



**Effectively Engaging the Community in
Career Readiness Initiatives
Benefitting Students, Schools, and Employers**

February 9, 2024

ERIE 
TOGETHER
LEARN • WORK • THRIVE



Susan Bogert

Supervisor of Vocational Education
Corry Area School District



Mary Bula

Executive Director, *Erie Together*
Facilitator, *Erie County*
Career Pathways Alliance



Antonella Spinelli

Career Development Facilitator
Girard School District

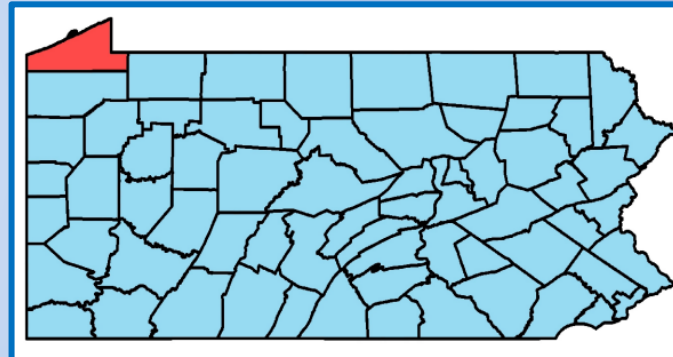


- A. Erie County Context & Erie Together
- B. Career Street & Erie County Career Pathways Alliance
- C. Our Impact
- D. Select Experiences
 - Multi-District Industry Club
 - Skilled Trades Project
 - Profile of a Graduate
- E. Questions?



ERIE COUNTY CONTEXT AND ERIE TOGETHER

ERIE COUNTY CONTEXT



Quarterly Census of Employment and Wages, 2022 Annual Averages

NAICS	NAICS Description	Estab.		Employment		Employment %		Wages	
		County	LQ	County	PA	County	PA	County	PA
	Total, All Industries	6,886	1.00	117,148	5,863,297	100.0%	100.0%	\$49,693	\$67,279
11	Agriculture, Forestry, Fishing and Hunting	54	0.82	447	27,150	0.4%	0.5%	\$35,717	\$42,543
21	Mining, Quarrying, and Oil & Gas	11	0.07	32	21,631	0.0%	0.4%	\$58,091	\$102,977
22	Utilities	19	0.85	568	33,477	0.5%	0.6%	\$87,870	\$106,982
23	Construction	493	0.80	4,277	267,291	3.7%	4.6%	\$56,196	\$75,093
31-33	Manufacturing	477	1.66	18,764	564,391	16.0%	9.6%	\$64,122	\$72,172
42	Wholesale Trade	245	0.64	2,742	213,153	2.3%	3.6%	\$60,700	\$95,505
44-45	Retail Trade	877	1.14	13,730	603,195	11.7%	10.3%	\$32,649	\$36,323
48-49	Transportation and Warehousing	215	0.53	3,625	344,384	3.1%	5.9%	\$53,340	\$56,878
51	Information	54	0.52	1,009	96,291	0.9%	1.6%	\$55,136	\$114,641
52	Finance and Insurance	315	0.93	4,980	269,171	4.3%	4.6%	\$84,939	\$114,792
53	Real Estate and Rental and Leasing	175	0.67	894	67,208	0.8%	1.1%	\$40,247	\$73,430
54	Professional and Technical Services	458	0.39	3,070	395,104	2.6%	6.7%	\$64,280	\$113,475
55	Management of Companies and Enterprises	57	0.21	800	145,205	0.5%	2.5%	\$79,796	\$145,955
56	Administrative and Waste Services	292	0.77	4,796	311,279	4.1%	5.3%	\$31,807	\$49,964
61	Educational Services	221	1.00	9,457	474,147	8.1%	8.1%	\$54,758	\$65,366
62	Health Care and Social Assistance	1,364	1.21	25,693	1,063,096	21.9%	18.1%	\$53,780	\$62,217
71	Arts, Entertainment, and Recreation	125	1.41	2,727	96,469	2.3%	1.6%	\$23,352	\$41,986
72	Accommodation and Food Services	631	1.23	10,880	443,283	9.3%	7.6%	\$18,340	\$23,614
81	Other Services (Except Public Administration)	688	1.20	4,749	197,858	4.1%	3.4%	\$34,174	\$42,746
92	Public Administration	97	0.90	4,108	229,515	3.5%	3.9%	\$64,379	\$70,964
	Total, Suppressed Local Industries	0		0		0.0%			

Geographic makeup: Thirty-eight municipalities. Mix of urban, suburban and very rural communities and school districts.



ERIE COUNTY CONTEXT

- Erie County has 13 school districts and three CTC's (two comprehensive high schools, and one CTC with 11 sending districts)
- Transportation, particularly in the rural areas, is a significant challenge.
- 15.1% of Erie County residents live in poverty; 58.77 of Erie County students are low income*.



ERIE TOGETHER MISSION

Working together to make the Erie Region a community of opportunity where everyone can learn, work, and thrive.

ERIE   
TOGETHER
LEARN • WORK • THRIVE



**More children
become
successful adults**

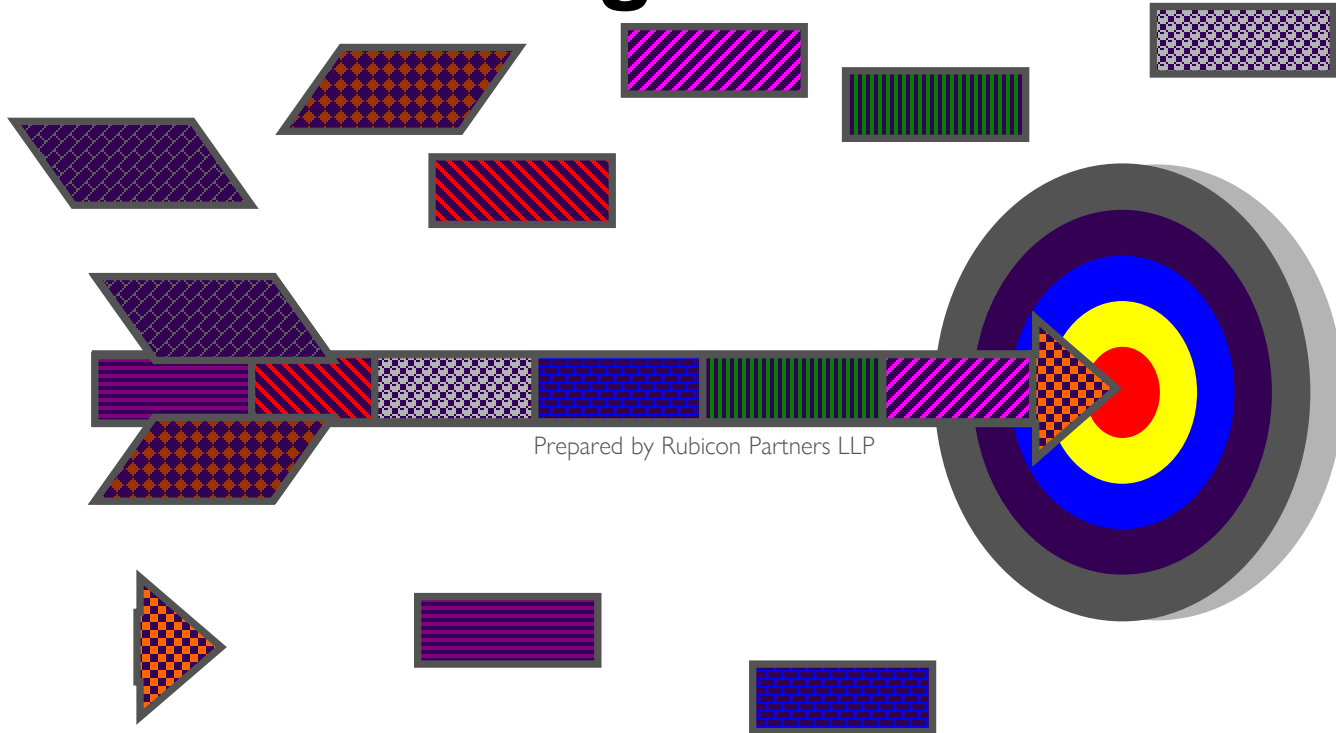


**More Erie
residents have
family-sustaining
employment**



**More Erie County
families able to
meet their basic
needs**

Alignment



Prepared by Rubicon Partners LLP



ET's focus on career exploration began in 2012.

- **GOAL:** 80% of 8th graders with three or more experiences by the end of 8th grade
- **REALITY:** 12.7% with three or more; **40.5% with none.**

We had **a lot** of work to do.



CAREER STREET
and
ERIE COUNTY
CAREER PATHWAYS ALLIANCE



Step 1: CAREER STREET

- Web-based “matchmaking” platform for employers and educators to provide career exploration experiences.
- Houses more than 500 experiences.
- 12 school districts, three CTCs, IU #5, and one charter school, and over 300 employers registered on the site.

CAREER STREET

- Holds informational resources for schools, students and/or families to access – career interviews, videos, pathways flyers, etc.
- Led by a program director hired in 2014 to work with schools and employers.
- Since its launch, Career Street has facilitated nearly **50,000** student experiences!

CAREER STREET
**PAVING THE WAY TO
 NEW CAREERS**

Career Street connects employers, schools, nonprofits, and students for high-quality career exploration and workforce preparedness opportunities.

For Educators

For Business

**Student login
 now
 available!**

KEYWORD SEARCH

INDUSTRY (Selected)

- Information Technology
- Human Services
- Information Technology
- Law, Public Safety, Corrections & Security
- Manufacturing**
- Marketing
- Career Day

to Food Distribution

Industry: **Manufacturing**
 Audience: **K12**
 Posted By: **Wabtec Corporation**

INDUSTRY (Select an Industry)

EXPERIENCE TYPE (Select a Type)

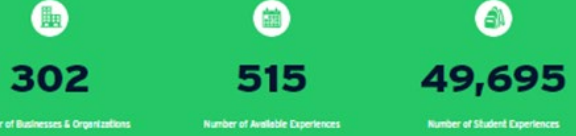
- Career Fair
- Career Speaker**
- Co-Op Job
- Educator in the Workplace
- Employer Panel
- Field Trip

County (Select a County)

Wabtec CORPORATION

Career Day Representative

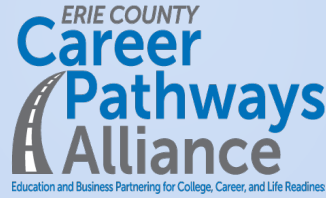
Industry: **Business Management & Administration**
 Audience: **Both**
 Posted By: **Erie Insurance**



Newly Added Experiences

- CURTZE FOOD SERVICE**
 Introduction to Food Service and Distribution Careers
 Career Speaker
- Wabtec CORPORATION**
 Career Day Representative
 Career Day
- Erie Insurance**
 Workplace Tour
 Workplace Tour
- ERIEBANK**
 Job Shadowing
 Job Shadow
- CURTZE FOOD SERVICE**
 Job Shadow at Curtze
 Job Shadow
- pennsylvania**
 PennDOT Equipment Mechanic
 Workplace Tour
- LECOM HEALTH**
 Nursing/Healthcare Classroom Presentation
 Career Speaker
- CAM**
 Tour of Community Access Media
 Workplace Tour
- PLYLER ENTRY SYSTEMS**
 Plyler Entry Systems Career Speaker
 Career Speaker
- ISM**
 Workplace Tour
 Workplace Tour
- COURTNEY JAMES**
 Career Fair Participation
 Career Fair
- SHERRILL**
 Sheraton Erie Bayfront Property Tour
 Workplace Tour
- ELLWOOD**
 Tour of the ELLWOOD National Forge Corry Facility
 Workplace Tour
- CAM**
 Classroom Speaker Talks about Careers in Communication
 Career Speaker
- caplugs**
 Caplugs Erie - Career Options in Plastics Injection Molding Industry
 Career Speaker

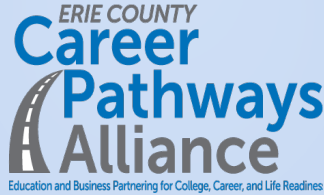
[View More New Experiences!](#)



STEP 2: ERIE CO. CAREER PATHWAYS ALLIANCE (ECCPA)

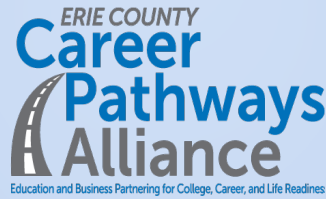
In 2015/16, our community's focus turned to “career pathways”

- Engage educators and students in dynamic career-connected teaching and learning
- Create paths for success in postsecondary education and training and careers



Mission: To implement a countywide career pathways system that successfully prepares Erie County students for post-secondary education and training and future careers.

Structure: Organized around five career pathways encompassing 16 industry clusters; following research-based framework developed by NC3T.



K-12 initiative

- Grounded in local data and need
- Aligned with Future Ready PA & CEW Standards
- Develop and deploy age-appropriate experiences; document through “templates” for replication

Schools

K-12 school districts
CTCs
College/Universities

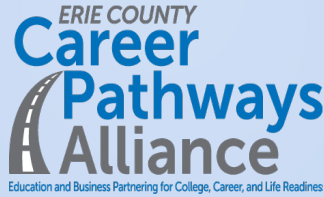
Industry Advisory Groups

- Engineering & Industrial Technology
- Science & Health
- Business, Finance & Information Technology
- Arts & Communication
- Human Services

Others

Career Street
IU #5
NWPA Job Connect
Northwest PA CareerLink®
NTMA
Corry Hi-Ed

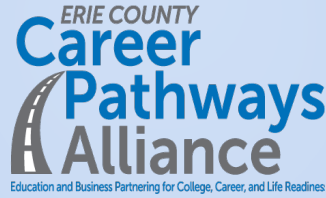




Advisory Group Role

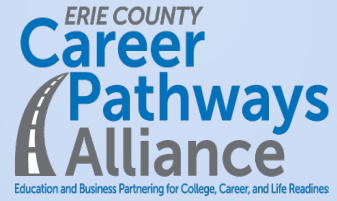
Advise educators and workforce development system on:

- Skills and knowledge needed in the industry
- Making programmatic improvements to meet employers' needs
- Building relationships within the industry
- Connecting students in the workplace

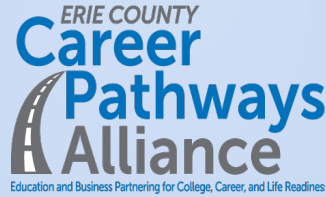


Advisory Group Process

- Ground in CEW Standards and Future Ready PA
- Discuss priority skills, and what's missing in job candidates and employees
- Identify and design age-appropriate career exploration experiences aligned with state standards
- Create new opportunities for career-connected learning to better prepare students for future jobs



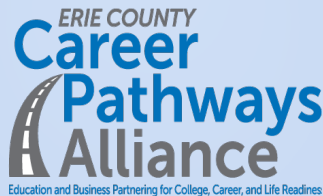
OUR IMPACT



Schools

- Aligned courses with five generally accepted pathways, influencing:
 - Course offerings
 - Hiring decisions
 - Student scheduling
 - Parent communications

Schools



Girard School District

PROGRAMS OF STUDY

Home

Requirements

ECTS

Career Pathways

Courses of Study

Scheduling Sheets

College Credit Opportunities

Internship Packet

CAREER PATHWAYS

WHAT ARE CAREER PATHWAYS?

Each pathway is a broad grouping of careers that share similar characteristics and whose employment requirements call for many common interests, strengths, and competencies. A chosen Pathway focuses on a student's elective courses toward preparing for a specific goal area. Career pathways provide opportunities for students to explore similarly grouped career options. They also serve as an organizing tool for schools to help focus curriculum and bring relevance into the classroom.

- Why should I choose a career pathway?
- To help focus on a career area that matches interests
- To help set goals and align classes necessary to achieve those goals
- To create career awareness
- To encourage planning for workforce or postsecondary education opportunities



Pathways to the Future



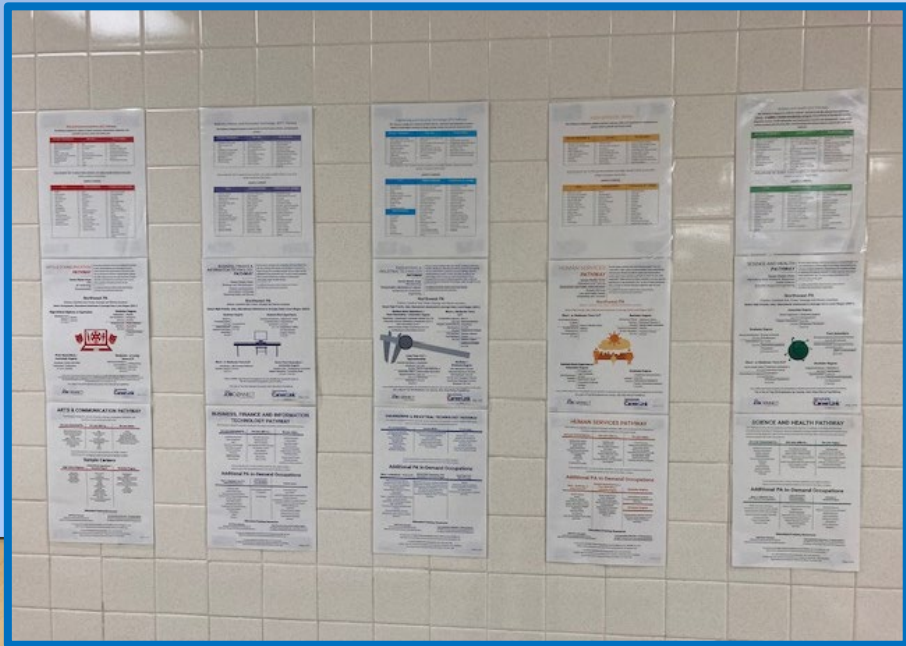
CORRY AREA SCHOOL DISTRICT PATHWAY GUIDE

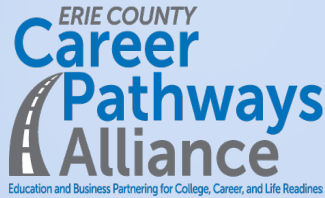
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<https://sites.google.com/view/programs-of-study/career-pathways>

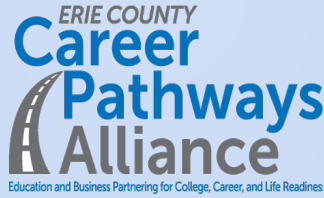
Pathways resources throughout school (hallways, classrooms)





Schools

- New resources and partnerships to help meet state requirements (Career Indicators)
- Stronger relationships between K-12 and post-secondary with employers and WFD organizations
- Opportunities to learn from employers in ways that influence classroom teaching



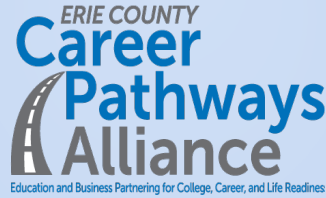
Students

- High-quality, age-appropriate career exploration experiences that didn't exist before; greater ability to participate and meet graduation requirements
- New dual enrollment opportunities
- Opportunities to engage with and learn from employers
- More strategic approach to their education



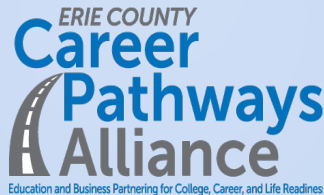
Strategic Approach to Education: Corry Example

- Middle school classroom lessons revolve around pathways as they use Xello to complete career indicators
- CTC programs are in the Career Pathways Guide aligned to the pathway they fall into. (Ex: Early Childhood Education = Human Services Pathway)
- As 8th graders are completing the required 8th Grade Career Plan, they are choosing the pathway that aligns to a CTC program they might want to pursue in 10th grade
- Pathway Guide helps students select courses aligned with their career goals



Employers

- Vehicle to influence education in new ways, and communicate their needs more efficiently than in years past
- Access to pipeline of young talent
- Opportunities to showcase their industry and companies to students and families

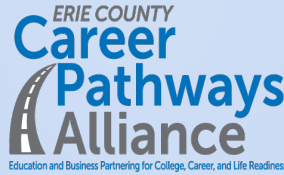


General

- No more finger pointing; collaborative cross-sector relationships in place
- Additional resources from “the outside” to support career exploration and pathways development
- Career Street and ECCPA are models across PA and beyond

SELECT EXPERIENCES

MULTI-DISTRICT INDUSTRY CLUB (PILOT)

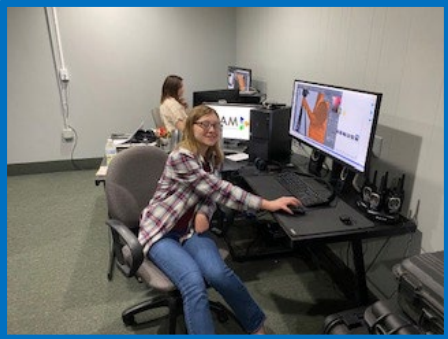


- Five students from four districts
- Included:
 - Intro to Pathways
 - Employability Skills
 - College Tours
 - Employer Tours
 - 40-hour Internship
- Funded through TANF
- **5 of 5** increased understanding of careers in the region.
- **5 of 5** solidified or refined their career aspirations.
- **5 of 5** recommended we offer the program again.
- **4 of 5** deepened their awareness of at least one career pathway.
- **2 of 5** received job offers.

MULTI-DISTRICT INDUSTRY CLUB (PILOT)



Dahlkemper Landscape
Architects & Contractors



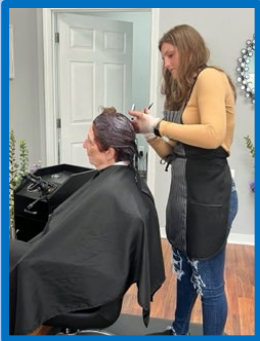
Community Access Media



Curtze Food Service



Industrial Sales & Mfg



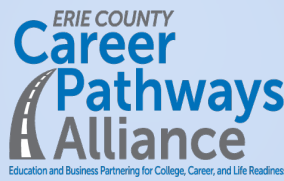
Hair Therapy



Hansen's Errand Service
(Transportation Partner)



Erie Co. DA's Office



“I really liked touring the business, especially the ones that helped out with business opportunities. I also liked the college visits because they helped me officially decide if it was for me or not.”

“I think that the job shadow and company tour was very insightful. I got to talk to professionals in their field and see first-hand what they accomplish each day. I also thought the internship was a very valuable experience.”

“During my time in this program, I met some wonderfully kind, and interesting people. I was able to witness people from all over the world become official U.S. citizens; and I experienced things I’ve never known. The impact that MDIC can make is great and I am forever grateful for this opportunity. I hope more people get the same opportunities that I was able to have. I don’t know exactly where I see myself going, but I learned a lot more about what I could do with everything that I have.”

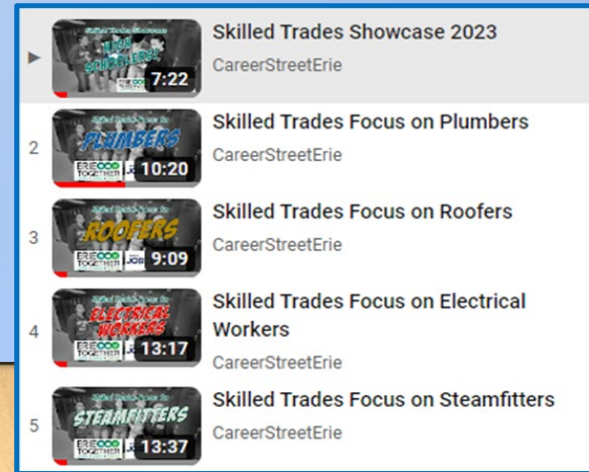
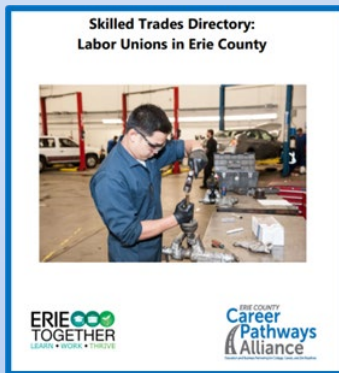
MULTI-DISTRICT INDUSTRY CLUB

Student Comments

“I wanted to thank all of you so much for what you created and allowed us to take part in. I absolutely loved it. If I had any doubts about what I wanted to do, I don’t think I do anymore. Getting to interact with people in the field I wish to go in furthered my desire to be a part of it. Thanks to you guys, I now also have contacts and a social network started that I can build on throughout my career. I got to meet a lot of people that can help me fulfill my career goals and they were just such interesting people. I hope you all are able to continue this program because I want other people to be able to experience it too and get some helpful insight. I hope that it helps people find what will make them happy in life and pursue a career that is perfect for them.”

“The day I came into work and they asked me to stay on because I was doing such a good job. I was actually enjoying the job.”

SKILLED TRADES PROJECT



300+ students, **nine** unions and **many** educators engaged.

Two employer panels representing **8** unions.

Skilled Trades Day for educators. (**100%** said session will improve their professional practices.)

Six skilled trades training center tours. (**87%** indicated increased awareness of employment opportunities)

Five skilled trades videos; **5** on the way.

Comprehensive Skilled Trades Directory

www.erietogether.org/skilled-trades

This project was supported 100% by the Employment and Training Administration of the US Department of Labor as part of an award totaling \$37,000 with 0% financed from non-governmental sources.

Career Street is at Carpenters Pittsburgh Training Center.
December 12, 2023 · Pittsburgh · 🌐

Career Street is on the road today with 43 high school students from [Corry Area School District](#) [Girard School District](#) and [Iroquois High School](#)! Today we toured [Eastern Atlantic States Regional Council of Carpenters](#) training facility and boy, were we impressed! A special thanks to [NWPA Job Connect](#), who provided the grant that is supporting this trip!

SKILLED TRADES PROJECT


“It further expanded my knowledge on what types of jobs there are in the world.”

“This trip was very inspirational, and I learned a lot.”

Career Street is at Steamfitters Local 449 Technology Center.
December 14, 2023 · Pittsburgh · 🌐

Wrapping up our skilled trades tours this week with [Corry Area School District](#) at the Home of [Steamfitters Local 449](#). What an amazing facility!! After learning about their apprenticeship program and getting some good life advise (“DON’T BUY A BOAT”), we toured and learned about the state-of-the-art tools & equipment offered here to learn the trade....THEN THE KIDS GEARED UP & look at ‘em go!

A special thank you to [NWPA Job Connect](#) for the grant that provided the fund for this experience, as well as the others this week!



Career Street
December 13, 2023 · 🌐

The final stop today was at the [Roofers Local 210](#) training facility! Another great opportunity to [#earnwhileyouearn](#). Thank you [Roofers LOCAL 210](#) for hosting these Iroquois students!



“I learned that you don’t have to go to college to get a good paying career.”

PROFILE OF A GRADUATE – General Background

- For several years, ECCPA received outside career pathways-related assistance from the National Center for College and Career Transitions (NC3T) which later merged with YouScience.
- In 2022, ECCPA began developing a “Profile of a Graduate” with technical assistance from NC3T/YouScience.

PROFILE OF A GRADUATE – What is it?

- A statement that summarizes the aspirations of members of a community for their high school graduates.
- A resource that expresses the knowledge, skills, abilities, and mindsets that make the individual ready for the next step in life beyond high school graduation.
- A tool that informs and focuses the work of educators along the preK-12 continuum.

PROFILE OF A GRADUATE – Erie County Process

- In September 2022, held first cross-sector Community Steering Committee meeting and developed first PoG draft.
- Reviewed first draft with superintendents to garner their input.
- Conducted four focus groups: Students, Parents, Teachers and Administrators, and Employers, then developed Draft 2.
- Deployed a community survey to gather input on Draft 2 – garnered more than 100 responses, with nearly 50% of those coming from employers. Developed Draft 3.
- Reviewed Draft 3 with ECCPA Internal Working Group and Community Steering Committee. **Final draft approved on 6/13/2023.**

Erie Together

Profile of a Graduate

Steering Committee approved June 2023

ACADEMICALLY READY

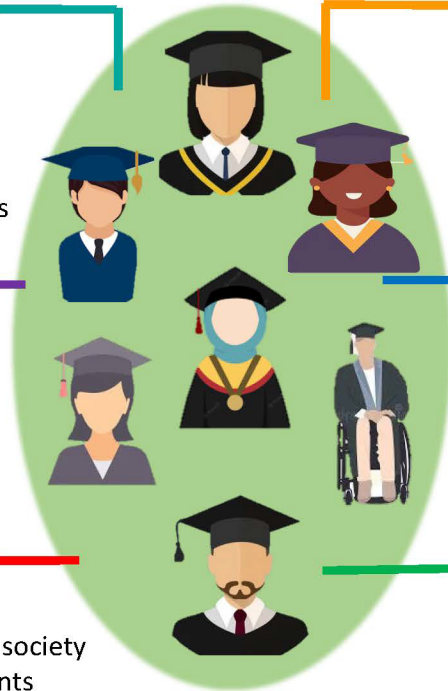
- Actively listens & applies knowledge
- Connects skills to workplace expectations
- Utilizes effective written & verbal communications
- Demonstrates proficiency in math skills
- Takes responsibility/ownership
- Selects coursework based on personal & career goals

LIFE READY

- Demonstrates healthy lifestyle & habits
- Treats others with dignity & respect
- Manages stress & uses positive coping skills
- Commits to continuous, lifelong learning
- Advocates for self & seeks help when needed
- Utilizes technology appropriately in interpersonal interactions

CIVIC-MINDED

- Respects others' perspectives & experiences
- Accepts responsibility for actions & contributions to society
- Engages in community & stays aware of current events
- Understands government functions & impacts
- Stays informed & votes regularly



WORKPLACE READY

- Embraces diversity
- Possesses a strong work ethic
- Collaborates & communicates with others
- Shows initiative & is willing to learn new skills
- Solves problems and thinks critically
- Demonstrates punctuality & good attendance

FUTURE-FOCUSED

- Leverages personal strengths into opportunities
- Explores career options through practical experiences
- Identifies career path based on strengths/interests
- Recognizes and utilizes transferable skills
- Organizes time & prioritizes tasks to meet goals

FINANCIALLY SAVVY

- Understands finance concepts (debt/savings/credit)
- Differentiates between needs and wants
- Sets budget with short / long term financial goals
- Understands the value of investments for retirement
- Comprehends standard payroll deductions & taxes

PROFILE OF A GRADUATE – Next Steps

- School district integration into curriculum and other programming
- Development and execution of comprehensive community strategy to foster development of skills in young people





QUESTIONS?

Susan Bogert sbogert@corrystd.net

Mary Bula mary@erietogether.org

Antonella Spinelli antonella.spinelli@girardsd.org