

Career Counseling Task Force Report

State Workforce Innovation Council

Career Counseling Task Force

- **Membership:**

- Blair Milo, City of La Porte (Chair)
- Heather Baker, Ivy Tech
- Andrew Bradley, Indiana Institute for Working Families
- Timothy Clark, CHE
- Erin Dietrich, Area 31
- Matt Fleck, Fleck Education
- Shelley Huffman, Indiana Chamber
- Nichole Mann, IU East
- Patrick MCGrew, Governor's Office
- James Patterson, Electrical Training Institute
- Paula Pinkstaff, Toyota
- Joanne Sanders, International Alliance of Theatrical State Employees
- Angela Vaughn, Madison Consolidated Schools
- Thomas Vincino, Kellogg
- Trisha Wlodarczyk, CELL
- DWD and DoE Staff
 - Amy Marsh (formerly DWD)
 - Amanda Culhan, DOE
 - Chris Fitzgerald
 - Leslie Crist

Career Counseling Task Force

- **Schedule:**
 - **May 26** - Overview, discussed goals, reviewed current standards and marketing efforts
 - **June 23** - Review of: current college and career readiness accountability measures (DoE), Indiana Career Explorer (ICE), IN Reality, funding opportunities
 - **July 19** - Discussion: How can this taskforce impact career and occupational information and choice? How do we know when this is successful?
 - **September 13** - ICE update, Review of Self Sufficiency Standard Tool; Discussion: Outline/Plan for student career experiences Grades K-12, July Discussion continued

Function/Tasks

- Through career counseling and advising:
 - **Assist with Operationalizing Career Readiness Standards**
 - Identifying marketing needs and solutions
 - Developing a plan for outreach and coordination with K-12
 - **Assist with Increasing Career and Technical Education (CTE) Awareness and Growth in relation to Demand Perspective**

Goals

- Pre-K - Adult counselors & advisors will know:
 - Current and projected occupational demand in their region
 - Skills, education and training associated w/ each in-demand occupation
- Occupational demand data will be used to inform parent, student, client, educator and training provider decisions
- Educational programs and services will be mapped to in-demand occupations



Operationalize Career Readiness Standards

1. Identify current Career Readiness Standards
2. Identify tools for reaching Career Readiness goals
3. Identify Communications, Marketing and Outreach Needs

Identify Career Readiness Standards

- **What are the Career Readiness Standards?**
 - Core 40 and Honors Diploma requirements
 - Indiana School Counseling Competencies for Students
 - Indiana's Adult Career Readiness Standards
 - Indiana's Employability Skills Benchmarks
 - Experience Expectations for Career Readiness
- **Who are the Standards meant to apply to?**
 - College- and Career-bound students?
 - Students investigating career paths?

Action Items:

Task	Vehicle	Due Date	Action Holder	Demand Driven Workforce Component
Collect data on in-demand occupations			DWD	Engage
Create Statewide Listserve of Career Counselors and Advisors to communicate	Interwebs		DWD, DoE	Align
Generate one-sheet & ICE webpage of opportunities w/ in-demand careers				Align, Advance
Communicate opportunities w/ in-demand careers (Why Career Readiness) to Hoosier families	Social media, TV, Print, Billboards, School message systems			Align, Advance
Communicate opportunities w/ in-demand careers (Why Career Readiness) to Counselors, Administrators, Teachers	ListServ, DoE			

Identify Tools for Reaching Career Readiness Goals

- Individual schools' grad plan/scheduling software
- Indiana Career Explorer (ICE)
- 21st Century Scholars ScholarTrack
- InterNET
- Self Sufficiency Standard Tool
- IN Reality (Hoosier by the Numbers)
- Work Ethic Certificate program
- Career and Graduation Plan
- List of Expectations/Experiences for Career Readiness
- Indiana's Employability Skills Benchmarks

**** Common systems
and/or interoperability
is key!****

Action Items:

Task	Vehicle	Due Date	Action Holder	Demand Driven Workforce Component
Collect list of all scheduling/planning software being utilized by Secondary Ed	Interwebs		DWD, DoE	Align
Ensure interoperability of school software w/ICE and ScholarTrack				Align
Communicate list and capabilities of tools to counselors and advisors	ListServ			Align
Communicate list and capabilities of tools to administrators & teachers	DoE			Align
Communicate list and capabilities of tools to business leaders	Social media, TV, Print (IBJ, IIB)			Engage
Communicate list and capabilities of tools to Hoosier families	Interwebs, School message systems			Align, Advance
Integrate in-demand occupation info into ICE (occupation and region data)	ICE		DWD	Align, Advance
Coordinate/ Communicate use of tools for all counselor/advisor training pipelines	Course Curriculum		DWD, DoE, Higher Ed Inst.	Align, Advance
Incorporate employability skills in GenEd core & develop rubric to measure			DWD, DoE	Align, Advance
Incentivize Work & Learn Opportunities for in-demand occupations				Engage, Align, Advance
Incorporate Career Experiences into student experience	Graduation/Career Plan		DWD, DoE	Engage, Align, Advance

Increase Career and Technical Education (CTE) Awareness and Growth in relation to Demand Perspective

- **Create Comprehensive Communication, Marketing and Outreach Plan**

Generate Comprehensive Marketing/Outreach Plan

Message

Target Audiences

	Tools	Career Opportunities	Standards
Counselors	X	X	X
Student Families/Guardians	X	X	X
Administrators/Teachers	X	X	X
Business Leaders (incl. IEDC & LEDOs)	X		
Students	X	X	X

Generate Comprehensive Marketing/Outreach Plan

- *Insert chart the collects all “Communicate” Action Items as well as additional marketing needs*