Creating Vertical Alignment between Education and the Economy
Agenda: Discuss the goals of aligning Workforce, Higher Education, and Endorsement Pathways

Purpose of this session is to review:

1. Impact of recent legislation on education
2. How education impacts the economy
3. How the economy can impact education
4. A solution for the State – Being implemented in URG
5. The site and plan in Irving ISD
6. Possible next steps and action items

Special thanks to Greg Vaughn, Joyce Wilson, and Laurie Larrea
**Introductions**

**Dr. Jose Parra**  
Superintendent, Irving ISD

- Superintendent Irving Independent School District
- Former Superintendent Lockhart ISD – December 20, 2013
- Ed.D. from Columbia University

Irving ISD Mission Statement: We engage learners to become critical thinkers, leaders and contributors in a diverse and competitive world.

**Nathan Green**  
Vice President, SureScore

- Founder of Campus2Careers and Austin Young Chamber
- GM of Talent Assessment Division at Pearson
- Graduate from Cornell University with Labor Studies & Engineering degrees

SureScore helps students succeed in the classroom, college, and their career. Our goal is to help solve our clients’ most difficult challenges.
K12 is adapting to House Bill 5 (HB5) which connects a child’s education with college AND a meaningful career. The outcome is:

1. Equal weighting for 4 Cs – College, Community College, Career Placement and Certification Completion

2. Each student will create a personalized learning plan based on their career interest and goals

3. Each student will need to create a 4-year graduation plan and select an Endorsement, or mini-major

4. Recognizing students for their unique skills and abilities, not just book-smarts, offering a wider array of “performance acknowledgements”

5. A greater emphasis on CTE pathways
Drivers for HB5

Meeting with authors and influencers of the bill, they shared that:

1. Top performers start thinking about their career plans in Middle School
2. Switching majors is the largest cause of college debt and drop-out
3. Skills are becoming more valuable in the workforce than degrees
4. Students need to be nudged into productive pathways

The most interesting statement of the day may have come from former Texas Workforce Commission chair Tom Pauken, who praised the bill authors for adding more vocational training. He said, "Too many of our students are dropping out of high school as a result because they don't see education as relevant to them. Being 'career ready' is just as valuable as being 'college ready'."

The Texas Tribune
Gainful Employment, Outcomes-based Funding, & 150%

Meanwhile, Higher Education institutions are adapting to national legislation that will make them accountable for:

1. Tracking job placements and on-time graduation rates
2. Median loan debt by program
3. Managing the number of credits students take outside of their degree
4. Dropping financial aid past 150 credit hours for a degree
5. Looking into degree and career prospects to make lending decisions

Increasingly, colleges are being measured on both helping students get a degree AND a job, which in the future may actually dictate what degree the school offers.
Problem Statement: Education Impacts Economy

1. 7,000 students drop out of high school every day in the U.S.\(^2\)
2. Average American H.S. year is 180 days...
3. Today, we have 6.5M young adults between 16-24 not in school and not working...what is happening to them? How do we stop losing more every year?

BUT

- 58% of employers report that graduates are not adequately prepared for work.\(^6\)
- 71% of college students work while in school.\(^5\)
- Only 50% of college students graduate with a postsecondary degree.\(^7\)
- 53% of college graduates are unemployed or underemployed.\(^8\)

The BIG Question

How do we maximize college and career options when the time-honored pathway from school to career no longer works for most?

Problem Statement: Education Impacts Economy

Percent of Texas high school graduates that are college ready: TEA – 49%, ACT – 24%
Percent of Texas high school or college graduates that are career ready: %?%???
**Solution Statement: Economy Impacts Education**

**Company**
- Creates a profile, posts videos, and promotes their brand/industry
- Posts jobs, internships, projects, tours, and selects majors and degrees
- Gets matched with candidates and classes based on skills and fit

**College**
- Decides which majors, certifications, and other programs to offer based on supply/demand
- Students build their resume with internships, part-time jobs, and other experiences
- Promote their programs of study and employers to incoming students (and their parents)

**District**
- Selects their endorsement pathways based on the demand in their local community
- Students choose their endorsement based on their career interests and skills
- Integrates 4 year high school grad plans with post-secondary courses and careers

Our goal is to facilitate a vertical alignment between:
1. Career Pathways (Workforce)
2. Higher Education Pathways (Community College/Universities)
3. Endorsement Pathways (K-12)
Platform Overview: Campus2Careers

User Types:
1. Student (K12 or College)
2. Teacher (Class)
3. Counselor (School)
4. Principal (School)
5. District (Administrator)
6. Client (Administrator)
7. Parent (Family)
8. Employer (Mentor)
9. College
10. Workforce

Legend
Blue: Platform Modules
Green: Common Capabilities
Grey: Databases
Program Overview: WIFM

Benefits to the Workforce and Business Community:

- Developing the local workforce based on the local demand for skills/jobs
- Shaping what students are learning in the classroom/college
- Helping students select a pathway (endorsement, major, and degree) based on their interests, skills, and opportunities in the local economy
- Accessing academic, skills, and career data about the local education systems
- Tracking job and talent trends within the local workforce
- Filling part-time, full-time, volunteer and other opportunities more efficiently
- Building the brand of local businesses within the community
- Having reach into education system for career and community-related events

Results:

Workforce – less unemployed or underemployed youth
Community – less graduates back on their parent’s couches
Create an online community for your employer and education communities
Administrator Data: Future Graphs

Local Community College

Transfers

Four Year College

High School Graduating Class

Part-Time Job

Full-Time Job

About Me

www.campus2careers.com/student/evansmith

School
University of Texas at Austin

School Location
Austin, TX

Degree Type
Bachelor's Degree

Major
Economics

Resume
Link (Login to View)

About Me

www.campus2careers.com/student/davidtucker

School
Lockhart High School

School Location
Lockhart, TX

Job Type
Full-time

Resume
Link (Login to View)
Now What

Opportunities for the workforce, business and education community:

• Get local companies more involved in Community College career service committees/advisory boards and School Boards for Districts

• Create more videos about career clusters, pathways, and employers in your region and share them with Districts

• Reach out to CTE Directors with the regions’ skill/competency needs, certification requirements and for class projects, tours, speaking engagement/career days, etc.

• Post company profiles, internships, jobs, and videos on Campus2Careers.com (v2.0 releasing Jan 1)

• Integrate your training programs as additional post-secondary options for students in high school and college

• Become thought leaders for tomorrow’s workforce with resume writing, interviewing, and other workplace advice
Thank You!

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