

GROW NKY

Growing Regional Outcomes through Workforce



GROW NKY: College & Career Readiness Update for NKCES Board August 2021

GROW NKY is a strategic workforce collective comprised of leaders across key industries, educational institutions and community organizations working collaboratively to leverage the region's assets to grow, attract and retain a globally competitive workforce. The Northern Kentucky Chamber serves as the backbone organization leading the strategic workforce collective. GROW NKY focuses on five key areas of workforce development, following a cradle-to-career model. The College & Career Readiness (CCR) focus of GROW NKY aligns the work of partners in the College & Career Readiness space including NKY school districts, post-secondary institutions, industry sector organizations and businesses, and non-profit/community organizations. Each month, an update is provided by partners engaged in the GROW NKY collective, under the leadership of the NKCES, on the strategies & outcomes contributing to the regional goal. Over 75 partners are engaged in the College & Career Readiness focus area of GROW NKY.

The overall College & Career Readiness goal for NKY is to increase the percentage of students who meet one or more KDE college or career readiness measures.

4 key objective goals established by P2 partners include:

- 1) Increase awareness of high-need, high-growth NKY careers
- 2) Increase work-based learning (WBL) experiences for ALL students
- 3) Through identifying talents and passions, increase student post-graduation plans
- 4) Increase participation in dual credit general education and career and technical programs

August 2021 Updates

- GROW NKY continues to seek additional engagement from school district leadership. Superintendents and other district level leaders that would like to get more engaged in the

GROW NKY workforce collective are encouraged to reach out to Chad Molley as P2 lead and/or Amanda Johannemann at the NKY Chamber, who is backbone organization staff for GROW NKY.

- GROW NKY's College & Career Readiness (P2) direction setting team is comprised of the following partners who have agreed to work together towards a common set of regional goals:

NKCES (Lead Partner)	Kentucky Youth Apprenticeship Program (NKCES)
The Health Collaborative	Brighton Center
Fort Thomas Independent Schools	Taylor Career Strategies
Northern Kentucky Education Council	Kentucky Chamber Workforce Center/TPM
NKU	AMIP (Advanced Manufacturing Industry Partnerships)
NaviGo/Learning Grove	KY Out of School Youth Alliance
Junior Achievement	Boone County Schools/Ignite Institute
St. Elizabeth Healthcare	Erlanger-Elsmere Independent Schools
Insight Partners	Covington Partners
Thomas More University	CVG
STEP CG	Building Industry Association/Enzweiler Institute
INTERalliance	GSE (Governor's School for Entrepreneurship)
Campbell County Schools	ACI (Allied Construction Industries)
Supply Chain OKI	
KY Compact	
KY FAME	
Gateway Community & Technical College	

- Throughout the summer, weekly updates were sent to a contact list of college & career counselors (as well as Superintendents and Principals) from the NKY College & Career Connections team (Lorraine O'Moore and Shellie Baker) regarding ongoing Work-Based Learning opportunities available to students during summer months. With the new school year started, monthly meetings with these contacts will resume, in addition to the weekly WBL Update email. ****Please see monthly KYAP and College & Career Connector report for specific updates on WBL and the MyCareerE3 platform and how your school districts can access resources/opportunities.**
- Superintendent Chad Molley has been working with GROW NKY and the NKY College & Career Connections team on improvements to the communications process to NKCES school districts as it relates to connections to employers and WBL experiences. An updated contact list has been drafted and is awaiting approval from Superintendents at each district – which will include District Level contacts, HS Level contacts and a MyCareerE3 contact for each district/school. This is an effort to ensure the opportunities offered by employers and employer collaborative partners are getting to the right Point of Contact at all schools for engagement of students.
- NKY Welcoming Week – September 10-19
Belonging Begins With US is an existing national campaign supported by Welcoming America in partnership with the Ad Council and American Immigration Council's Center for Inclusion and Belonging. Launched in 2020, this multi-year campaign aims to foster a more welcoming nation (and world!) where everyone — regardless of their background — can belong. Through GROW NKY's focus on DEI and immigrant integration (within the Talent Attraction & Retention focus area), NKY school districts are encouraged to plug into this year's NKY Welcoming Week. Please

connect with Amanda Johannemann and/or Leisa Mulcahy for more information on how to connect.

- Over the summer, the NKY College & Career Connections team organized a College & Career Symposium for high school college & career counselors, and other NKY school administrators. The attendees received an overview of regional work-based learning goals, the MyCareerE3 platform, YouScience student data, etc. They also heard from representatives of various employer collaborative partners such as INTERalliance, Supply Chain OKI, The Health Collaborative, etc.
- St. Elizabeth hosted 19 high school students from 13 area schools for the fourth edition of the M.O.O.N Program, a five-day learning event exposing the students to the medical profession through observation of a physician's day-to-day life in their practice offices, on inpatient units and in the operating room. Nearly 50 St. Elizabeth providers volunteered their time. The brainchild of St. Elizabeth General Surgeon Dr. Ryan Moon, this year's program took place over five days in July. The M.O.O.N. Program is free to participants, who apply and then are blindly selected by a committee based upon passion for career in healthcare, as opposed to academic skill.
- FedEx has announced a new transportation program in partnership with Lyft to support individuals with barriers to transportation related to work/work-based learning. The program provides 40 rides per month and \$15 per ride is provided via FedEx/Lyft. All rides must start or end at Northern Kentucky FedEx Hub.
- College and Career Readiness partners – the NKY Education Council and Covington Partners – are seeking the engagement of area business leaders and community members to participate in mentoring opportunities. The NKYEC is seeking individuals to participate as One-to-One Reading coaches for students in grades 1-3 from 14 area schools. In addition, Covington Partners is looking to match 31 students with mentors by the end of August. For more details on how to connect, reach out to Amanda Johannemann.
- **YouScience Regional Student Pipeline Data Report**
Thanks to funding from OneNKY Alliance via Truist Foundation, as well as INTERalliance (IT employer collaborative), Supply Chain OKI (supply chain/logistics employer collaborative) and The Health Collaborative (healthcare employer collaborative), College & Career Readiness partners have leveraged YouScience, an innovative aptitude and career exploration and certification platform, to align and connect student talent to our region's workforce pipeline. YouScience Discovery uses online brain games to match what students do well (aptitudes) and what they like to do (interests) with in-demand careers for which they have a competitive advantage. Students get personalized feedback about how their abilities can be utilized in schools, work, and daily lives. This type of self-awareness and edification can have a profound impact on students' present choices and the futures they envision for themselves.

YouScience Discovery uses engaging brain games to measure how users process and solve problems – without feeling like just another test. Performance measures of aptitudes go beyond what students see around them and help expand their vision of opportunity and possibility. An analysis of the Discovery results of more than 11,000 high school students found that few female students (22%) had interest for careers in high-demand industries like IT, manufacturing, and

construction. However, a majority of those female students (78%) had aptitudes for those careers. Gender stereotypes and societal biases also impact male, minority, urban and rural students. However, YouScience is the great equalizer. A study by the Georgia Governor's Office of Student Achievement measured 3,000 students across 35 high schools and found that after experiencing YouScience Discovery, students showed a significant improvement of intent to persist, self-awareness, self-empowerment, career exploration, and career decision making. When students understand their natural talent, their purpose comes to life, their future becomes clearer, and they believe in their power to change the world.

Through regional student data reports compiled by YouScience - schools will be able to better identify talents of this region's future leaders and use this data to assist students in connecting to work-based learning opportunities in specific industries aligned with their aptitudes and interests. Employers and workforce partners will be able to utilize this data to gain a better understanding of the current student pipeline we have across Northern Kentucky schools and evaluate gaps and opportunities to strengthen outreach and work-based learning opportunities needed.

- The GROW NKY College & Career Readiness objective team focused on Dual Credit is hosting a **ParentCamp NKY-College & Career Edition on Wednesday, September 29th**. Education for parents was identified as one tactic for overcoming barriers that students face for participating in dual credit. The ParentCamp will focus on sharing knowledge that holistically supports NKY students while educating and engaging parents and school personnel. Potential topics to cover include Dual Credit, College Pathways, KDE College and Career Readiness Standards, Opportunities for Career Sectors, Family Resource Centers, Financial Aid/Scholarship Hunting, Area Technology/Career Technology Opportunities, Parent Advisory groups, how to Advocate for your child, MyCareer3, YouScience/other aptitude assessments and Mental Health resources. Districts are encouraged to spread the word to parents. Registration is available at <https://www.parentcamp.org/event/2021-09-29-parentcampnky>.