K12 STRONG WORKFORCE PROGRAM

Key Talent Professional Development

April 25, 2022, 2:30 – 4:00 PM

Agenda

1. **Welcome and Review of Agenda** – Lyla Eddington, Ed.D., RN, K12 SWP Statewide TAP, CCCCO

2. **Intentional Business and Education Partnerships** – Lyla Eddington
   a. Partnership Essentials
   b. How to Work with Partners
   c. How to Recruit Partners
   d. Measuring Partnership Outcomes

3. **Break Out Sessions** – Random Assignments
   a. Examples of existing partnerships that meet the above criteria
   b. Strategies YOU can utilize to influence LEAs in your region using your **Strengths**

4. **Reconvene & Report from each group of one example of (a) and (b).**

5. **Updates/Announcements Related to K12 SWP** – Katie Gilkes, Program Specialist, Workforce & Economic Development, CCCCO

**Nest Professional Development:** May 23, 2022 – 2:30 – 4:00 PM
Intentional Business and Education Partnerships

Presented by:
Lyla Eddington, Ed.D., RN
K12 SWP Statewide TAP

April 25, 2022
Partnership Essentials

1. Why Do Businesses & Schools Need Each Other?
2. What Is a Partnership? *Educators & businesses working together toward a shared goal designed to benefit students while at the same time, achieving goals unique to each partner.*
3. How do Partnerships Help Students?
4. Return of Investment (ROI)
   - ROI for Educators
   - ROI for Businesses
## Sample Stakeholder Chart for a Career Mentoring Program

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Role</th>
<th>Need from Them</th>
<th>Provide to Them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>Participant</td>
<td>Participation &amp; Completion</td>
<td>Opportunity to explore career of interest</td>
</tr>
<tr>
<td>Parents</td>
<td>Student Support</td>
<td>Allow to participate, sign permission slip, drive</td>
<td>Career Exploration, better future for child</td>
</tr>
<tr>
<td>Business Management</td>
<td>Host Program</td>
<td>Permission for staff participation</td>
<td>Employee morale, future employees</td>
</tr>
<tr>
<td>Business Employees</td>
<td>Ac as Mentors</td>
<td>Time, Training, Commitment</td>
<td>Rewarding feeling, improved job satisfaction</td>
</tr>
<tr>
<td>Educators</td>
<td>Host Program</td>
<td>Approval of staff &amp; student participation</td>
<td>Improved student performance/retention</td>
</tr>
</tbody>
</table>
How to Work with Partners

1. Advisory Boards
2. Expertise
3. Mentors
4. Work Based Learning Activities
5. Teacher Externships
6. Advocacy
7. Resource Support
How to Recruit Partners

1. Types of Business Partners
2. Where to Find Partners
3. What to Look for in a Partner
4. How to Connect to Prospective Partners
5. Making the Pitch
## Finding Partners that Meet Your Needs

<table>
<thead>
<tr>
<th>A. Program Needs</th>
<th>Attributes, Skills, Talents Required</th>
<th>Prospective Candidates</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Funding</td>
<td>Large number of contacts, experience</td>
<td>Sylvia Cervantez – ABC Bank</td>
<td><a href="mailto:scervantez@abc.com">scervantez@abc.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>818-599-4212</td>
</tr>
</tbody>
</table>

B. Student Needs

C. Other Needs
Measuring Partnership Outcomes

1. Why Evaluate?
2. Types of Evaluations
3. Outcomes & Measurement Tools
4. Effective Practices
5. Sharing Your Results
Break Out Sessions/Reporting Back

1. Share Examples of existing partnerships that meet the criteria discussed today.

2. Strategies YOU can utilize to influence LEAs in your region using your **Strengths.**
Update and Announcements Related to K12 SWP

Katie Gilkes, Program Specialist, Workforce & Economic Development