partners to scale up evidence-based high school models to transform the high school experience for America's youth.
Let’s stay in contact.

▷ Webinars
▷ Resources
▷ Other Connection Points
Texas Teacher Externships
TEX²

Carol Fletcher, Ph.D.
Deputy Director, Center for STEM Education
The University of Texas at Austin
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Industry Cluster Innovative Academy
August 1, 2017
Austin, TX
Teacher Externships

What is a Teacher Externship?

A teacher externship is a professional development opportunity connecting the classroom to the workplace.
Teacher Externships

Through conversations with industry leaders and via direct experience at a job site, the teacher learns about the trends, skills and opportunities in industry related to their content area in order to enrich and strengthen instruction and bring relevance to student learning.
Teacher Externships

Pilot Program

In late January, the Center for STEM Education at UT Austin offered current Texas Regional Collaborative partners an opportunity to submit applications for a pilot teacher externship program. The solicitation was open-ended to encourage proposals that were creative and that would address the local context.
# Teacher Externships

<table>
<thead>
<tr>
<th>ACCEPTED PROPOSALS</th>
<th>INDUSTRY</th>
<th>PROJECT DIRECTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 2 WeTeach_CS</td>
<td>Computer Science</td>
<td>Janelle Reyes</td>
</tr>
<tr>
<td>Region 6 Science</td>
<td>Energy/Telecommunications/ Municipal Infrastructure</td>
<td>Danna Mitschke</td>
</tr>
<tr>
<td>Region 12 Mathematics</td>
<td>Construction</td>
<td>Jennifer Maine</td>
</tr>
<tr>
<td>Region 12 WeTeach CS</td>
<td>Multifaceted Industries</td>
<td>Andi Parr</td>
</tr>
<tr>
<td>Region 18 Mathematics</td>
<td>Energy/Aerospace/Construction</td>
<td>Michelle Rinehart</td>
</tr>
<tr>
<td>Region 19 WeTeach_CS</td>
<td>Construction</td>
<td>Jeffrey Strom</td>
</tr>
<tr>
<td>Region 2 WeTeach_CS</td>
<td>Computer Science</td>
<td>Janelle Reyes</td>
</tr>
<tr>
<td>Region 20 Mathematics</td>
<td>Education</td>
<td>Brandi Simpson</td>
</tr>
<tr>
<td>Region 20 Science</td>
<td>Education</td>
<td>Nancy Rodriguez</td>
</tr>
<tr>
<td>UT Tyler Science</td>
<td>Aerospace</td>
<td>Fredericka Brown</td>
</tr>
<tr>
<td>Youth Code Jam WeTeach_CS</td>
<td>Computer</td>
<td>Debi Pfitzenmaier</td>
</tr>
</tbody>
</table>
Pilot Experiences

- Startup Weekend – focused on entrepreneurship
- Regional Electric Company
- TX Water Development Board
- AT&T
- General Motors
# TEX² Timeline

<table>
<thead>
<tr>
<th>November</th>
<th>February</th>
<th>March</th>
<th>Summer 2018</th>
<th>Fall 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP released by UT Austin</td>
<td></td>
<td>Proposal due</td>
<td>Notification of grants awarded</td>
<td>School-year follow-up experiences</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Externships</td>
<td></td>
</tr>
</tbody>
</table>
Key Features of TEX²

• Focus on Governor’s Industry Clusters
• Priority for campuses with existing industry partnership requirements such as Innovative Academies, ECHS, TSTEM, P-Tech.
• Minimum of 10 teachers
TEX\textsuperscript{2} Potential Outcomes

• Establishing long-term relationship that leads to student internships

• Engagement of industry personnel in student PBL, career day, mentorships, etc.

• Teacher developed real-world lesson plans
Teacher Externships

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Industry Cluster
Innovation Academy
August 1, 2017
Austin, TX

The University of Texas at Austin
Center for STEM Education
Texas Regional Collaboratives
Poster Session Set Up & Directions

Susan Henderson
Don’t Go Empty Handed

<table>
<thead>
<tr>
<th>Campus/District</th>
<th>Point of Contact</th>
<th>Industry Cluster</th>
<th>Partners (IHE/Workforce)</th>
<th>Key Take-Away</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bright Blue</td>
</tr>
</tbody>
</table>

10
Here is the Set Up

Party Gift!
Review feedback and prepare for follow up discussions during afternoon sessions

• take photos
• make notes
• write questions
Industry Cluster Breakouts

Educate Texas Team
Birds of a Feather

Biotechnology & Life Sciences I (Big Tex - Lower)
- Austin ISD – LBJ
- Connally ISD
- Dallas ISD – North Dallas
- Freer ISD
- Houston CC

Biotechnology & Life Sciences II (Balcones)
- Judson ISD
- Alief ISD
- Grand Prairie ISD
- United ISD

Advanced Technologies & Manufacturing (Tower)
- Angelina County Cooperative
- Dallas ISD – Kimball
- Manor ISD
- Pharr-San Juan- Alamo ISD

Information & Computer Technology (Stadium)
- Austin ISD – Reagan
- Dallas ISD – Adamson
- Dallas ISD – North Dallas
- DeSoto ISD

Petroleum Refining & Chemical Products, Energy (Mustang)
- Beaumont ISD
- West Oso ISD
Speed Dating with Technical Assistance Providers
<table>
<thead>
<tr>
<th>Group</th>
<th>Teams</th>
<th>Room Rotation</th>
</tr>
</thead>
</table>
| 1     | Austin ISD – LBJ  
Judson ISD  
Angelina County Cooperative  
DeSoto ISD | 1. Big Tex (Coll. Econ.)  
2. Balcones (Safal)  
3. Tower(EdTX)  
4. Stadium (TRC) |
| 2     | Connally ISD  
Alief ISD  
Dallas ISD – Kimball  
Beaumont ISD  
Austin ISD – Reagan | 1. Balcones (Safal)  
2. Tower(EdTX)  
3. Stadium (TRC)  
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| 3     | Dallas ISD – Adamson  
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| 4     | Dallas ISD – North Dallas  
Houston CC  
United ISD  
Pharr-San Juan- Alamo ISD | 1. Stadium (TRC)  
2. Big Tex (Coll. Econ.)  
3. Balcones (Safal)  
4. Tower(EdTX) |
Wrap Up & Adjourn

Susan Henderson
Given what you heard today, what is one step you plan to take toward implementing an idea/approach that resonated with you today?

Response to prompt...

Name
Address
City, State, Zip
Pack Your Toolkit

- **Campus Poster**
- **Poster Session Take-Aways**
- **Campus Discussion Starter**
- **Puzzle for Support**
- **TA Provider Materials**
https://www.surveymonkey.com/r/ICIA2017
Thank you!

Educate Texas
John Fitzpatrick

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