

Missouri CTE Advisory Council

Marketing Sub-Committee

Update and Discussion

July 24, 2017

Marketing Sub-Committee

- Amy Sublett – Missouri Division of Workforce Development
- Dr. Brad Deken – Professor and Chair – Department of Polytechnic Studies, Southeast Missouri State University
- Janet Land, Assistant to Representative Kathryn Swan, Missouri House of Representatives
- Leon Bushdieker - Director, Agriculture, Food & Natural Resources (DESE)
- Leone Herring – Director Family Consumer Sciences & Human Services (DESE)
- Dr. Rene' Yoesel – Director of School Counseling (DESE)
- David Webb – Vice President, FCS Financial (Committee Chair/Facilitator)

SWOT RESULTS - STRENGTHS

1. Provides a product that is in demand
2. Problem solving that is fun in application
3. Work experience while learning
4. Better chance of getting a job
5. Community based
6. Serves a 9-12 population of students
7. Able to make a living wage
8. CTSO – value in community service

SWOT RESULTS - WEAKNESSES

1. Perceptions (seen as low skilled or troublemakers)
2. Parent expectations are not grounded in reality
3. School counselors have barriers to implement into school counseling program
4. Teachers do not understand needs of business and industry / relationship to current job market
5. Have not marketed to the family
6. Common Language (the lack of)

SWOT RESULTS - WEAKNESSES

Others listed:

- Changing the mindset of parents
- Not all schools have a variety of program options
- Career exploration is not as prevalent as it once was
- Funding
- No consistency in providing CTE in Junior High

SWOT RESULTS - OPPORTUNITIES

1. Need to use MSIP as a positive for CTE / school counseling
2. Soft skills
3. Drive with economics (avg. college loans are staggering / cost of education vs realistic wages post graduation)
4. Show parents options available and dollars/cents
5. Reach out to business industry and chambers

SWOT RESULTS - OPPORTUNITIES

Others listed:

- Reach out to other states to identify viable working Marketing Programs
- Use the pre-apprenticeship model
- Buy in to change mindset
- Showcase opportunities – virtual field trips
- Also for adult population
- Social Media

SWOT RESULTS - THREATS

1. MSIP – CTE / school counseling not seen as priority of schools
2. Perceptions of school counselors job / scope of work
3. Possibly some legislation regarding labor laws that may prohibit students from utilizing work experiences
4. Funding

SWOT “Common Themes”

1. Community based education to provide “In Demand” skills to meet personal and business needs
2. Image and perception barriers (internal/external) and lack of understanding industry needs (internal)
3. Lack of consistency and variety of program options
4. Opportunities are numerous to leverage new and existing programs, market the economics, technology and enhance business industry partnerships.
5. Internal barriers (funding and perceptions CTE is not a priority)

Marketing CTE – Where do we go from here?

The Advisory Council tasks include the following duties (from CTE website):

- Develop a comprehensive statewide short and long range strategic plan for career and technical education
- Identify service gaps and provide advice on methods to close such gaps as they relate to youth and adult employees, workforce development, and employers on training needs
- Confer with public and private entities for the purposes of promoting and improving career and technical education
- Identify legislative recommendations to improve career and technical education
- Promote coordination of existing career and technical education programs

Marketing CTE – Where do we go from here?

Marketing Observations and Questions:

1. Is it realistic to meet assigned Council tasks with 4 meetings per year?
2. What are the expectations and level of direct CTE marketing of Advisory Council members?
3. Marketing Committee: I suggest a one day work session (with expanded group and leadership) to initiate assessments (what's working, what's not and new programs). Initiate draft of action and marketing plans, followed up with monthly calls.

Observations and Questions

4. When was the last time DESE surveyed Career Centers and cooperating school districts to determine:
 - a) What's working and what's not in marketing CTE?
 - b) Does the curriculum offered meet student and industry needs to their specific areas?
 - c) Are assessments in place and what is the frequency to reassess anticipated changes in the workforce and industry needs?
 - d) How often are websites updated and are they functioning properly?
 - e) What level and types of social media are used in marketing CTE?

Observations and Questions

5. Can we:
 - a) Leverage past marketing material with new enhancements?
 - b) Collaborate with the Regional Professional Development Centers as “boots on the ground” to identify gaps in skilled education needs and build industry partnerships?
 - c) Advisory Council members be active in meeting with local career centers, business /industry, and chambers in promoting CTE and business collaborations or partnerships? If so, what is the recommended course of action?
 - d) Reach out to industry for partnerships to provide capital and equipment needs?

Marketing Observations and Questions:

6. Website functionality, user friendly and professional image:
 - a) Google searches for a listing of Missouri area career centers, or CTE's were generally successful. Some results were directed to MO.GOV or employment centers. Can we improve search results?
 - b) The February 6, 2017 Missouri directory found some linked websites were not functioning.
 - c) How often are CTE center websites updated/redesigned?
 - i. Are they bright, current and inviting?
 - ii. Do they meet the 3-click test?
 - iii. Do they identify industry relationships and job opportunities?
 - iv. Do they include student and industry testimonials?

Marketing the new CTE Certificate

- Now that the CTE Certificate has passed through the MO State Board of Education...what are our next steps?
- This certificate will be issued first to the class of 2021 as it is intended for this year's incoming Freshmen
- What will students receive if they meet the requirements?
 - Piece of paper/certificate
 - Other?
- How will we market this certificate/achievement to...
 - Post-secondary institutions
 - Business and Industry
 - Counselors and Administrators
 - Students
 - Parents
 - Legislators
 - Media
- How do we keep the excitement going through the lull of the next 3-4 years?

Questions?

Contact David Webb at: david.webb@myfcsfinancial.com