

NORTHEAST



CAREER EDVENTURE!

A COMPASS FOR YOUR FUTURE.

*An Initiative of the
Northeast Minnesota Office of Job Training*

Who We Are

- The Office of Job Training has served the seven-county region since 1974
- 25 professional career counselors
- Workforce Center partner in Aitkin, Virginia, Hibbing, International Falls, Cloquet, Grand Rapids, and Duluth
- Administers State and federal funding for dislocated workers, low income adults, public assistance recipients, and at-risk youth



The Evolution of an Idea



- Need to identify new sources of revenue & value add capabilities
- 2012-2013, grant from the State of Minnesota
- 2013-2015, Higher Education Career Advising Pilot
- Created centralized menu of free career planning & exploration resources
- Connect business and industry with education
- World's Best Workforce legislation



"World's Best Workforce"

Key components of WBW legislation, Sec. 120B.11, includes:

Schools must provide "age-appropriate exploration activities and career assessments to encourage students to identify personally relevant career interests and aptitudes and help students and their families develop a regularly reexamined transition plan for postsecondary education or employment without need for postsecondary remediation."

<https://www.revisor.mn.gov/statutes/?id=120B.11>



Program Development

- WIB Dialogue with school personnel
- Developed menu of services
- Designed logo to develop name recognition
- Created marketing materials and internal activity tracking methodology
- Began marketing resources with teachers and administrators



Resources for Individuals

- **Career assessments** of personality, interest, and aptitude
- **Post secondary training** planning, including funding options
- Preparation for **job search**, interviews, and the world of work (resumes, mock interviews, etc.)
- **Career exploration** opportunities such as job shadowing and informational interviews
- **eMentoring**



Class/Group Workshops

- CEOs in the Classroom
- Navigating Business Culture
- Computer-based career exploration
- Career-related games and activities
- FAFSA workshop
- Financial Literacy series
- Industry-specific learning opportunities



Partnerships

- Workforce Investment Board
- The Northland Foundation, the Blandin Foundation
- Arrowhead Manufacturers and Fabricators Association
- Iron Mining Association
- UMD Center for Economic Development (SBA)
- Arrowhead Human Resource Association
- Chambers of Commerce



Outcomes

- 603 individuals served Sept – Dec, 2013

26 schools in 6 counties

- Of individual students served:

47% seniors, 30% juniors, 12% sophomores, 3% freshmen, 8% 8th grade

- Topics presented to classes included:

Career assessment/planning (704), online career exploration tools (342), Workforce Center resources (220) job search strategy (185), Navigating Business Culture (141), mock interviewing (87)



Opportunities for Development

- Parent resources to better advise kids
- Regional **job shadowing** protocol
- Resources for **younger students**
- Incorporate **STEM** learning opportunities
- Garner additional **financial support**

***...PROVIDE RESOURCES TO ADDRESS
WBW LEGISLATION***



For More Information

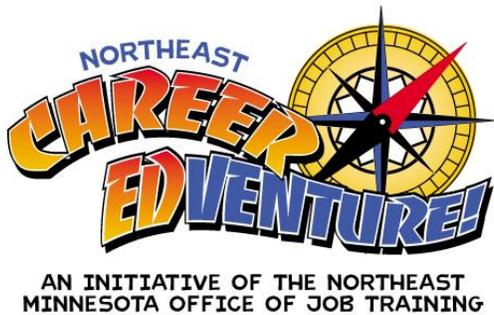
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NAVIGATING BUSINESS CULTURE SERIES

(10th – 12th grades)

The four-part *Navigating Business Culture* series introduces the topic of today's business and workplace expectations. However, it is more than just an examination of needed skills and abilities in today's workforce. It introduces the topic of culture, how it develops, as well as how it impacts our lives. This understanding of culture formation leads to a review of generational differences in the workplace along with the expectations that come with those differences. Viewers are challenged to look towards the future of work through preparation and education.

This presentation is broken into four segments. Each can be completed within a class period; internet connection required.

Part I Culture: Examines various cultures students operate within

1. Why learning about business **culture** is important
 - It impacts your life and future.
 - Overview: (1) how work has changed, (2) why it has changed (3) what is expected of us in today's business world, and (4) how we can prepare for the work of tomorrow.
2. What is culture? (video)
3. How communication has changed (discussion)
4. Cultural expectations at home, school, and work (differences)
5. Cultural unwritten expectations at home, school, and work (differences and how we learn them.)

Part II Generations: Explores how different generations communicate and interact

6. Recognition that there are different **generations** in the workforce that influence the workplace.
7. Why our culture is changing—communication, diversity, global access
8. Changing from technical skill to technical plus soft skill—it is required; not an option
9. Generations in the workforce (video: how different generations affect the workplace)
10. Youngest generation and its culture (discussion and video: how it is different than other generations)
11. What youngest generation brings to the workforce (positive messaging)

Part III Expectations: Emphasizes employers' behavioral expectations

12. The unwritten **expectations** of the workplace that upcoming workforce may not be familiar with
13. What employers want in an employee (activity and discussion)
 - Successful worker expectations regarding attendance, communication, etiquette, initiative, knowledge-learning, teamwork, and accountability
14. Importance of soft skills—what employers are saying

Part IV The Future: How the world of work is changing

15. Work of tomorrow (video)
16. How to prepare (discussion)
17. Next Step (video)



AN INITIATIVE OF THE NORTHEAST MINNESOTA OFFICE OF JOB TRAINING

FREE Career Planning and Guidance Services for Local Schools

**please note that details about each resource listed below are available*

Services Available to Individual Students	Services Available to Classrooms, Groups, or School-wide	
<p>Career Assessments of interests, abilities & aptitude</p> <p>Resume & application development</p> <p>Practice interviewing</p> <p>Job search assistance</p> <p>College/Post-secondary planning</p> <p>Financial aid/Scholarship guidance</p> <p>Access to community resources</p> <p>Transition from high school planning</p> <div style="display: flex; align-items: flex-start; margin-top: 10px;"> <p style="font-size: 0.9em; color: #c00000; margin: 0;">Students can access individual counseling services by contacting XXX at the XXX Workforce Center at (phone) or via email at (email)</p> </div>	<p>8th Grade:</p> <ul style="list-style-type: none"> CEOs in the Classroom <p>9th Grade</p> <ul style="list-style-type: none"> Career interest assessments/results review Financial Literacy I *Business & industry speakers *Business tours Career exploration after school clubs <p>10th Grade</p> <ul style="list-style-type: none"> Navigating Business Culture workshop Career interest and values assessments Financial Literacy II eMentors *Business and industry speakers *Business tours <p>11th Grade</p> <ul style="list-style-type: none"> Navigating Business Culture workshop Career interest, values, and personality assessments Financial Literacy III Job searching Postsecondary planning and financing Social Networking for the Job Search *eMentors *Business and industry speakers *Business tours *Career or Job Fairs *Mock Interviewing 	<p>12th Grade</p> <ul style="list-style-type: none"> Navigating Business Culture workshop Career interest, values, and personality assessments Financial Literacy IV Job searching Postsecondary planning and financing Social Networking for the Job Search *eMentors *Business and Industry speakers *Business tours *Career and Job Fairs *Mock Interviewing <p style="text-align: center; color: #0056b3; font-weight: bold; margin-top: 20px;">*CONNECTING WITH LOCAL BUSINESS & INDUSTRY:</p> <p style="text-align: center; color: #0056b3; font-style: italic; margin-top: 10px;"><i>Because your students are our future workforce, Career EdVenture is able to bring business professionals into your school to help educate them on the needs of today's employers.</i></p> <p style="text-align: center; color: #0056b3; font-style: italic; margin-top: 20px;"><i>*Resources with an asterisk involve engaging local professionals to give your students another perspective on their future and get them to start thinking about life after high school.</i></p>