

ENGAGE. CONNECT.

TIPS & TRENDS FROM THE NATIONAL CENTER FOR COLLEGE & CAREER TRANSITIONS

May 2017

Greetings!

When I was a kid, my dad went on a business trip to Florida and brought me back a Space Pen. If you're not familiar with space pens, they're amazing: Because they have a pressurized ink cartridge they can write upside down, underwater, in other liquids, in a weightless environment, and in temperature extremes ranging from -50 F to +400 F. What a score for a ten year old kid!

More recently I heard the Legend of the Space Pen. According to the story, space pens were invented by NASA after astronauts, who had to do calculations and take notes while in space, realized that their regular pens couldn't perform in extreme environments. The legend says that it took nearly two years and cost millions of dollars to create this technological marvel. And that the Russians, when faced with a similar challenge, simply decided to use pencils.

The story isn't true, according to both [NASA](#) and the [Fisher Space Pen Company](#). But sometimes false stories are worth hearing because they convey an important truth. And in this case the lesson is clear: Don't make things more complicated than you have to.

Educators work hard, maybe harder than just about anyone else I can think of. So why try to build new programs and plans from scratch, when others have almost certainly faced your same challenges and found solutions that work?



Don't waste your time trying to build a new Pathways program from scratch: Learn from people who have already done it, and save yourself the effort (and possibly the pain) that they've already shouldered. There are [books](#), [articles](#), case studies, conference presentations and site tours you can benefit from, and there are people who are willing to [support](#) you through the entire process. Take advantage of what's already there and direct your energies into implementation.

Space pens are great; but if a pencil will do, use a pencil.

Best,

Brett

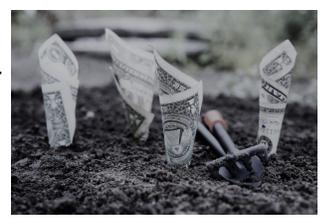
The Pathways Sherpa

[Here's a Quick Answer to the Question - What's Driving our Local Economy?](#)

A critical factor of success in the pathways movement is aligning pathway programs to high value industries that drive economic growth and offer good career and earnings prospects for workers.

Here's a great tool to help with alignment.

The Brookings Institution has provided an excellent resource for local leaders to tap into - it's their work on America's Advanced Industries. These are the industries that invest a larger than average percent of resources in research and development, and that require a higher than average STEM knowledge among their workers. These industries are filled with STEM workers, many of whom need college degrees, but almost half of the jobs require less than a four-year degree.



Brookings identified 50 industries that constitute the advanced industries sectors. Contrary to the myth that America's economy is all about internet-based apps and services, these advanced industries are heavily weighted toward manufacturing. [Read more.](#)

Check out the [Pathway Sherpa website](#) and receive the first chapter of Hans' new book when you subscribe. Look for the orange starburst.

NEW- Engage.Connect Webcast Series

NC3T began conducting a series of webcasts highlighting important innovations in education relating to the pathways movement. To ease the burden of a busy schedule, you can view/listen to these webcasts anytime day or night!

Title: Taking Workplace Learning to Scale: An Internship Strategy

Description:

Hans Meeder, President of NC3T, talks with Dr. Lazaro Lopez and Mr. Daniel Weidner of Illinois High School District 214 about their approach to creating a high quality, scalable internship program to support their students with pathways into careers upon graduation.

[Watch this webcast here.](#)

Title: STEM and CTE: Shared Pathways to Success

Description:

In this webcast we learn about the very important work and research of Dr. Claus von Zastrow and Change the Equation. The organization works at the intersection of business and education to ensure that all students are STEM literate by collaborating with schools, communities, and states to adopt and implement excellent STEM policies and programs.

[Watch this webcast here.](#)

FYI - Information You Can Use

Why We Desperately Need to Bring Back Vocational Training In Schools

Just a few decades ago, our public education system provided ample opportunities for young people to learn about careers in manufacturing and other vocational trades. Yet, today, high-schoolers hear barely a whisper about the many doors that the vocational education path can open. The "college-for-everyone" mentality has pushed awareness of other possible career paths to the margins. The cost to the individuals and the economy as a whole is high. If we want everyone's kid to succeed, we need to bring vocational education back to the core of high school learning.

<https://www.forbes.com>



Can We Get to 5 Million Apprenticeships in 5 Years?

It looks like the White House has caught apprenticeship fever, and that's great news for millions of Americans who need access to good jobs and employers looking for talent. Calls for expanding apprenticeship are coming from both sides of the aisle and even from CEOs of America's most innovative companies. Just last month, Salesforce CEO Mark Benioff called for creating 5 million apprenticeships in just 5 years. Silicon Valley is known for "moonshot" goals, and this one certainly fits the bill. Should the Trump Administration decide to embrace Mark Benioff's challenge, one of the first questions they will have to tackle is what they count as an apprenticeship. In particular: are they talking about Registered Apprenticeship? If you are wondering what Registered Apprenticeship is and why it matters for this conversation, you are probably not alone. The answer, in a word, is government - and the question boils down the role government plays in defining what counts as an apprenticeship.

<https://www.newamerica.org/>



States Want More Career and Technical Training, But Struggle to Find Teachers

Many Minnesota employers say they can't find skilled workers with the right career training. Meanwhile, high schools are cutting career and technical education courses because they can't find qualified teachers. "The jobs are there, and we're not preparing our kids well enough to get into those jobs because the system has not allowed us to," said Stephen Jones, the superintendent of schools in Little Falls, Minnesota. Nationally, career and technical education (CTE) isn't the area with the worst teacher shortage - that's special education. But two-thirds of states are currently reporting a shortage of CTE teachers in at least one specialty, according to a Stateline analysis of federal data. Many states, such as Minnesota and South Dakota, have had a shortage of CTE teachers for a decade. Some states, such as Maine, Maryland and New York, have had a shortage for almost 20 years.



<http://www.pewtrusts.org/>

What Would Happen If Learning in School Became More Like Working at a Startup?

At its most basic level, a startup is a learning machine—one that helps its founders understand and serve the real world in a manner that enables itself to continuously gather information and grow. If it doesn't learn and adjust, a startup ends. Successful students, like startups, are those who are resilient, constantly absorbing new information and challenging their assumptions. We're not surprised, then, to see a proliferation of startup and entrepreneurial programs springing up in and around K-12 schools. What's more, an entrepreneurial culture, carefully scaffolded, can help schools transform and unlock learning in ways that more traditional coursework cannot.



<https://www.edsurge.com/>

Community College Presidents Surveyed on Enrollment, Recruitment, Pipeline

Six in 10 leaders of community colleges say their enrollments have declined in the past three years, including 21 percent who say enrollment is down by 10 percent or more, according to Inside Higher Ed's 2017 Survey of Community College Presidents. The survey, conducted by Gallup, is based on responses from 236 leaders of two-year colleges, who were queried about recruitment, the future of free community college and the emerging talent pool for new presidents, among other topics. Although most presidents said their institutions have seen decreases in enrollment, 18 percent reported an increase compared to three years ago. Many of these community college leaders say they're focused on recruiting students and offering new programs.



<https://www.insidehighered.com/>

Is the College Degree Outdated?

Last June, Martin Chibwe, a computer science major, graduated from Evergreen State College, in Olympia, Washington. His computer science courses covered topics like programming, machine learning and artificial intelligence; Chibwe even did a project on recommendation algorithms for an online library. But days after getting his diploma, and despite the big investment (\$39,000 in student loans), he sought another credential to "stack" on top to make him more marketable. He enrolled in Udacity's iOS Developer Nanodegree program, a five-course cluster from the online platform known for its techie skills focus. Cost: \$900. "I knew I needed help to land a job," said Chibwe. In January, he was hired to develop apps at the National Center for Telehealth and Technology near Tacoma, Washington. Chibwe's experience underscores a new truth: The bachelor's degree may be the classic pass to join the world of work, but increasingly it's no longer enough. And that prompts a provocative thought: Could credentials replace traditional education? Do we need college?



<http://hechingerreport.org/>

Featured May Publication

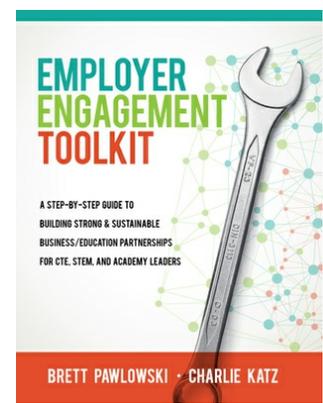
The Employer Engagement Toolkit

If you're interested in building effective relationships with your industry partners - relationships that produce real benefits for students, staff, and partners - you'll want a copy of the Employer Engagement Toolkit, a new hands-on workbook from the National Center for College and Career Transitions.

Written by Brett Pawlowski, Executive Vice President of NC3T, and Charlie Katz, President of Charlie Katz Consulting and former Director of Corporate Engagement with the National Academy Foundation, the Employer Engagement Toolkit is a

complete guide to finding partners and making them a part of your program.
Sections include:

- Essentials of Partnerships- Foundational information on partnerships, including what are partnerships; how students, staff, and businesses benefit; and how to identify the assets needed to fuel partnerships
- How to Work with Partners- An introduction to the nine different models you can consider when building relationships with your partners
- How to Recruit Partners - How to find the partners you need, how to connect with them, and how to engage them in your program
- Measuring Partnership Outcomes - Design an effective measurement/evaluation model to track outcomes for your partnerships
- Sustainability: Engaging Partners for the Long Haul - Your best partners are those who come back year after year; find out how to boost long-term involvement
- Deep Dive: Advisory Boards - An in-depth review covering how to set up and run an effective advisory board
- EET Case Files - Fifteen case studies showcasing different partnership models in action



Purchase your copy today through our [new NC3T Bookstore](#).

Pathway-Related News and Events



NC3T is happy to partner with Fritzwire, a daily newsletter publication of Public Private Action. We are all regular subscribers of the newsletter and would like to offer articles and notifications from Fritzwire that may be of interest to our readers. For more information about Fritzwire please click the following link.

<http://www.publicprivateaction.com/fritzwire>

From Fritzwire:

FRITZWIRE POSTS:

An Integrated Approach to College, Career & Life Readiness: A Case Study on Personalizing Guidance
by Mary Ryerse and Tom Vander Ark

They illuminate the need for readiness, narrate the story of the high-impact Career Guidance Washington program and illustrate how partnerships can enhance college, career and life readiness initiatives. The message is multifold: Students need support. Case studies are helpful. Partnerships can work.

In the publication, the authors examine the current state of college readiness, offer a case study analysis of College Spark's CRI via an impact assessment of the Career Guidance Washington (CGW) program, identify lessons learned from the CRI and provide recommendations for ways in which leaders across sectors can collaborate to create a more equitable future for students.

The authors sought to answer the following questions:

- What is currently known about readiness?
- Did the initiative achieve its goal to help more low-income students be college-ready when they graduate from high school?
- What lessons have been learned to help promote equity and increase access to college and career prep, with longevity and at scale?

<http://www.gettingsmart.com/>

The Census Bureau may have touted a new high-water mark of educational attainment in the U.S., but America lags many other countries.

The good news is that more than one-third of U.S. adults hold a bachelor's degree or higher - more than six times the rate in 1940 when the Census began asking the question. But according to the latest figures from the Organization for Economic Cooperation and Development, 25-to 34-year-olds are more educated in 10 other countries, including Canada, Japan and South Korea. Nearly 70 percent of young adults in South Korea completed some form of higher education, for instance, compared to 46.5 percent of their American peers.

<https://data.oecd.org/>

Still, the U.S. is doing significantly better than Brazil - whose education chief met with Education Secretary Betsy DeVos on Thursday. Just 14 percent of adults in Brazil have completed some form of higher education. DeVos talked to the minister about "several topics of mutual interest, including career and technical education, higher education exchanges, and

education reform ideas for their respective countries," the Education Department said in a statement.
[Politico Morning Education](#)

About the National Center for College and Career Transitions (NC3T)

K-12 education and the adult workforce are inextricably linked; and, as even the most casual observer understands, we currently face real challenges on both fronts. **NC3T** was created to help educators, policymakers and community leaders design integrated college and career pathway systems that provide students with purpose and direction, and provide them the knowledge and skills they'll need to secure their futures and the futures of the communities in which they live.

If you're interested in connecting students to the workforce in some way, including through out-of-school initiatives, targeted in-school channels (CTE, academy models), or developing a comprehensive community-wide or regional strategy that all partners can get behind, please contact Hans Meeder (hans@NC3T.com) or Brett Pawlowski (brett@NC3T.com) to talk further.

National Center for College and Career Transitions (NC3T)
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