

Final Report for SFY 2017 Higher Education Career Advisor Pilot Project (HECAP)

July 1, 2016- June 30, 2017

Overview

Chapter 1 of 2015 Special Session Law appropriated \$250,000 per year in State Fiscal Years (SFY) 2016 and 2017 for pilot programs in the Workforce Development Areas (WDAs) to combine career and higher education advising. This appropriation followed a successful Higher Education Career Advisors Pilot Project (HECAP) during SFY 2014-2015 in four WDAs: Rural Minnesota CEP, Northeast Minnesota, Stearns Benton Employment and Training Council and Hennepin-Carver WDA.

The HECAP addresses the following goals:

- Assist high school students in selecting a career of interest to the student and a post-secondary path to prepare for that career;
- Provide effective career counseling and labor market information to the region's youth and families in collaboration with school counselors;
- Build on the work of the Local Workforce Development Boards in identifying strategic industries and high-growth, in-demand occupations;
- Raise local youth and parent awareness and usage of Minnesota's workforce development system and engage local workforce, education and economic development partners.

In SFY 2017 the following Minnesota WDAs provided HECAP services: Northwest Minnesota, Rural Minnesota CEP, Northeast Minnesota, City of Duluth, Southwest Minnesota, South Central Minnesota, Southeast Minnesota, Carver County, City of Minneapolis, Anoka County, Ramsey County, Stearns-Benton Counties and Central Minnesota Jobs and Training services, and Tree Trust (serving Hennepin, Dakota, and Washington counties). Several WDAs coordinated HECAP services with similar Outreach to Schools activities allowable under the Minnesota Youth Program.

Governor Dayton's Education, Career/College Readiness Priorities

In 2013, the Governor championed education with landmark funding and policy changes. Minnesota is getting the tools to ensure that we have the world's best workforce for years to come. As part of that legislation, school districts have been required since the 2013-14 school year to assist all students by no later than grade 9 to explore college and career interest and aspirations and develop a transition plan to postsecondary education or employment. The demands on Minnesota's public high school counselors are intense, with an average statewide student to counselor ratio of 782 to 1 for the 2010-11 school year. HECAP offers an opportunity for the workforce development system to complement the work of the school counselors by providing school staff, students and families with the most current career and post-secondary education information available.

HECAP has connected students to:

- Career counselors with vast amounts of knowledge about post-secondary training, the local job market, and what it takes to succeed in today's workplace;

- The business community for real-world learning opportunities through WorkForce Center networks such as the Workforce Development Board and other business and trade groups;
- Employers who are looking for opportunities to directly influence their future workforce;
- Other organizations that offer a host of resources such as Junior Achievement and local colleges and universities;
- A centralized, regional mechanism for free career planning and exploration resources that can be used as a vehicle for other career development efforts by local partners

Outcomes Summary

For State Fiscal Year (SFY) 2017, the pilot sites served 5,626 youth through individualized services and 17,485 youth through group activities with blended funding. Forty-five (45%) of youth served were from communities of color. A total of 21,915 youth have been served under the Outreach to Schools component with blended HECAP funding.

Northwest Minnesota (WDA 1)

Examples of services:

- Services provided in individual/one-on-one settings: Interest and Career Assessments tailored to youth were provided to each student to gather additional information about their skills and possible career choices. Employment Case Managers contacted youth who were requesting additional information and they were provided one-on-one services, including career planning, writing resumes and any interest in Northwest Inter County Community Council's programs.
- Services provided in group settings: Students attended a group presentation during the school day with their classmates. In the format of the game Jeopardy, students learned about the costs of daily living and what career choice will meet the goals they have set for themselves. Students filled out a survey and were contacted with additional resources and information. The Employment Case Managers also set a time to return to school to meet with students individually.

Rural Minnesota CEP (WDA 2)

Examples of services provided in individual/one-on-one settings:

- Working with students on career planning
- Reviewing their career interest inventories and/or college and military test results
- Helping students identify career interests
- Assisting with college applications/information and admission requirements, scholarships and financial aid understanding/completion
- Helping students to understand college costs and financial aid options
- Reviewing, with students on Individual Education Programs (IEPs), how to access campus services and advocate for themselves
- Educating students on Occupations in Demand and job market trends
- Connecting students who were interested in the high demand, health field to free Certified Nursing Assistant (CNA) training opportunities and employers who offer scholarships and tuition assistance programs
- Arranging for job shadowing experiences
- Assisting with cover letters, resumes, job searches and interviews

Examples of services provided in group settings:

- Introducing career advising and WorkForce Center services to staff, parents and students
- Helping students identify career interests
- Working with students on career planning, including the use of assessments and creating/updating Personal Learning Plans
- Helping students research careers, occupations in demand and the labor market
- Giving financial aid presentations
- Presenting lessons on job searches, job applications, resumes and cover letters
- Helping to facilitate Q & A sessions with college and military recruiters
- Taking students to career fairs, college visits and health, trade and technical career expos
- Helping out with senior-parent nights/parent-teacher conferences

Northeast Minnesota (WDA 3)

Services are divided into two categories: *services for individuals* (one-on-one career guidance, career assessment, postsecondary planning, resume development, personalized job search strategy, and transitioning from high school) and *services for groups/classes* (CEOs in the Classroom, eMentors, Navigating Business Culture, financial literacy, business and industry speakers and tours, postsecondary planning, career interest and values assessments, and games and activities with career exploration themes, and more).

All services are geared to help students understand the opportunities available to them in the world of work. For example, the postsecondary planning workshop addresses how to identify programs that lead to jobs in high demand careers using various research approaches that include labor market information on high-demand, high-pay jobs. When asked to provide business and industry speakers for classrooms, representatives from high demand industries are sought to provide insight into career opportunities from a local perspective.

City of Duluth (WDA 4)

Services:

Services provided at each high school in individual/one-on-one settings included mock interviews with students to prepare them for scholarship interviews. Working from the career center and achievement centers at both high schools, YES Duluth staff was also able to engage with students about goal setting, trouble-shooting school and home issues, planning for summer work experience or life after graduation, individualized counseling, career exploration and assessments, and resume preparation.

Services provided in group settings were delivered during the high school “WIN” period – a time each day when students can get “Whatever I Need”. Topics presented during WIN periods included: information about high demand/growth occupations, local and regional labor market information exploration of career pathways, interviewing, and resume development. While the WIN period has proven to be a difficult time (30 minutes) to reliably deliver information, it still was utilized as a time for presentation of basic materials and for guest speakers to provide greater exposure to regional careers and employers.

Staff has also provided resources and information through participation at events for students and families in the community such as the Myers Wilkins Community School (October 2016), Denfeld High School Transition Fair (October 2016), and Lincoln Park Middle School (January 2017) resource fairs.

Central Minnesota Jobs and Training Services (WDA 5)

As part of the Outreach to Schools (OTS) program, CMJTS Youth Team staff provided the following examples of services to individual students/parents:

- Helped students improve their job search skills by guiding them through the Minnesotaworks.net registration process
- Advised students on the effective completion of employment applications and providing job leads
- Provided students with mock interviews and résumé assistance to better prepare them for their job search
- Informed students on how to obtain Personal Care Assistant (PCA) certification, and how to apply for scholarships to pay for nursing assistant training
- Shared WorkForce Center resource information, including information on the CMJTS Youth and other partner programs
- Helped students identify and access other resources needed for the attainment of self-sufficiency (e.g. driver's license information, housing and energy assistance available through community action agencies, food assistance, etc.)
- Delivered career and post-secondary planning assistance
- Assisted students in the development of financial literacy

Examples of services provided in group settings:

- Provided classroom workshops on topics including: budgeting; career pathway exploration and the effective use of DEED and other data tools; employer expectations/taking initiative; Minnesotaworks.net registration, and effective use of the site; effective job application completion; résumé development; ethical behavior in the workplace; interviewing; entrepreneurship/business planning; and labor market indicators/occupations in demand
- Talked with secondary student groups about post-secondary training options and resources available at the Workforce Center
- Provided Workforce Center tours to student groups
- Partnered with schools to supply timely labor market information to their student groups
- Attended Career Fair Day events, both as presenters and work skills judges, for a special education cooperative

Southwest Minnesota Private Industry Council (PIC) (WDA 6)

Examples of services:

- Minneota High School, in partnership with the SW MN Private Industry Council's Youth and Young Adult Program, provided job shadow opportunities for the 11th grade class to assist them in exploring their career interests and provide guidance towards a career pathway. Business tour opportunities were provided for the freshmen class to introduce students to career fields and explore their career interests.
- Wabasso Public High School, in partnership with the PIC, hosted a career day for their sophomores and juniors.
- Westbrook Walnut-Grove Public High School, in partnership with the PIC, hosted a Career Day for their sophomores and juniors. Job shadow opportunities were provided for the 11th grade class to assist them in exploring their career interests and provide guidance towards a career pathway.

- Worthington Public Schools, Worthington Chamber of Commerce, and SW MN Private Industry Council hosted the 2nd Annual Career Fair for High School Students
- Hosted employer panel and area business tours

South Central Minnesota (WDA 7)

Examples of services:

- Minnesota Valley Action Council staff provided career exploration and counseling assistance through classroom presentations on the following topics: career/job fair preparations; career assessments; career planning & exploration; financial literacy; job searching; navigating business culture; post-secondary planning; and social networking/job search.
- Interns provided one-on-one career exploration and career counseling assistance to every high school juniors and seniors.
- Group career exploration and counseling assistance was provided to grades ranging from 8th to 12th grade.
- Students were provided information on demand occupations and high growth careers.
- Students received information on post-secondary training options, including application assistance, financial aid and scholarship assistance.
- Interns assisted with planning the career exploration day which was organized by school counselors around the greater Mankato area.
- Students visited local colleges.
- Students and families participated in financial aid night where the intern and counselor were available to answer questions about the financial aid process and provide assistance with completing the application.
- Students participated in job shadow experiences and field trips to local businesses to gain hands on experience with occupations in demand industries.

Southeast Minnesota (WDA 8)

Services:

Southeast Minnesota's Workforce Development Inc. (WDI) Outreach to Schools and HECAP models consist of a variety of programs, services, and outreach efforts throughout 43 school districts in the 10-county area. Alternative Learning Centers and several large public high schools, where the need far outweighs capacity of career counselors, are the focus areas.

Youth Counselors use a menu approach that showcases the types of services and programming WDI can provide, and tailors individual and group services to each school district. The primary areas that schools stated they could use significant help in include: providing career information and career ladder information for students, labor market information, job search, resume, and interviewing skills, and partnerships with employers.

Activities within the school districts varied greatly depending on the needs of the schools. One school may have the capacity and staffing available to facilitate individual career counseling sessions with youth, other schools give WDI the opportunity to talk with an entire class regarding labor market information or job searching tips, and some even have WDI do presentations for an entire class on relevant topics such as financial aid. Some of the Career Counselors taught entire courses on career development and career pathways.

Carver County (WDA 9)

Services provided in individual/one-on-one settings:

Individual sessions included talking with youth about their specified training plans, career goals, financial aid opportunities, and offering field trips to training institutions, along with setting up job shadow opportunities. The counselor continued attempts to engage all identified youth, and provided applications to the Out of School Youth program, in hopes of reaching additional youth who are not connected to education.

Services provided in group settings:

The employment counselor met with groups of youth to address next steps in career planning, completed interest assessments (mynextmove.org), talked about possible fields of interest, shared labor market information about different career options and provided brochures containing information from the MN Office of Higher Education regarding the different higher education settings and costs, financial aid, grants and scholarships. Step by step instructions were printed for participants on how to explore both the DEED and CareerWise websites. The counselor created and facilitated a power point presentation to the youth in regards to the effects of both social media and criminal background on employment.

City of Minneapolis (WDA 10)

Services provided in individual/one-on-one settings:

Each student met with a job counselor individually to discuss their job, education and career goals. The job counselor helped the student to develop a plan and action steps to meet their goals, and, in some cases, to help them deal with life circumstances that were making it hard for them to find or keep employment. Students were able to follow-up with the job counselor as needed to receive additional support and guidance.

Services provided in group settings:

During the first six months of the project, group career advising workshops, using several elements of the Career EdVenture curriculum, were offered at the following community locations and served 84 youth:

- Minneapolis Park and Recreation Centers at Powderhorn, Martin Luther King, North Commons and Folwell
- Minneapolis Public High Schools - South, Roosevelt, Henry and Edison
- Transition Plus

In the second half of the project, sessions were held at the new 800 Broadway Minneapolis WorkForce Center, which is a collaborative space housing a Minneapolis Public Alternative School and North Point Health and Wellness Center. An additional 42 students attended a group session in the second half of the project.

Anoka County (WDA 12)

Services provided in individual/one-on-one settings:

- Career services offered three hours a week on the campus of Anoka Technical College which is co-located with Adult Basic Education and the area alternative learning center, Anoka-Hennepin Technical High School.

- Weekly on-site counseling hours at Hope4Youth (drop-in center for homeless youth) and also the new youth transitional housing at Hope Place.
- Information to individuals regarding high growth and in-demand occupations in strategic industries using current labor market information. Individual instruction with young people about mn.gov/deed/careers, the Career Profile data tool, to provide labor market information and education opportunities in strategic industries and in-demand occupations.
- Individualized counseling, including career exploration and career assessments, resume preparation, mock interviews, and job search assistance.

Services provided in group settings:

- Workshops to students on planning for post-secondary training, including accessing financial aid, selecting an appropriate training program, as well as other career planning topics such as goal setting and navigating the business culture.
- Tours of the WorkForce Center (WFC) and information about the services available at the WFC and how to access and utilize the resources.
- Connections to community and private sector resources through local career fairs, career events, and tours of businesses in strategic industries.
- Careers 101 workshops offered for five in-demand industries providing hands-on-training to introduce youth to different careers pathways.
- Group instruction and presentations on DEED Career Profile data tool to provide labor market information and education opportunities of strategic industries and in-demand occupations.
- Specialized on-site career fairs for occupations in the high-demand industries of health care and trades.

[Ramsey County \(WDA 15\)](#)

Services provided in individual/one-on-one settings:

- Assisting seniors in securing a post high school plan
- Assisting all seniors to apply for at least one college
- Assisting student fill out college applications, scholarships grants and financial aid
- Providing students with labor market information
- Administering career assessments
- Offering career pathway exposure and development
- Providing information about specific occupations/college programs offered
- Assisting students with their job search: explaining how to fill out a job application, developing resumes, mock interviewing practice, volunteering, developing marketable work habits
- Providing connections to community resources such as U LEAD Program, libraries, JobConnect and WorkForce Center Partners
- Sharing labor market information about high demand sectors coupled with related assistance to access the job market

Services provided in group settings:

- Providing after school classes on how to apply for college
- Offering financial aid and scholarship workshops
- Arranging tours of businesses
- Assisting guidance counselors in College Knowledge Month
- Providing professional dress do's and don'ts fashion show

- Assisting with college search process
- Providing group session in the classrooms on employment and assistance with English Language Learners (ELL) classes
- Connecting to Think College Early Fair

Stearns-Benton Employment and Training Council (SBETC) (WDA 17) and Central Minnesota Jobs and Training Services (WDA 5)

Central Minnesota Jobs & Training Services (CMJTS) and Stearns-Benton Employment & Training Council (SBETC) collaborated and utilized HECAP funding to provide an array of services to high school students. While both CMJTS and SBETC provided individual and group services, each agency worked to accommodate the needs of their local HECAP district. Therefore, CMJTS focused more on individualized service while a group service delivery model was much more common for SBETC. Both agencies focused on providing outreach to students of color and other student populations to ensure they were provided the knowledge necessary to make informed career pathway decisions.

Stearns-Benton Employment & Training Council's HECAP model is designed to assist students within the St. Cloud Area School District. The Career Planner assisted students, individually and in classroom settings, as they worked with the Minnesota Career Information System (MCIS). Through MCIS, students received an introduction to careers, college choices, scholarship information, financial aid, and economic indicators. The SBETC Career Planner often met with English language learners individually to help them with their MCIS planning and enhance their understanding of the career pathway process. HECAP supported a project to have students record tutorials in the Somali language to help the new Americans understand their MCIS portfolios. To further increase understanding and to strengthen connections, the SBETC Career Planner had open hours in the media center. In addition, school staff connected him with students with limited English Skills and students with disabilities who needed a more individualized approach. Further, the Career Planner was given names of students who had transferred from other districts and took responsibility for ensuring the new students were able to catch up with the other students in their MCIS planning.

SBETC's Outreach to Schools services included a range of services such as career exploration (career assessments, labor market information); development of an Individual Learning Plan; career counseling; transition to post-secondary education (applications, financial aid, training programs); and transition to employment (applications, resumes, job search, interviewing, job fairs).

Central Minnesota Jobs and Training Services (CMJTS) HECAP model consisted of the following examples of individual services:

- Administered interest inventory and career assessments
- Provided labor market information assistance
- Distributed information on short-term post-secondary training options and industry-recognized certifications that would enhance employability and support long-term career and training goals by connecting students with career pathways
- Assisted students with identifying and comparing the quality, location, and financial commitment required for various post-secondary programs
- Provided financial aid information and application assistance
- Informed students on how to access college-provided disability services, tutoring assistance, and peer support

- Provided information on local resources

Examples of group services provided include:

- Informed groups of students about the availability of individual HECAP consultation services
- Described services of the Minnesota WorkForce Center and its partners (e.g. CMJTS, Adult Basic Education, and Minnesota Vocational Rehabilitative Services) to student groups
- Provided classrooms with résumé and Minnesotaworks.net workshops
- Facilitated interview workshops to help students increase work-readiness and prepare for interviews and meetings with college faculty
- Gave presentations on programs and resources available to assist in accessing services, financial supports, and mentorship to assist students in attaining goals for career path
- Used labor market information and other data to deliver presentations on occupations in demand, cost of living, etc.

Winona County (WDA 18)

Individual activities included: resume building; connecting with references; college search; college planning; college preparation; college counseling assistance; career exploration; career planning; career counseling assistance; job search; practice interviews; and Winona WorkForce Center information.

Group activities included:

- Celebrities' college majors—matching celebrities with their college majors
- Celebrities' first jobs – matching celebrities with their first jobs
- Skills activity
- Survivor (job) activity
- Career exploration
- Career counseling assistance
- Real “not well known” jobs activity
- Winona WorkForce Center tours/information presentation
- Presentation on cell phone/electronic use
- Intern created game/activity: Head's Up! Game on iPad (work-related deck)
- PowerPoint presentations on the following: preparing for an interview; dressing for an interview; practicing for an interview; and researching a company

Tree Trust

Services provided in individual/one-on-one settings:

Tree Trust Youth and Young Adult Services Programs provide individual case management for participants around educational, career, and employment goals. Along with individual meetings, participants are able to be part of small and large group trainings and workshops throughout the year held at Tree Trust and public places such as libraries and parks. This summer and fall several small group workshops were given on topics ranging from filling out college applications, educational scholarships, and job applications. In addition, large group trainings were given on individual career assessments, transitioning after high school, getting and keeping a job, creative problem solving and more.

Within the context of individual and small group meetings and large group workshops and trainings the following employment readiness skills are taught: job search; job application; job retention and advancement; resume writing; interview skills; and financial literacy.

In addition to employment readiness training, extensive training and assistance with career and educational pathways were given which includes: career exploration; college applications; completing the FAFSA federal financial aid form; scholarships; transportation; textbooks; deciding a major or certification program; and high growth industries and demand occupations.

Higher Education Career Advisors Pilot Project (HECAP) Data Summary

		Total	Percentage	WDA 1	WDA 2*	WDA 3*	WDA 4*	WDA 6*	WDA 7*	WDA 8*	WDA 9-Carver	WDA 10	WDA 12*	WDA 15*	WDA 17 & WDA 5	Tree Trust
Total Number of Youth Served		21,535		249	2,088	2,731	760	1,310	4,547	1,833	23	126	2,148	3,681	1,631	408
Total Number of Parents/Other Family Members Served		981		0	258	138	50	0	102	0	0	3	401	10	12	7
Total Number of Interns Providing Services		68		0	0	54	0	0	9	0	0	0	0	5	0	0
Grade	Up to Grade 9	2,879	13%	83	592	322	40	236	488	131	0	22	13	441	369	142
	10	5,097	24%	40	405	484	113	423	2,162	158	0	10	202	678	373	49
	11	5,446	25%	52	492	628	290	415	862	748	3	60	268	1,142	417	69
	12	6,783	31%	61	584	1,076	315	233	867	787	20	30	847	1,406	471	86
	Post High School	1,342	6%	13	15	221	2	3	168	9	0	4	818	14	13	62
Ethnicity/Race	Hispanic/Latino	1,871	9%	7	127	29	25	129	367	441	2	22	214	423	63	22
	American Indian or Alaska Native	948	4%	5	407	180	85	88	19	10	0	10	58	66	19	1
	Asian/ Pacific Islander	1,762	8%	1	8	0	10	76	63	7	0	10	93	1,391	81	22
	Black or African American	4,883	23%	6	42	88	210	765	475	290	5	66	799	1,296	617	224
	White	12,496	58%	230	1,232	2,434	430	952	3,623	1,070	16	18	984	505	863	139
	Multi-Race	287	1%	0	272	0	0	0	0	15	0	0	0	0	0	0
Total Number Receiving Individualized/ One-on-one Services		5,626		40	731	364	155	253	893	286	1	46	321	2,238	226	72
Total Number Receiving Group Services		17,485		236	1,525	2,367	605	1,057	4,286	1,547	22	92	1,827	2,147	1,427	347

*Data blended with Outreach to Schools (OTS) funding

Outreach to Schools (OTS) Data Summary

		Total	Percentage	WDA 5	WDA 17	WDA 18
Total Number of Youth Served		2,817		2,538	169	110
Total Number of Parents/Other Family Members Served		246		235	0	11
Total Number of Interns Providing Services		2		1	0	1
Grade	Up to Grade 9	347	12%	322	25	0
	10	410	15%	373	23	14
	11	672	24%	583	53	36
	12	995	35%	873	68	54
	Post High School	628	22%	622	0	6
Ethnicity/Race	Hispanic/Latino	258	9%	244	8	6
	American Indian or Alaska Native	59	2%	53	1	5
	Asian/ Pacific Islander	93	3%	87	1	5
	Black or African American	323	11%	211	96	16
	White	2319	82%	2,178	63	78
	Multi-Race	0	0%	0	0	0
Total Number Receiving Individualized/ One-on-one Services		817		771	6	40
Total Number Receiving Group Services		2235		2,002	163	70