



UNIVERSITY OF
GEORGIA
Carl Vinson
Institute of Government
*Georgia Workforce and
Economic Resilience Center*

**GEORGIA'S
WORKFORCE
CONFERENCE**

Aligning Georgia

Exploring the Intersection of CTAE
Pathways and In-Demand Careers

Aligning Georgia: Exploring the Intersection of CTAE Pathways and In-Demand Careers



Georgia's Workforce Conference
November 13th, 2024
Athens, GA



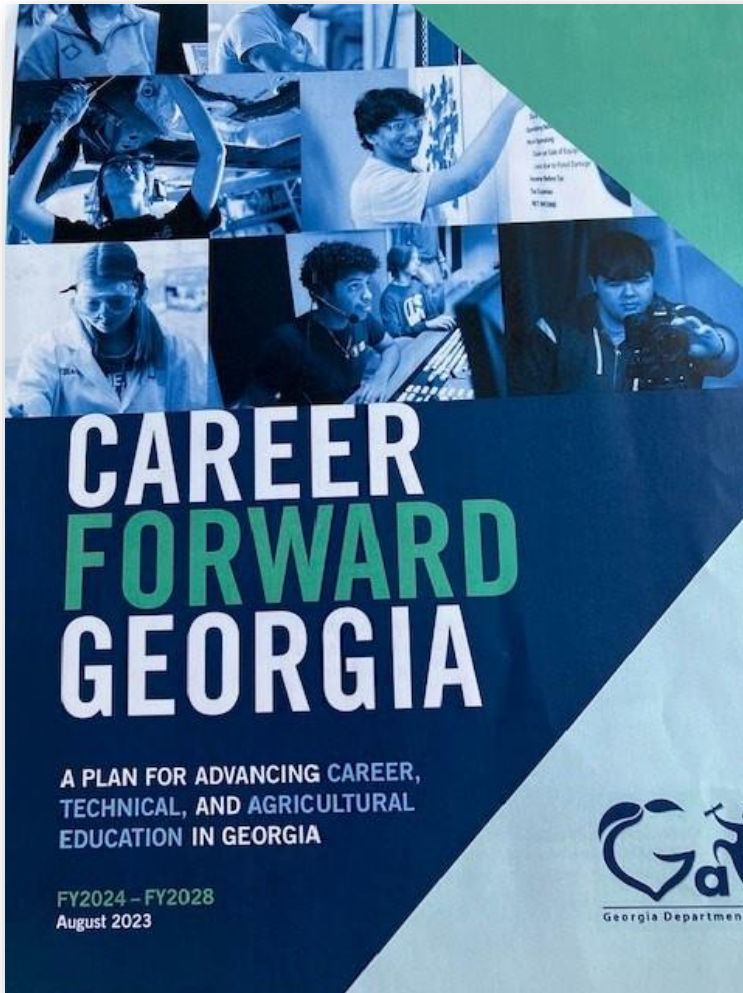
Dr. Barbara Wall

Deputy Superintendent

Career, Technical, and Agricultural Education

bwall@doe.k12.ga.us

Mission of Georgia CTAE



To educate Georgia's future workforce by providing experiences for Georgia students that will prepare them for workplace success.

Georgia is the #1 State to do business for 11 years in a row (Area Development)



CTAE can help keep Georgia as the #1 State to do business by working together with business & industry, economic developers, and other agencies to prepare the future workforce!

CTAE must be strategic about our efforts.

Georgia CTAE: Current Status

2022-2023 School Year

- CTAE is the workforce development engine for K-12 in Georgia
- 17 career cluster areas and 145+ pathways
- CTAE programs are in every school system in Georgia
- 703,476 students participated in CTAE statewide
- 70% of all high students and 66% of all middle school students participated in CTAE
- 97.75% of CTAE completers graduated from high school, which is 13 percentage points higher than the state average graduation rate.



www.ctaedelivers.org



Governor's Education & Workforce Team

Cross Agency Alignment

- Georgia Match
- HB 982 – High Demand Career Pathways & Credentials
 - Incentivize School Districts
 - § High Demand Pathways (CCRPI)
 - § High Demand WBL Placements (CCRPI)
 - § State Funded CTAE Competitive Grants for High Demand Pathways (Priority Points)
 - Develop resources for High Demand Pathways (GDED funded)
- Combined Perkins/WIOA Plan

[Stakeholder Meeting Registration Link](#)

FY 24-29 CTAE Strategic Plan

Driven by Industry and Energized by Partnerships



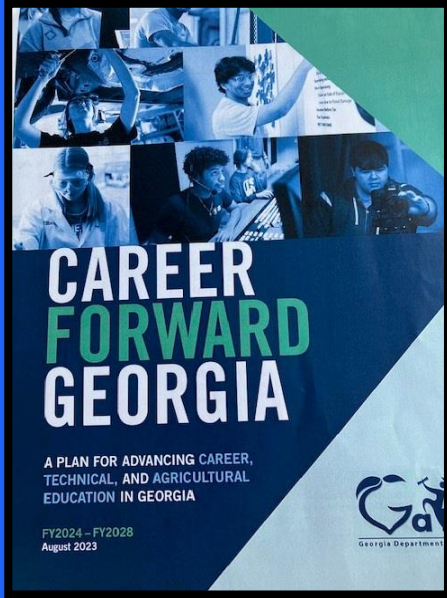
Stuart Countess
President and CEO
KIA Georgia



**Georgia
Power**

Joseph Lillyblad
Director of Education and
Workforce Development
Georgia Power





Driving Careers Forward in Georgia

Mission of Georgia CTAE

To provide Georgia students with high-quality educational programs, Career Pathways, and experiences that prepare them for workplace success.

GaDOE Vision

To prepare all students for life.

Core Values



Innovative



Student Centered



Employer Driven



Career Focused



PRIORITY AREA 1

**Prioritize Skill and Industry Alignment
at the State and Local Level**



PRIORITY AREA 2

**Ensure High-Quality Career Development
Support for All CTAE Students**



PRIORITY AREA 3

**Enhance Recruitment and Retention
Efforts for the CTAE Workforce**






PRIORITY AREA 4

**Expand Marketing and Promotion Efforts
to Enhance Stakeholders' Awareness
and Perceptions of CTAE in Georgia**

Action Oriented Implementation

Priority #1: Prioritize Skill and Industry Alignment at the State and Local Level

 Georgia Department of Education CTAE will	 Local School Districts will	 Partners will
Provide effective advisory boards.	Share programs of study/CTAE information with businesses	Bolster and expand local partnerships.
Conduct a holistic review of credentials in partnership with the Georgia Chamber of Commerce	Maintain active advisory committees.	Increase communication about current and future workforce needs at the state, regional, and local levels.

Measures of Success

Priority #1: Prioritize Skill and Industry Alignment at the State and Local Level

Measure	Baseline	FY 2024 Goal
Number of Districts Earning the Economic Development Partnership Designation	15	20
Number of Active CTAE Articulation Agreements	17	21
Number of Students Enrolled in Work-Based Learning	25,207	25,500



Patrick Ledford

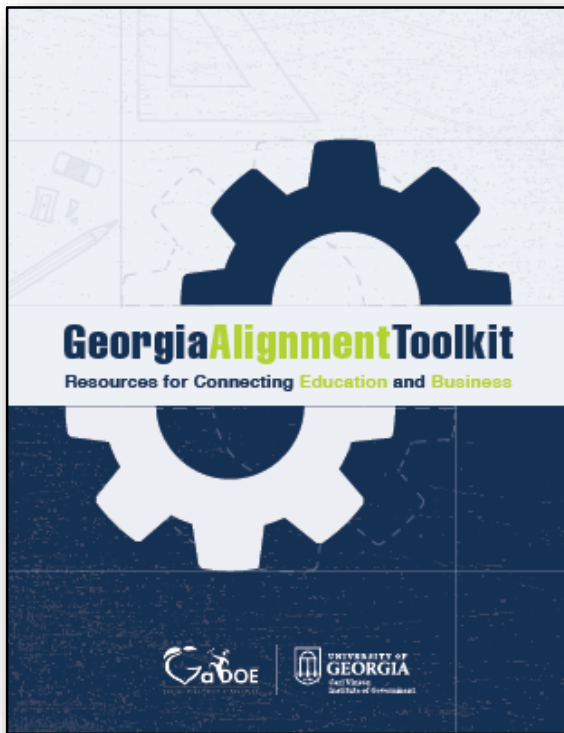
Economic Development Liaison

Career, Technical, and Agricultural Education

Patrick.ledford@doe.k12.ga.us

Georgia Alignment Toolkit

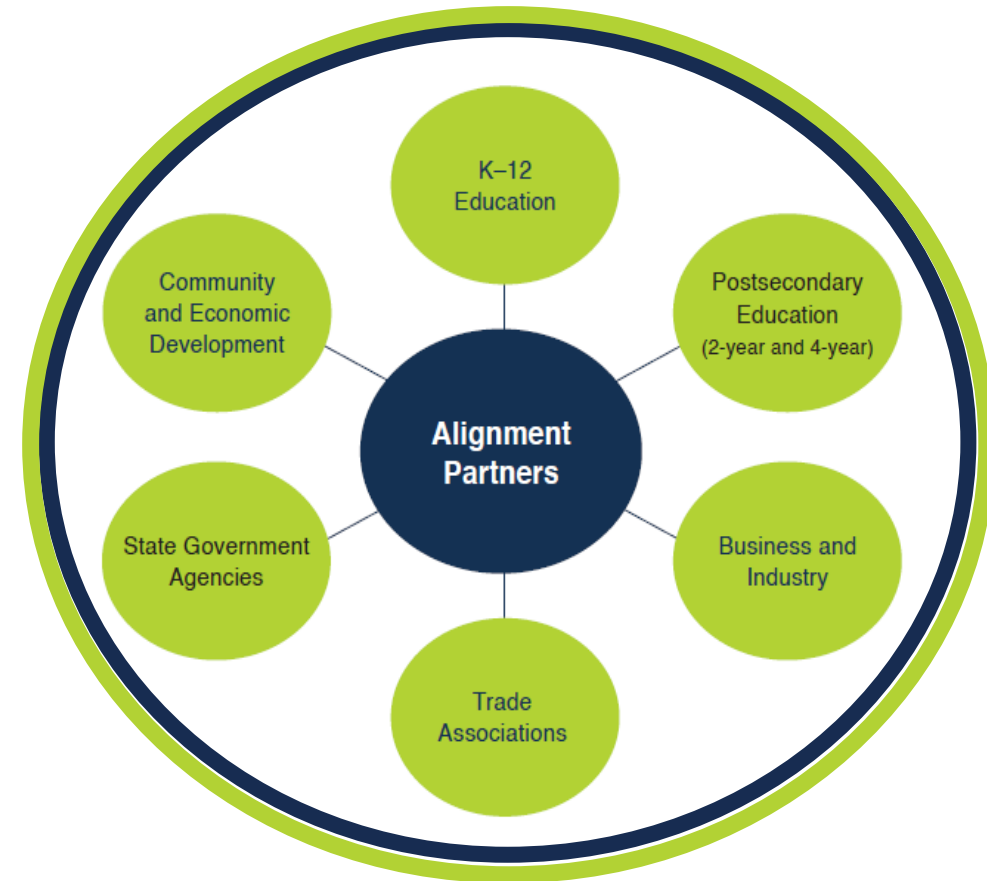
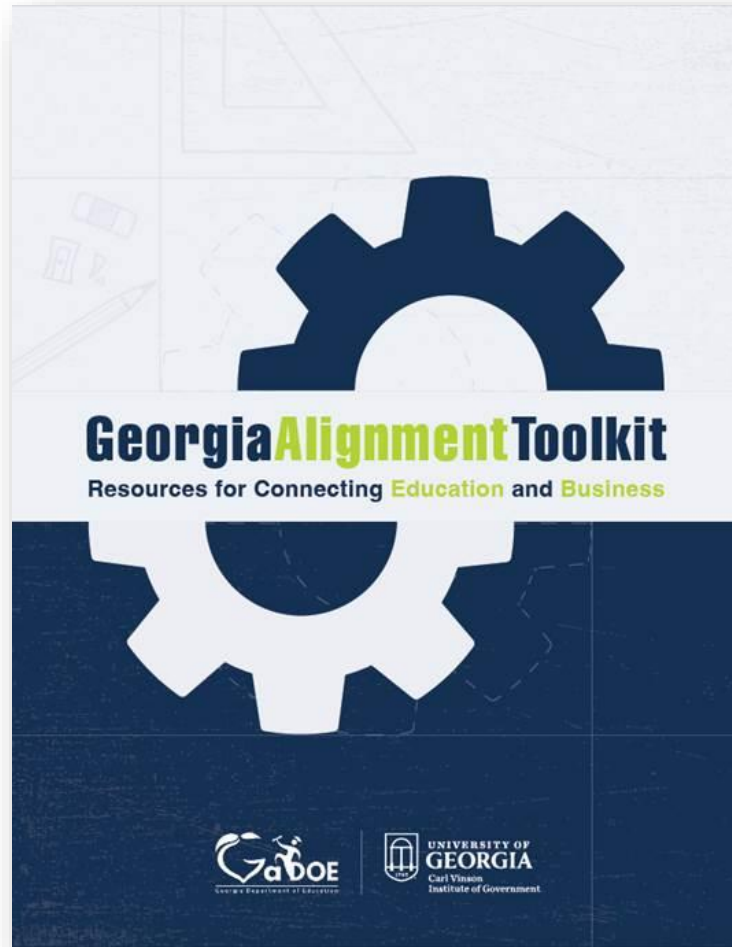
Innovative Strategies* Robust Solutions * Talent in Action



Scan To View The Toolkit



Georgia Alignment Toolkit



Resources for Connecting Education and Business

Career, Technical, and Agricultural Education (CTAE) Advisory Committee Standards



September, 2024



Strategy



Alignment



“A Blueprint”



Best Practices

Scan For Digital Copy

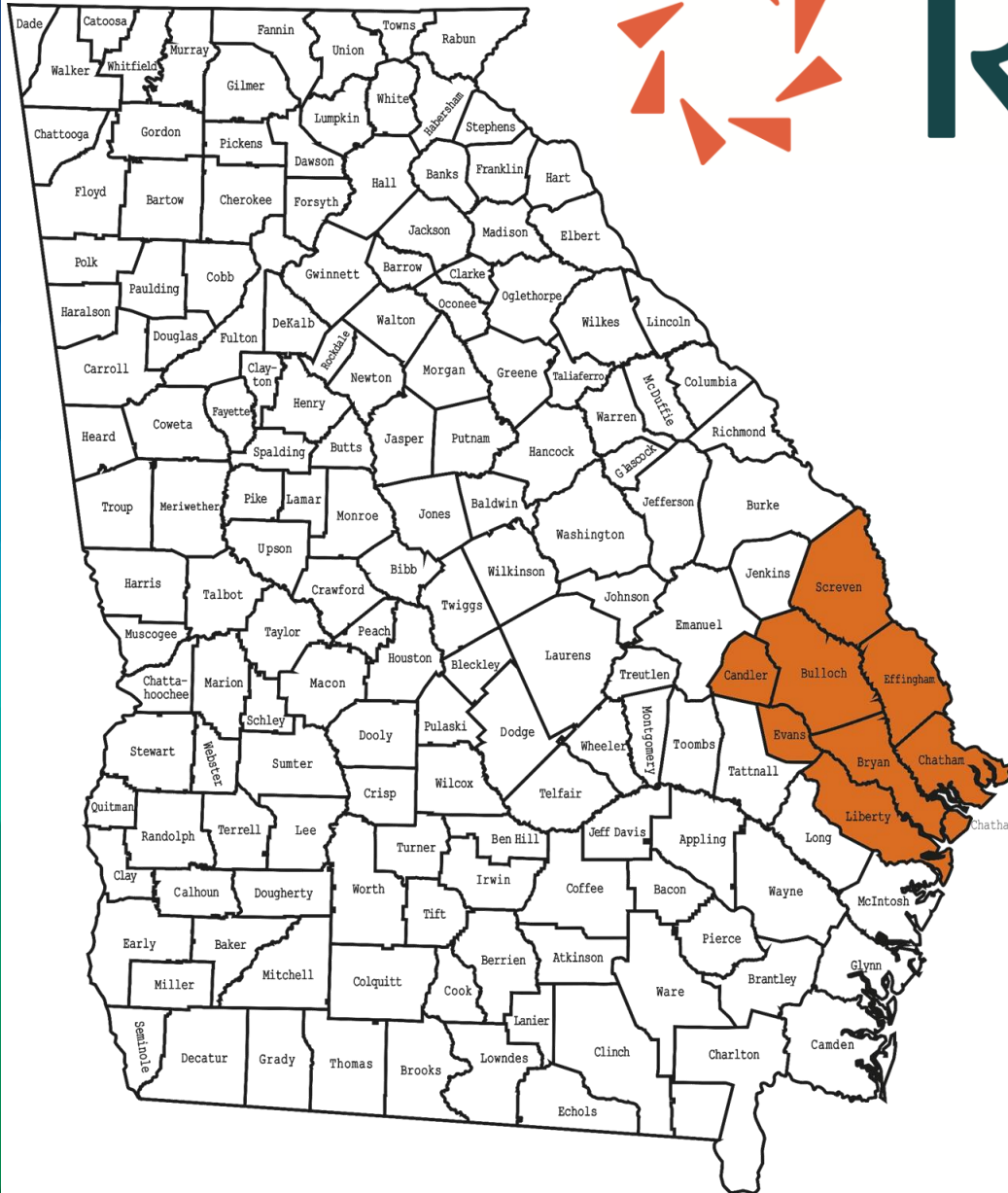


<https://url.gadoe.org/7uvcd>



RISE

Regional
Industry
Support
Enterprise



- ❑ RISE supports 8 counties surrounding the industry growth around the I-16 corridor (Port of Savannah, existing industry, and Hyundai Meta Plant and suppliers)
- ❑ GaDOE CTAE supporting local/regional alignment to current and future workforce needs

- Bryan
- Bulloch
- Candler
- Effingham
- Evans
- Liberty
- Savannah-Chatham
- Screven

Why Georgia Works Alignment Grant

A partnership between the Georgia Department of Education, Georgia Department of Economic Development, and the Governor's Office with Technical Assistance being provided by UGA's Carl Vinson Institute of Government

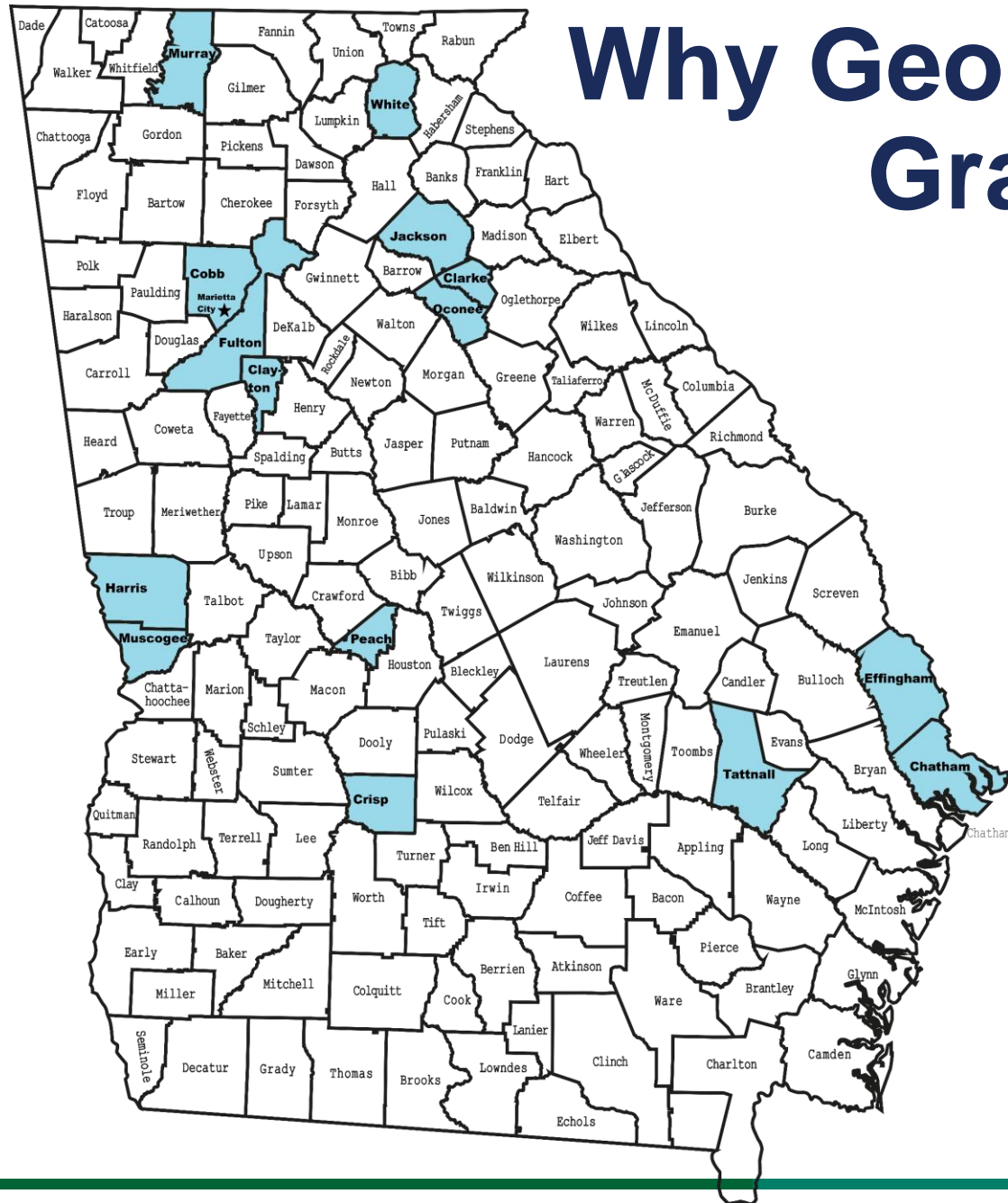
15 school districts received a grant of up to \$15,000

Goal: Develop Community Alignment Action Plan to support alignment of CTAE Pathways with local and regional labor force needs

Grant ends May, 2025



Why Georgia Works Alignment Grant Participants



1. Fulton County
2. White County
3. Muscogee County
4. Savannah-Chatham County
5. Clayton County
6. Tattall County
7. Murray County
8. Peach County
9. Effingham County
10. Harris County
11. Marietta City Schools
12. Crips County
13. Clarke County
14. Oconee County
15. Jackson County

CTAE Manufacturing Workforce Innovation Summit



March 21, 2024
KIA Training Center
West Point, Georgia



Purpose of the Event

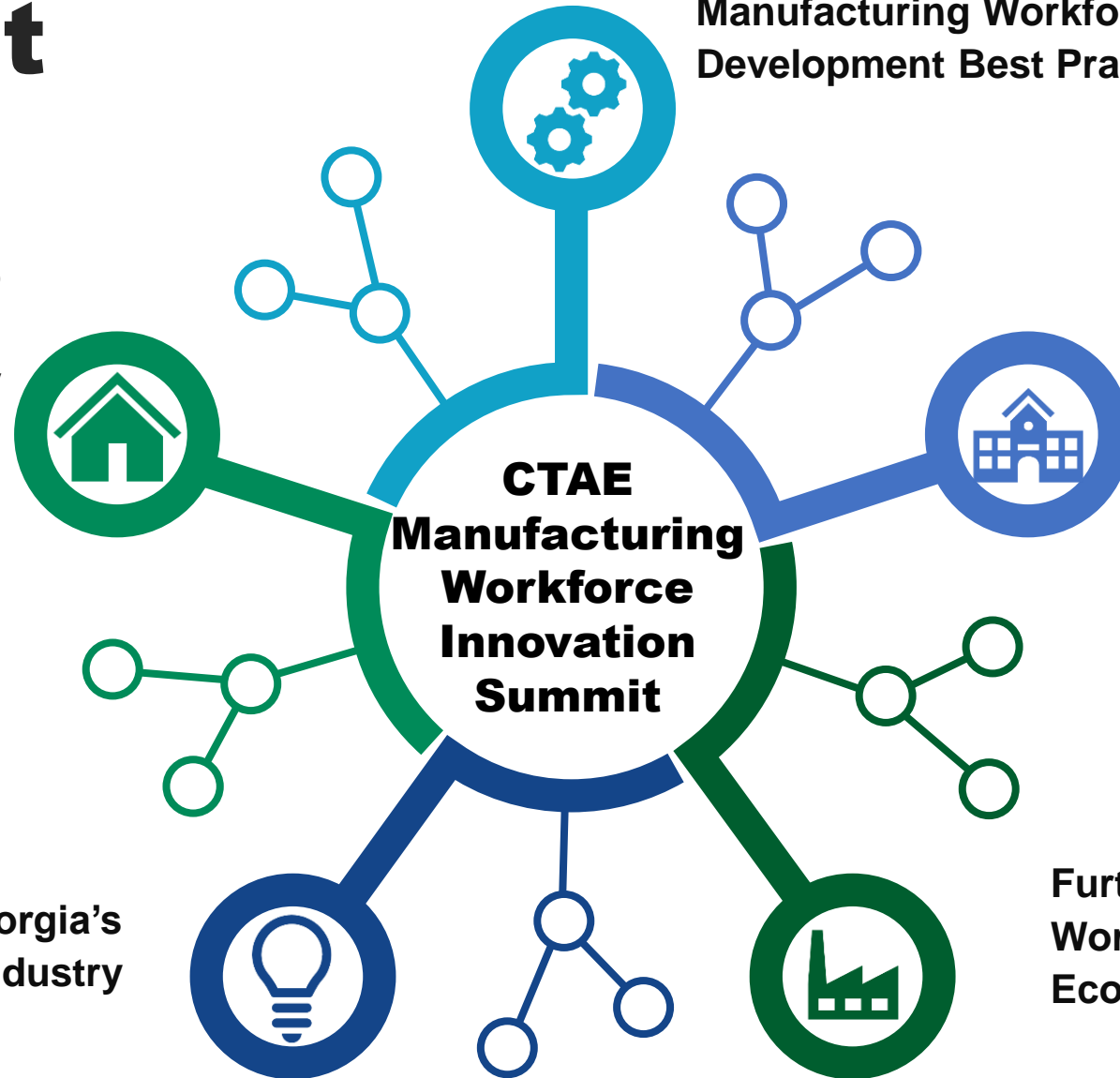
Challenge Attendees to Replicate the Event in Their Community

Spotlight Georgia's Manufacturing Industry

Highlight CTAE Manufacturing Workforce Development Best Practices

Engage School Counselors with Local/Regional Workforce Development Efforts

Further Manufacturing Workforce Development Ecosystems



Economic Development Partnership Designation (EDP)

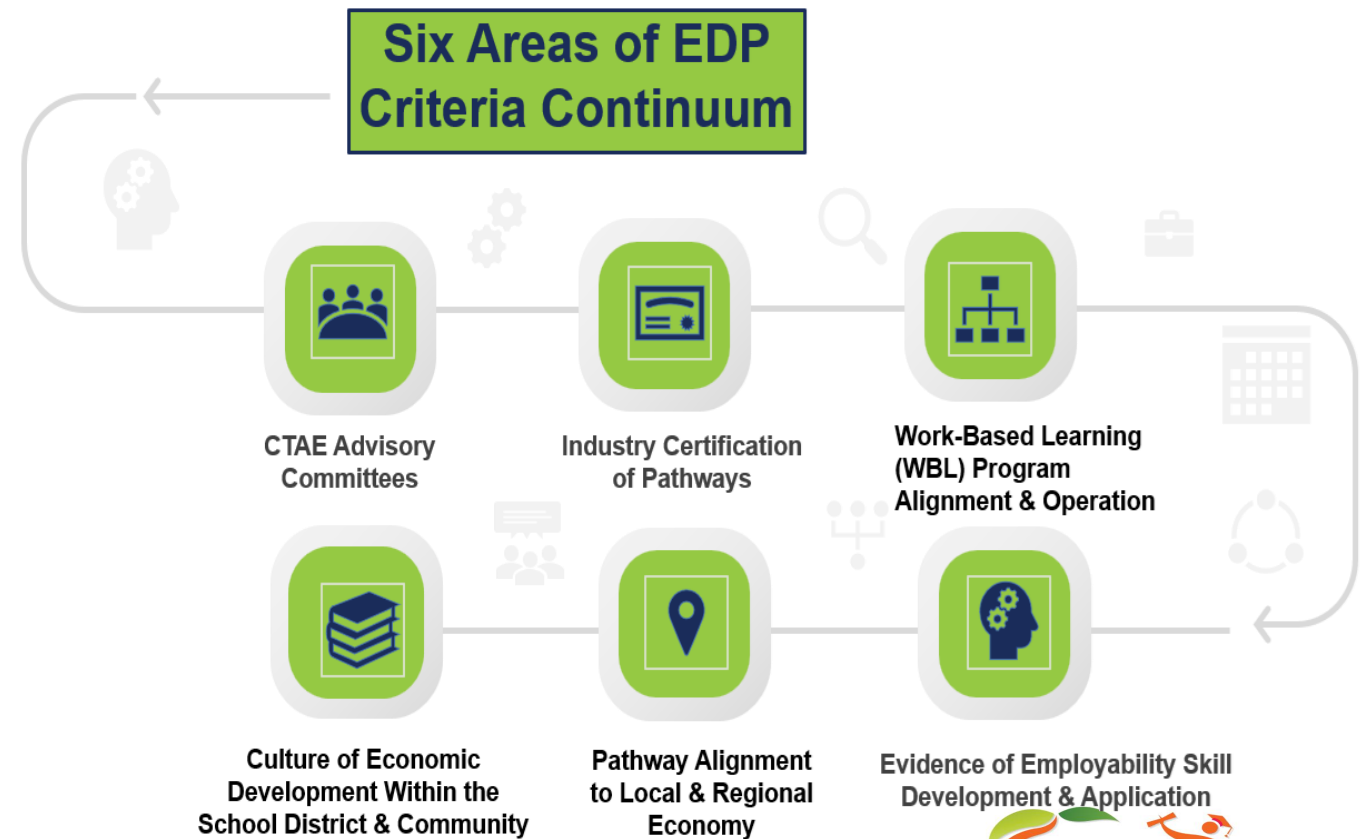
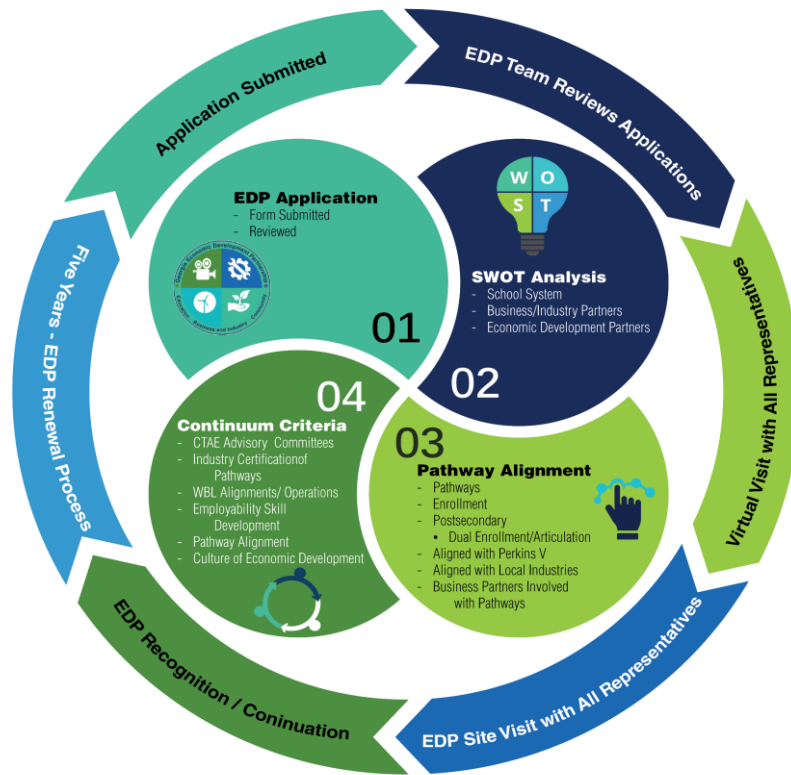


Elevated Partnerships Empowering Workforce Development

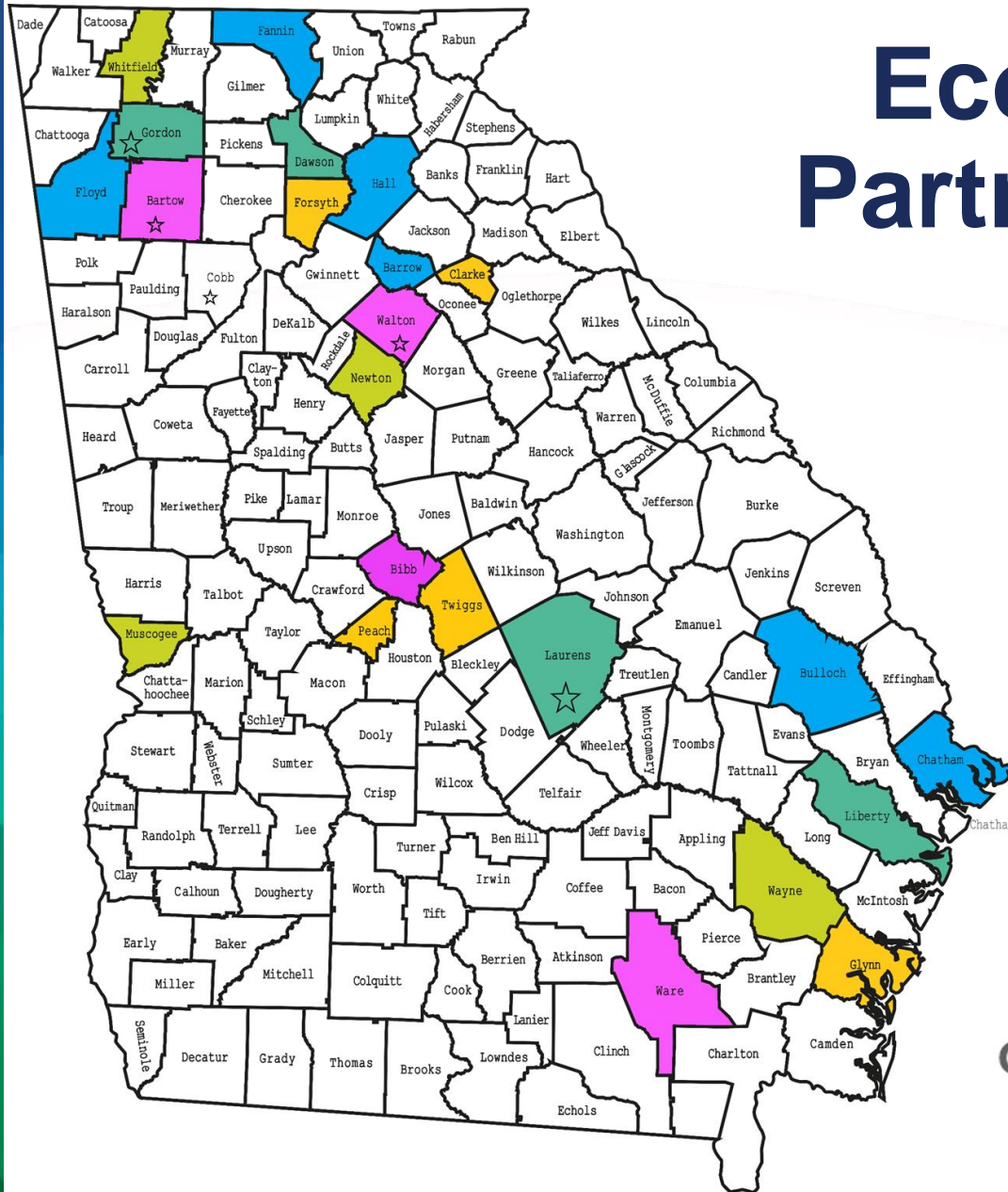







Economic Development Partnership (EDP)

A district wide certification process that prepares school districts to adopt best practices and behaviors that support economic development, strengthen their programs, and align education with key regional industries.



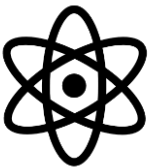
Economic Development Partnership (EDP) Districts



-  FY 25 EDP Districts (Starting July 1, 2024)
-  FY 24 EDP Districts
-  FY 24 EDP Renewal Districts
-  FY 23 EDP Districts
-  FY 22 EDP Districts

Energized Partnerships In Action

Since FY 22, The Georgia Power Foundation has donated over \$75,000 in grants funds for districts pursuing the EDP to utilize for externships and economic development related activities.





DEVELOPMENT AUTHORITY OF
LAGRANGE

Kelley Bush

Director

Existing Industry & Workforce Development
Development Authority of LaGrange



Without building CONNECTIONS between employers, educators & students, Troup County is vulnerable regarding the creation of a future workforce & attracting new residents.

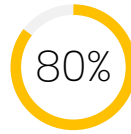
Avalanche Consulting, 2017

- Students must opt into program.
- Unable to enroll if credit deficient due to scheduling.
- Summer camps/STEM Camps required letter of recommendation from a teacher or pastor.
- Recruitment didn't align with industry needs.
- Demographics mirrored the school system, but not academic demographics.
- Industry's voice not being heard and disengaged – “If it's not broken, why fix it?”.

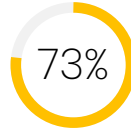
PROGRAM STRUCTURE COULD IMPACT AT-RISK, LOWER SOCIO-ECONOMIC, EDUCATIONALLY DISENFRANCHISED STUDENTS AND STUDENTS THAT WOULD REMAIN IN COMMUNITY POST HIGH-SCHOOL GRADUATION.



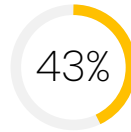
82% stated their organization is not partnering/communicating with local school system to help design curriculum, communicate needs, develop training programs, and/or sponsor apprenticeships to help students acquire skills necessary for success.



80% reported they had immediate need for entry-level labor that they will train themselves.



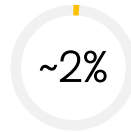
73% reported they willing to hire high-school graduates with no experience.



43% reported they anticipate an expansion or retooling in the next 24 months.



Out of 264 students in WBL, only 4 were in the manufacturing sector.



Not utilizing the tools we already have. Recruitment not based on aptitudes.

Lack of data and transparency. NO TRUST.

WHAT WE'VE LEARNED

- The MISSING Middle.
- Industry to provide youth employment and internship opportunities.
- Alignment is process engineering.
- Strategic recruitment based on skills/talents and aptitudes- impacts outcomes for ALL pathways.
- Mechanisms to measure data relevant to industry partners.
- Alignment should support educators and counselors, not add to their already heavy workload.
- Use the resources available; Relationships with GADDE, Carl Vinson Institute and Georgia Tech.
- Learn from those doing it well!
- The Sunk Cost Fallacy – Build trust with all stakeholders.
- Alignment is never finished; Look for blind spots.

ALIGNMENT BENEFITS ALL STAKEHOLDERS.

**THE MOST SIGNIFICANT BARRIER TO ALIGNMENT IS
COMMUNICATION.**

ARE WE SPEAKING THE SAME LANGUAGE?

Alignment Simplified:

- **Robust Business Retention & Expansion program and authentic relationships.**
- **Simplify the process, the data and the communication.**
- **Measurable, with data presented in a transparent way.**
- **Project based learning and STEM/STEAM Exposure.**
- **Educators identify skills/aptitudes/talents of individual students, counselors support with counseling of individual aptitudes, connect student talent to relevant educational pathways and industry Work Based Learning and Youth Apprenticeship opportunities.**
- **Business partners create opportunities for students in Work Based Learning, Youth Apprenticeships and Job Shadowing and participate in school level activities and engagement events.**
- **YOU GET WHAT YOU INCENTIVIZE!**

WEST GEORGIA MFG DAY24

- 1200 regional students
- Hands on, trade show style event
- 5 school systems
- Partnership with 3 Chambers of Commerce, 2 Development Authorities in addition to GAM, GaMEP and WGTC.



MFG DAY
Institute

**WEST GEORGIA
MANUFACTURING DAY 2023**

See Yourself in Manufacturing!
After high school, Oren Rogers trained on the job to be a maintenance mechanic. He loves his job AND being able to work in his local community.

Join us today at WGTC to see what careers might be right for you!




**WEST GEORGIA
MFG
DAY24!**

See Yourself in Manufacturing!
Ryan Jackson dual-enrolled at West Georgia Tech in the Precision Manufacturing program and is now working at Kimberly-Clark in a job he loves, just a few months after graduating from high school.

Join us tomorrow at WGTC to see what careers might be right for you!

DEVELOPMENT AUTHORITY OF
LAGRANGE

WEST
GEORGIA
TECHNICAL COLLEGE

GT GaMEP
Georgia Manufacturing
Business Partnership

GEORGIA AIM
WEEK

HARRIS
COUNTY
CHAMBER
OF COMMERCE

Meriwether
County
GRANDDAD OF GEORGIA

Heard
County
POWER OF COMMERCE











DEVELOPMENT AUTHORITY OF
L A G R A N G E

Richard Woods, Georgia's Sc



Georgia CTAE builds the next generation of our State's talent pipeline

Let's continue to work together with our business & industry partners and do our part to keep Georgia, the #1 State to do business.



www.gadoe.org



@georgiadeptofed



youtube.com/georgiadeptofed



**EDUCATING
GEORGIA'S FUTURE**

