

CAREER READINESS



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WELCOME

CAREER READINESS



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Session #1
8:30—9:25



Opening Doors: How Educators Build Business Partnerships

Ryan Graham- Kent ISD

Shayna Carlson- Ottawa Area ISD

Purpose:

In 2018, the MCL 380.1166a was enacted to enhance Career development to assist students in answering the following questions:

Who am I?

Where am I going?

How will I get there?

Who can help?

Who here is responsible for Career Development?

Career Development is EVERYONE's Job!



Six Career Zones

- Arts & Communications
- Business, Management, Marketing & Technology
- Engineering, Manufacturing & Industrial Technology
- Health Sciences
- Human Services
- Natural Resources & Agriscience

Seventeen Career Clusters

- Agriculture, Food & Natural Resources
- Arts, A/V Technology & Communications
- Business Management & Administration
- Finance
- Information Technology
- Marketing
- Education & Training
- Government & Public Admin
- Hospitality & Tourism
- Human Services
- Law, Pub Safety, Corrections & Security
- Health Science
- Architecture & Construction
- Energy
- Science, Technology Engineering & Mathematics
- Manufacturing
- Transportation, Distribution & Logistics



They can't be what they can't see!



Profile of a Graduate



Hard Skills vs. Soft Skills, what is more important?

How do you teach the soft skills?

-
-
-

WAYS TO ENGAGE STUDENTS AT SCHOOL

- Employability Skills in classrooms
 - Mock interviews
 - Resume coaching & review
 - Presentations
 - Teamwork
 - Communication
 - [Values Activity](#)



Work-Based Learning Continuum

source

What experience
do you want to
build?



EMPLOYER INVESTMENT

Career Training

On the Job Training/Co-op
Clinical Experience
Pre-Apprenticeship
Registered Apprenticeship
Supervised Agricultural Experience

Career Preparation

Entrepreneurship Project
futurePREP'd PBL Project
School-based Enterprise
(with Employer)
Formal Mentor Relationship

Career Exploration

Informational Interview
Job Shadow
Mock Interview (with Employer)
Virtual Interactions
(Individually with Employer)

Career Awareness

Guest Speaker
Workplace Tour
Career Fair

Some Tools/Resources for Career Awareness & Exploration

[BPW Energy Park](#): insight into energy careers

[Career Chats](#): Virtual career chats library through Kent ISD

[Critter Barn](#): Ag in the classroom

[Junior Achievement](#): combines in-class learning with a day-long visit to a simulated town

[Manufacturing Month](#): Tours of local manufacturer's

[MiCareerQuest](#): Middle/9-10th grade experience through Clusters (5/20/26 in GR)

[West Michigan Works Industry Talent Councils](#): connections to largest industry needs in West Michigan (email Holly Woessner hwoessner@westmiworks.org)

[JOFI Career Exploration Events](#)

***What about careers in your school district you could highlight?**





Samples

- [PBL Community Network](#)
- [Kent ISD Career Prep 2030](#)
- [OAISD WBL Website](#)
 - [Student WBL Guide](#)
- [Kent & Ottawa ISD Business Toolkits](#)
- [OAISD Procedures list](#)



Let's hear from students!

1. Savannah Dobroc (Grand Haven High School) - Careerline Tech Center
Teacher Academy
2. Morgan Oberg (Jenison High School) - Careerline Tech Center
Construction
3. Natalie Guyot (Hudsonville High School) - Careerline Tech Center
Construction

Outcome of WBL= Increased Social Capital

Social capital is a student's ability to strengthen social skills to further their access to opportunities and success.

- These skill sets can translate to advancing educational and career goals for students
 - Again, “they can’t be what they can’t see”
 - Unlocks “weak ties” that they can access later vs. the “strong ties” they have to family & friends
 - Actual friends vs. social media “connections”
 - When looking for jobs, which “ties” serve a higher value?

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We Lead Learning



Ottawa Area ISD
Learn. Serve. Lead.

**How can schools
connect with Business
and Industry?**

Connecting Business and Education



Learn how Kent ISD can help you engage with students to:

- Generate awareness about your industry or profession
- Create career/industry exploration experiences
- Help prepare students for careers in your industry
- Recruit interns, co-op students, and future employees



Join us for a **Business ConnectEd** information session to get started!

Sign up at kentisd.org/WFD

Contact workforce@kentisd.org



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Workforce Development

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is now available!



Students
and recent graduates
view job postings
with local employers
HERE!

Visit our website:
bit.ly/WorkforceDevelopment-JobBoard

Kent ISD
Workforce Development



Student Job Board

The Careerline Tech Center Student Job Board acts as a free of charge posting service. This page is intended to help advertise local employment opportunities for students.

Ottawa Area ISD and Careerline Tech Center are not responsible for safety, wages, working conditions, or any other aspect of off-campus private employment. All hiring, scheduling, and compensation for job postings are handled between the student and employer.

Employers and students are urged to perform due diligence when offering, applying for, or accepting employment by requesting references or any additional information needed to establish qualifications and credentials so as to ensure an overall fit between employer and applicant.

Jobs can be filtered by City, Full or Part Time and CTC Program. Click on the Show Details link to see more information about the job and how to apply. Check back often for updated listings.

If you are an employer and would like to post a job, please contact the [CTC Work-Based Learning Department](#) to request the password.

Once a password has been obtained please click here to post your position(s): [Employer Job Posting Site](#)

Filter: City Full Time
Program

summer inter [Show Details](#)
Company B and B Handyman Service
Location Holland
Date Posted 4/16/2024
Full Time Yes

Carpenter [Show Details](#)
Company B and B Handyman Service
Location Holland
Date Posted 4/16/2024
Full Time Yes

Carpenter's Helper [Show Details](#)
Company B and B Handyman Service
Location Holland
Date Posted 4/16/2024
Full Time Yes

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**What can you highlight
to business and
industry to confirm
ROI?**

Benefits of CTE & CTE “LIKE”



- **Career & Employability skills** are standards for every program
- **Industry recognized credentials** aligned as an outcome for every program
- **WBL experiences for all** students (Awareness, Exploration, Preparation, and Training)
- **Articulated credit agreement required** for every program (local or state-level agreement may be utilized)

What the Research on CTE Says



- CTE students **graduate at a higher rate** than non-CTE students.
- CTE students **enroll in college at the same rate** as other students.
- More than **75% of employers** from in-demand industries report **hiring an employee** because of knowledge and skills gained through CTE.
- **CTE students are high wage earners** and on average earn **more than \$2 million** over their lifetimes.

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Documents that Help the Journey



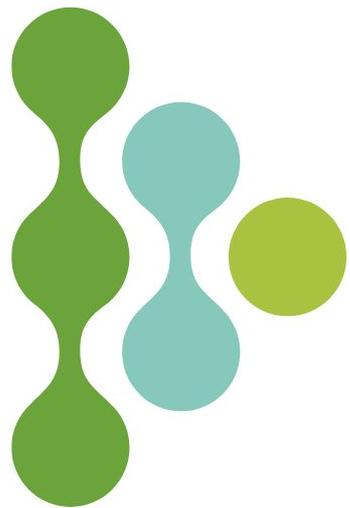
Activity

Continuum Level	Examples	What do we have?	How can we level up?	What do we need to make this happen?
Career Awareness	Career Fair- Field Trip			
Career Exploration	Informational Interview -Job Shadow			
Career Preparation	Entrepreneurial Project - School Based Enterprise			
Career Training	Co-op - PBL			
Youth Apprentice	Registered w/ DOL			



WBL Baseline Criteria

- 80% C+E Grade
- 90% Attendance
- 2.0 (74%) KCTC GPA



Steal Ideas from WFD!

Connecting Students and Employers

kentisd.org/WFD



Connecting Students and Employers

GET NEW PICS

kentisd.org/WFD



**Path to Pro
Skilled Trades Evening**
for all students in grades 7-12

Monday, March 24, 2025
5:00-7:00pm
Kent Career Tech Center

wmihealthcareers

HEALTH CAREERS EXPO

A career exploration event for students and families!

- Network directly with local health care employees
- Participate in hands-on activities
- Get firsthand information about the hiring process directly from recruiters
- Learn about entry level jobs, tuition assistance, and avoiding college debt
- Get the "inside scoop" on career paths and daily work of professionals in a variety of occupations

Wednesday, March 5th, 2025
5:00 - 7:00 pm

Kent Career Tech Center
1655 E. Beltline Ave. NE
Grand Rapids, MI 49525
Parking Lot #1 & #5

Designed for 7th-12th grade students
Open house style
Refreshments provided

2025 MICHIGAN CONSTRUCTION CAREER DAYS

APRIL 30 - MAY 1, 2025

CONSTRUCTION CAREER DAYS



Career Chats



30-minute Zoom-based career conversations (local professionals!)



Career Chats

- Modeling Informational Interviewing - a critical career development **SKILL**
- One Live Career Chat each week. kentisd.org/careerchats
- 160+ recordings. Found at kentisd.org/careervideos
 - *All 17 career pathways*
- *Use for career awareness, exploration and self-assessment*
 - *What did I like/not like?*
 - *Was it a good fit for my interests, values and skills?*
 - *What next steps can I take to explore further?*
 - *Did this change my ideas or confirm them?*
- *Networking*



Session #2
9:30—10:25

FYI Session: Start Small, how employers can engage students!

Krista Harmon- Kent ISD

Shayna Carlson- Ottawa Area ISD

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Thank You