

# **Career Discoveries: Helping Students Envision Their Future and the Education Beyond High School to Get There**

August 27, 2020

# Welcome!



**Kathy McDonald, MBA**

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# Guest Presenter

**Ian Fletcher**

Vice President,  
Education and Talent Alignment

Greater Gainesville Chamber



@ianrfletcher



# Guest Presenter

**Dr. Chris Laney**  
Workforce Education Director

CareerSource Suncoast



@IMchrislaney



# Questions & Conversation

- Submit your questions in the chat box
- Share on social media
  - Twitter: @FLCollegeAccess
  - #FCAN
  - #CareerDiscoveries

*This webinar is being recorded; all materials will be available within a week of recording*



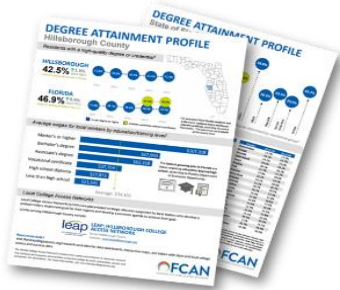
## **Our mission:**

We lead the collaborative movement to ensure every Floridian achieves an education beyond high school and a rewarding career.

## **Our vision:**

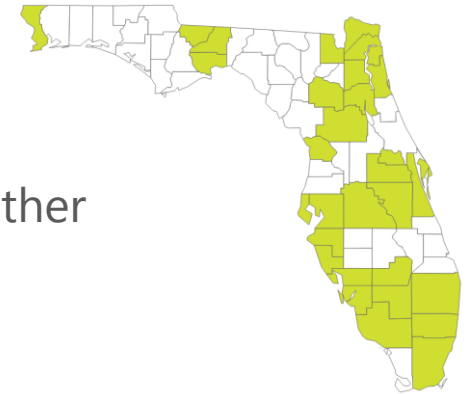
A Florida working together, where education is the pathway to economic mobility for all.

# FCAN's Work



**Research and Data** FCAN publishes research and data on evidence-based practices and policy opportunities to strengthen Florida's talent pool.

**Local college access networks (LCANs)** LCANs represent 82% of the state's population. These organizations are made up of community leaders who come together to create solutions and partnerships to support local talent development.



**COLLEGE  
READY  
FLORIDA**

**Statewide Initiatives** FCAN coordinates 4 College Ready Florida initiatives that support students in continuing their education after high school.



## 7 Conditions for Success

**Opportunity for everyone:** To build a talent-strong economy, all Floridians need access to a postsecondary education and the supports to complete it.

**Clear information and guidance:** Students and families need exposure and counseling early and often to make informed decisions about their futures.

**Affordable:** Postsecondary education needs to be within everyone's financial reach, regardless of household income or life circumstances.

**Multiple pathways to success:** Floridians benefit from multiple learning opportunities for academic achievement and career advancement.

**Lifelong learning:** No degree or credential is "one and done;" Floridians need to prepare for career changes through continuous learning.

**Effective use of data:** Transparent access to data on education and economic outcomes, especially for Florida's diverse populations, helps achieve our goals.

**Community collaboration:** When community partners work together toward a shared vision, they remove barriers, build a robust workforce, and improve the quality of life for their regions.



**Poll: What types of career discoveries activities do you already offer your students?**

# Introduction



# DREAM JOBS?

Teenagers' Career Aspirations and the Future of Work



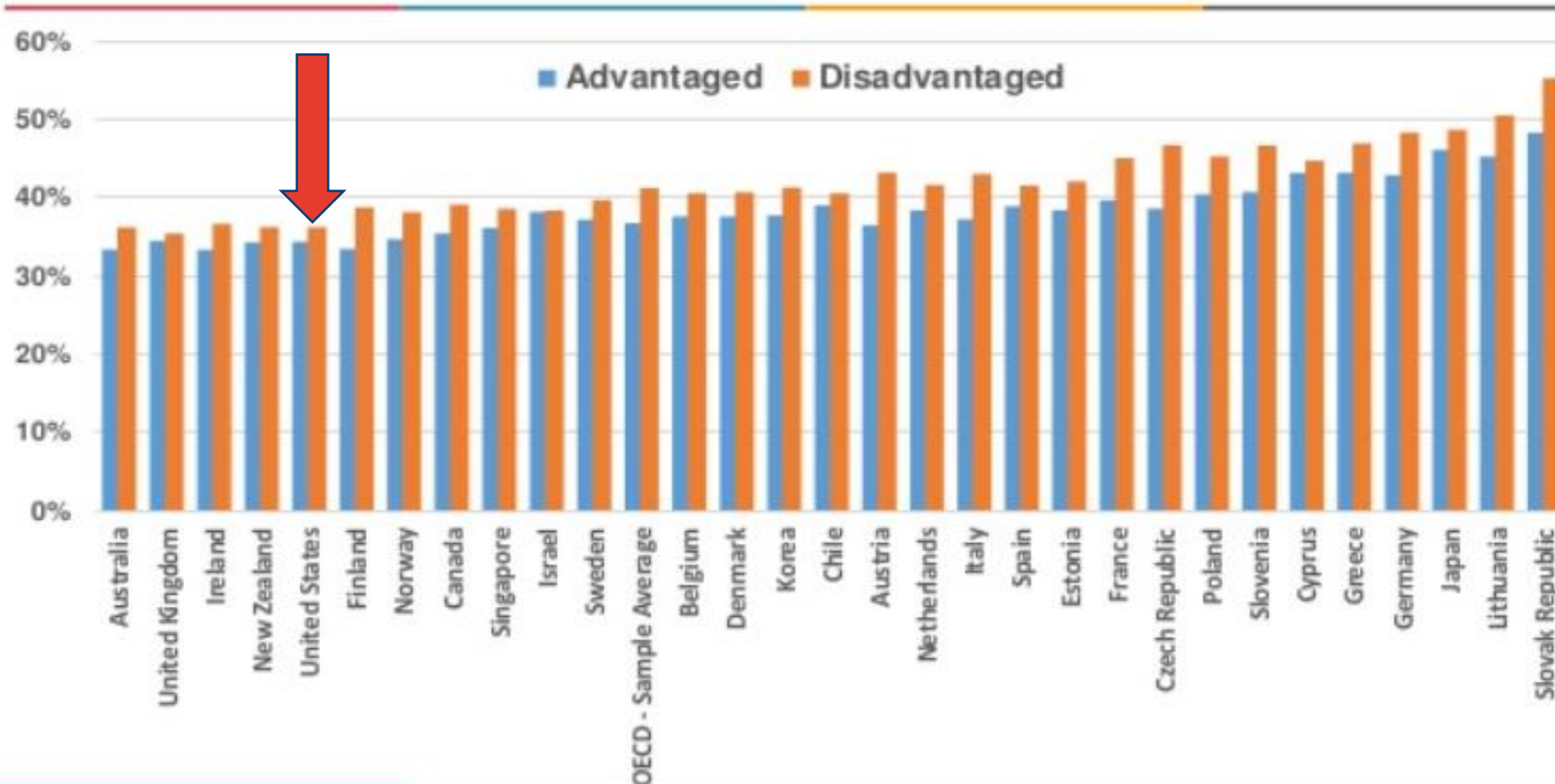
<b>Top 10 Occupation Concentrations - Girls</b>			
<b>Occupation</b>		<b>2000</b>	<b>2018</b>
1	Doctors	11.0%	Doctors 15.6%
2	Teachers	11.1%	Teachers 9.4%
3	Business managers	3.0%	Business managers 5.0%
4	Lawyers	6.2%	Lawyers 4.6%
5	Nursing and midwives	3.2%	Nursing and midwives 4.5%
6	Psychologists	3.9%	Psychologists 3.7%
7	Veterinarians	2.9%	Veterinarians 2.8%
8	Writers/journalists	2.6%	Designers 3.0%
9	Secretaries	2.6%	Police officers 2.3%
10	Hairdressers	2.5%	Architects 2.1%
<b>Total</b>		<b>49.0%</b>	<b>52.9%</b>

**Source:** Dream Jobs? Teenagers' Career Aspirations and the Future of Work, Organisation for Economic Co-operation and Development (OECD)

<b>Top 10 Occupation Concentrations - Boys</b>			
	<b>Occupation</b>	<b>2000</b>	<b>2018</b>
1	Engineers	4.9%	Engineers 7.7%
2	Business managers	6.8%	Business managers 6.7%
3	Doctors	4.5%	Doctors 6.0%
4	ICT professionals	6.1%	ICT professionals 5.5%
5	Sportspeople	4.0%	Sportspeople 4.9%
6	Teachers	3.9%	Teachers 4.6%
7	Police officers	1.9%	Police officers 4.0%
8	Motor vehicle mechanic	1.9%	Motor vehicle mechanics 2.8%
9	Lawyers	2.7%	Lawyers 2.4%
10	Architects	1.9%	Architects 2.2%
	<b>Total</b>	<b>38.6%</b>	<b>46.8%</b>

**Source:** Dream Jobs? Teenagers' Career Aspirations and the Future of Work, Organisation for Economic Co-operation and Development (OECD)

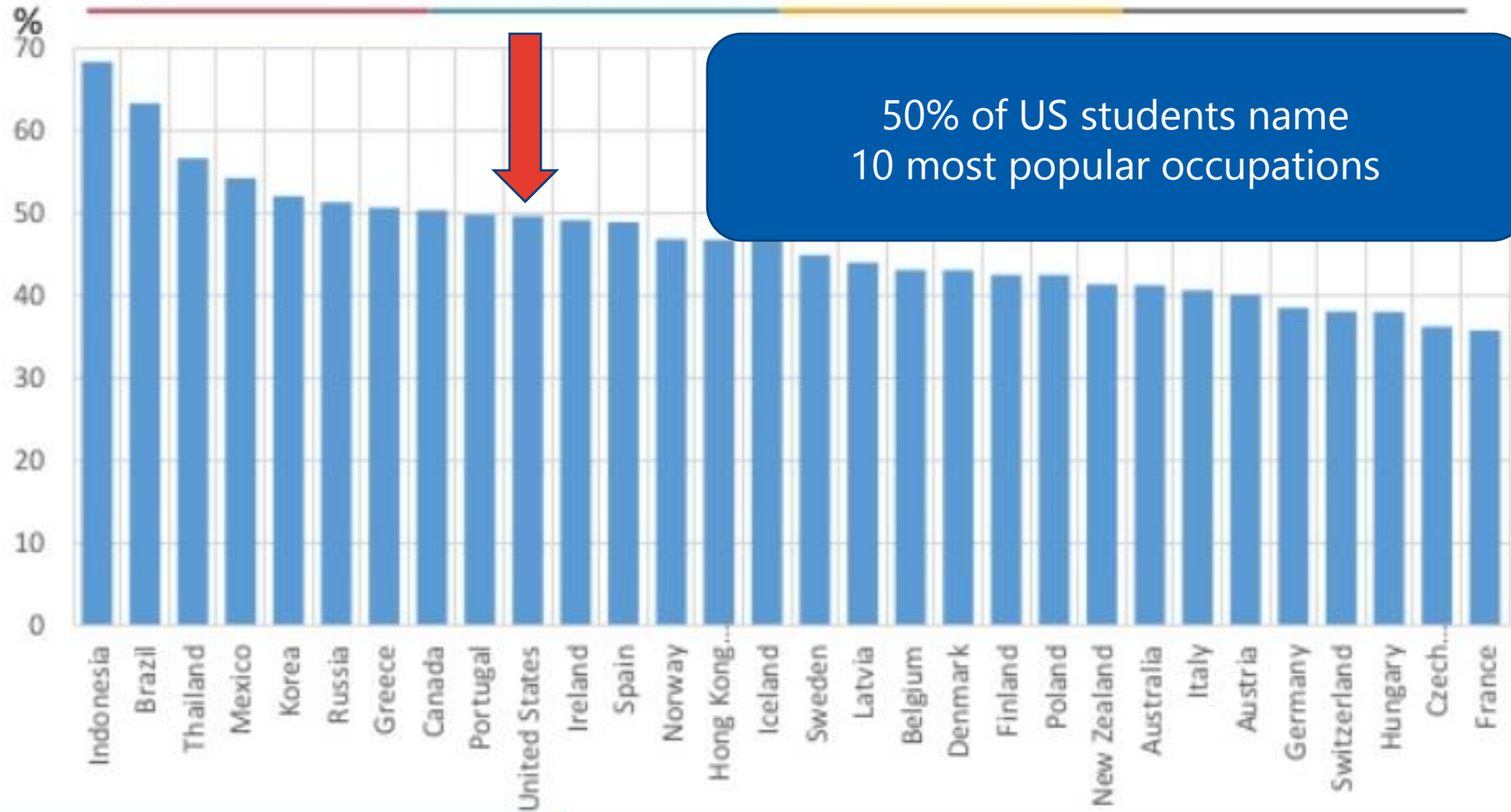
## Many teenagers aspire to jobs that are at high risk of automation



**Source:** Dream Jobs? Teenagers' Career Aspirations and the Future of Work, Organisation for Economic Co-operation and Development (OECD)

## Concentration of occupational expectations by country

Percentage of students naming 10 most popular occupations



**Source:** Dream Jobs? Teenagers' Career Aspirations and the Future of Work, Organisation for Economic Co-operation and Development (OECD)

# Students can't be what they can't see

## Effective career guidance:

- Start early
- Connect classroom learning with future career possibilities
- Challenge stereotyping
- Is experiential with many opportunities to engage with the world of work, particularly for students from low-income communities
- Provides easy access to trustworthy workforce information
- Connects career interests with the education needed to get there

**Source:** Dream Jobs? Teenagers' Career Aspirations and the Future of Work, Organisation for Economic Co-operation and Development (OECD)



# Employer engagement needs to help students understand jobs and careers

## To do so, interactions need to be:

- **Authentic** through direct encounters w/employers
- **Frequent & varied** – exposure to lots of different types of jobs helps students break out of the top 10
- **Valued** – by students
- **Contextualized** with effective career guidance
- **Personalized** to the student's strengths and interests

**Source:** Dream Jobs? Teenagers' Career Aspirations and the Future of Work, Organisation for Economic Co-operation and Development (OECD)

# Pathway to A Career Career Discoveries Day



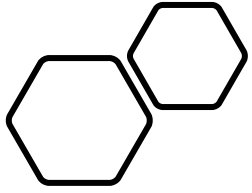
# The Start

How Do We Begin



00:00 | 01:01

Volume icon, play/pause icon, and other video controls.



# What Did We Learn

- Presentation Style
- Breakout Rooms

#chamberstrong







# Location

- **Professional Academic Magnet @ Lofton High School**
- **Buchholz High School**
- **Eastside High School**



# Speakers



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# Speakers



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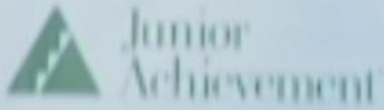
**BRING IT!**  
to  
**Career Discoveries Day**

  @BringIt005

#CareerDiscoveriesDay

#BringIt

SF | SANTA FE  
COLLEGE



Legacy



# DECA Students



#iamgnv

# DECA Marketing



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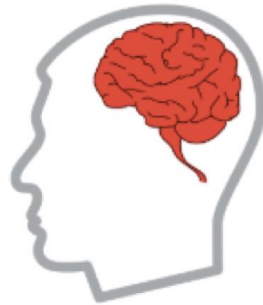
# Talent Management

## GROWTH MINDSET



Analyze mistake  
Accept challenges  
Ability to learn new things  
Inspired by others success

## FIXED MINDSET



Unchangeable aptitude  
Avoid challenges  
Avoid failure  
Give up easily

DON'T STRESS!

Small steps in the right direction  
can turn out to be the biggest  
step of your life.

– Kirtika Punjabi



YourQuote.in

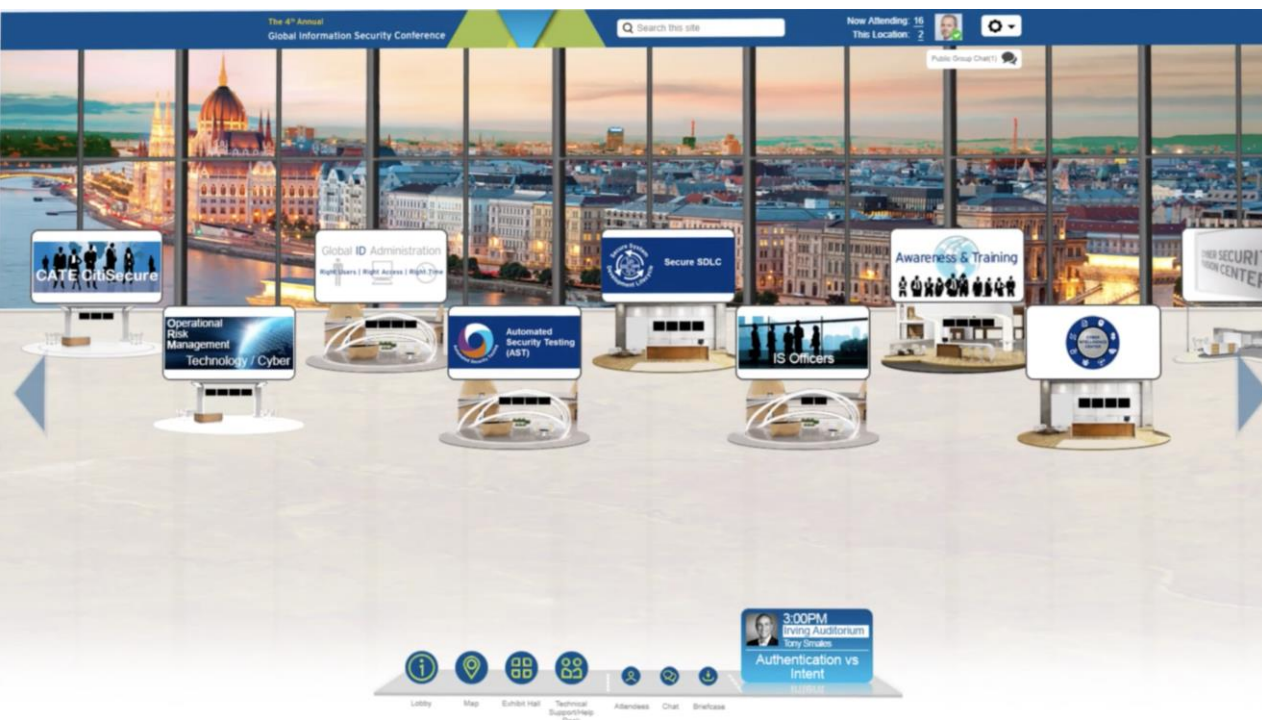
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# Exhibitors



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Communique

# Ian Fletcher

Vice President, Education and  
Talent Alignment  
Greater Gainesville Chamber  
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# CAREER DISCOVERIES

## PROVIDING ACCESS TO INFORMATION FOR CAREERS, COLLEGES, AND MORE

**Dr. Chris Laney**

Workforce Education Director  
CareerSource Suncoast

*\*\* Proud Supporter of Reach Manatee and PlanIt Sarasota \*\**



“I had a student that wasn’t doing well, on the verge of dropping out, and had no direction. After attending the State of Jobs Conference and spending 30 minutes at a table with a representative from Bank of America, he became inspired to go into business. His grades are up and he’s doing much better. Crazy that one conversation at one event can make all the difference”

*- Sarasota County 10<sup>th</sup> Grade teacher*

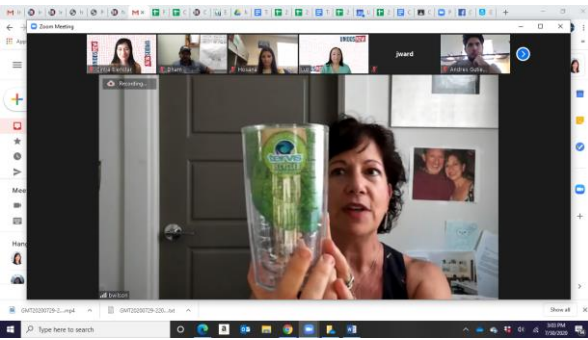
## Why Expose Students to Career Opportunities?

We found **5% of students** moved from not sure where they will live after high school to deciding to stay in the local region or in the state of Florida

We found **15% of students** moved from “not confident” or “somewhat confident” to “VERY confident” after a one-day event

We found **15% of students** moved from “not sure” about their ability to find a job in the local community to “Yes” to their ability to find a job in the local community

*- Data from 2020 State of Students Report*



- Used self-assessment tools to explore careers
- Matched with various careers in the community and based on those paths arranged virtual learning experiences
- Webinars included The John & Mable Ringling Museum of Art, Tervis Tumbler Company, and the Sarasota County Sheriff's Office
- Partnered with CareerSource Suncoast and CareerEdge Funders Collaborative on joint session with parents and students on jobs that are in-demand and the training opportunities available

SOJJC<sup>®</sup>

STATE OF JOBS CONFERENCE

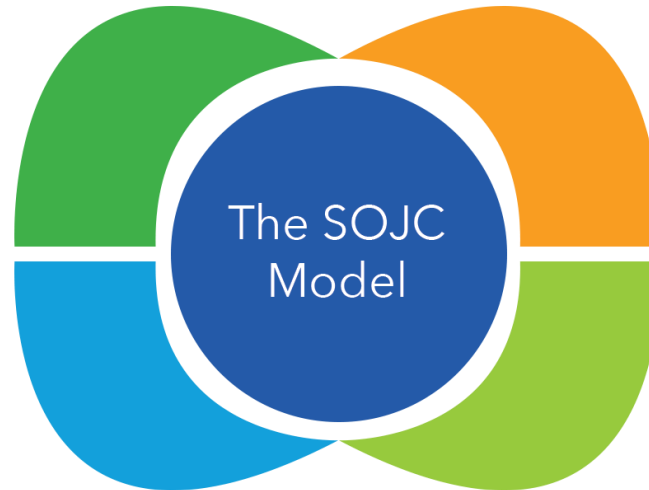
## How is it done?

### Exploration

Providing hands-on experiences for students to explore and learn about available businesses and industries

### Experience

Within pre-selected industries, providing students an opportunity to hear from leaders in the field with direct experience



### Explanation

Round table experiences provide intentional time with a smaller leader/student ratio for students to ask questions and learn

### Cross-Sector Collaboration

Partnership with school districts, higher education community, workforce development, businesses, and non-profit organizations

# 2021 State of Jobs Conference

Thursday, February 4<sup>th</sup>, 2021

Fully immersive virtual experience using custom platform

Available to all high school students in Florida

(pre-registration required – limited space available)

Focus on 5 key industry sectors

(healthcare, information technology, manufacturing, business/entrepreneurship, arts/design)

A new way to explore careers digitally





# Thank you!

## Q & A

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# Questions?



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**Chris Laney**

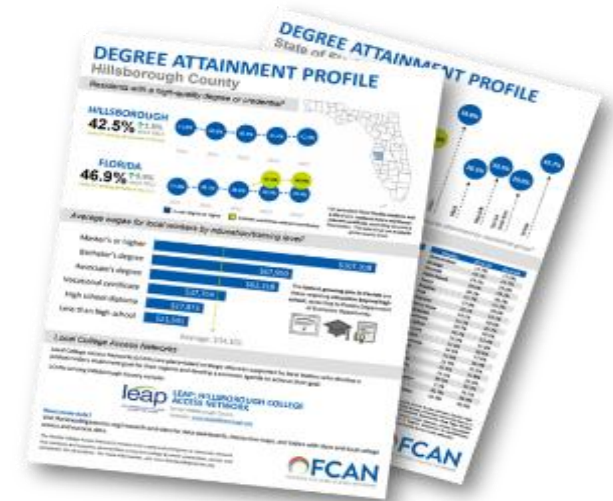
CareerSource Suncoast  
[claney@careersourcesc.com](mailto:claney@careersourcesc.com)

# Learn More:

**Up next – join us for our next webinar:**  
**Ready, set, plan it: A district-wide  
approach to preparing students for  
college & career**  
September 9th, 1 pm

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# Conclusion

