

Career and Technical Education Month and the LifeWorks Initiative



State Board of Education
1/17/2019



Office of Career Readiness, Adult Learning and Education Options

CELEBRATE TODAY...*OWN TOMORROW*



CTE MONTH

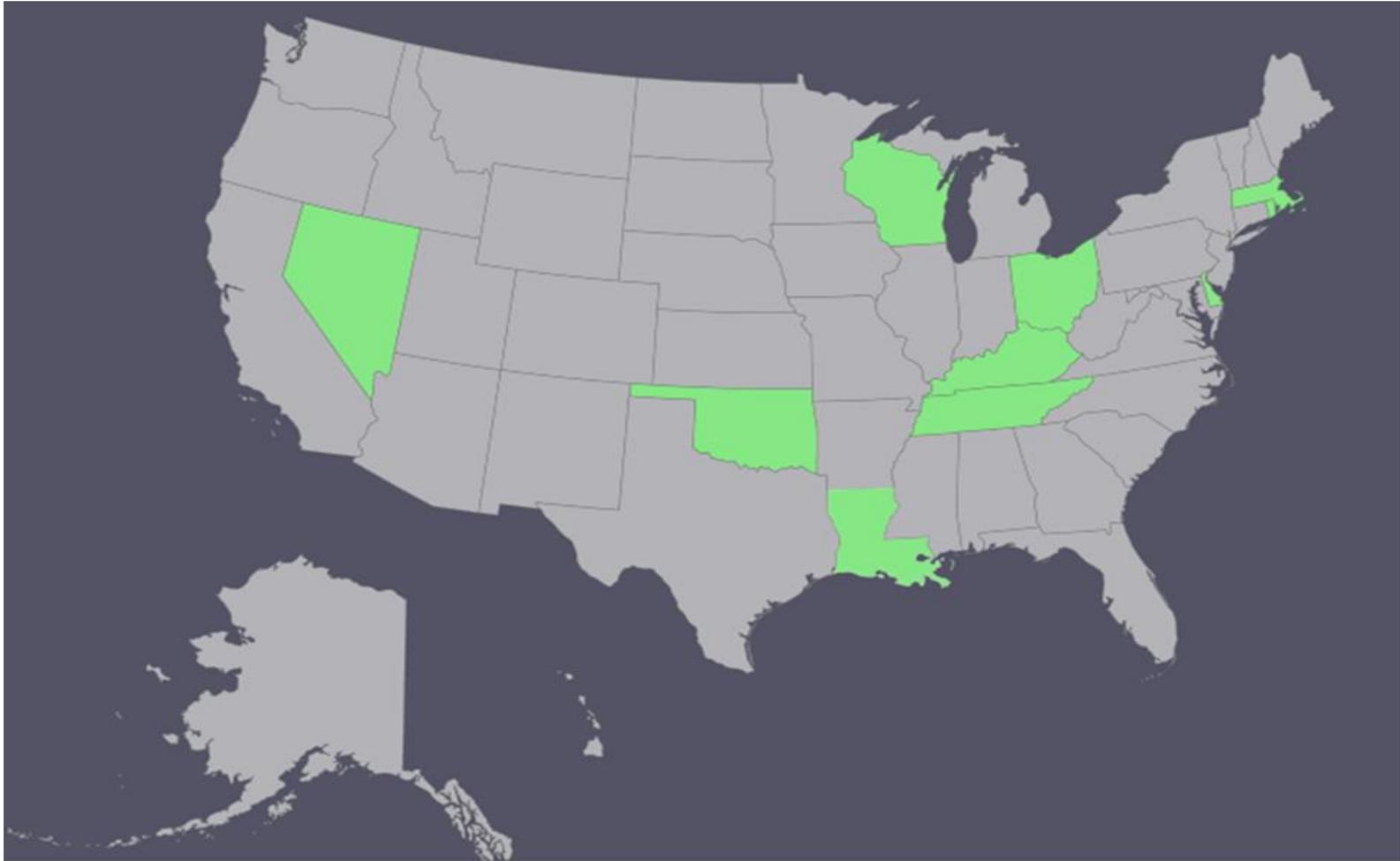
FEBRUARY 2019



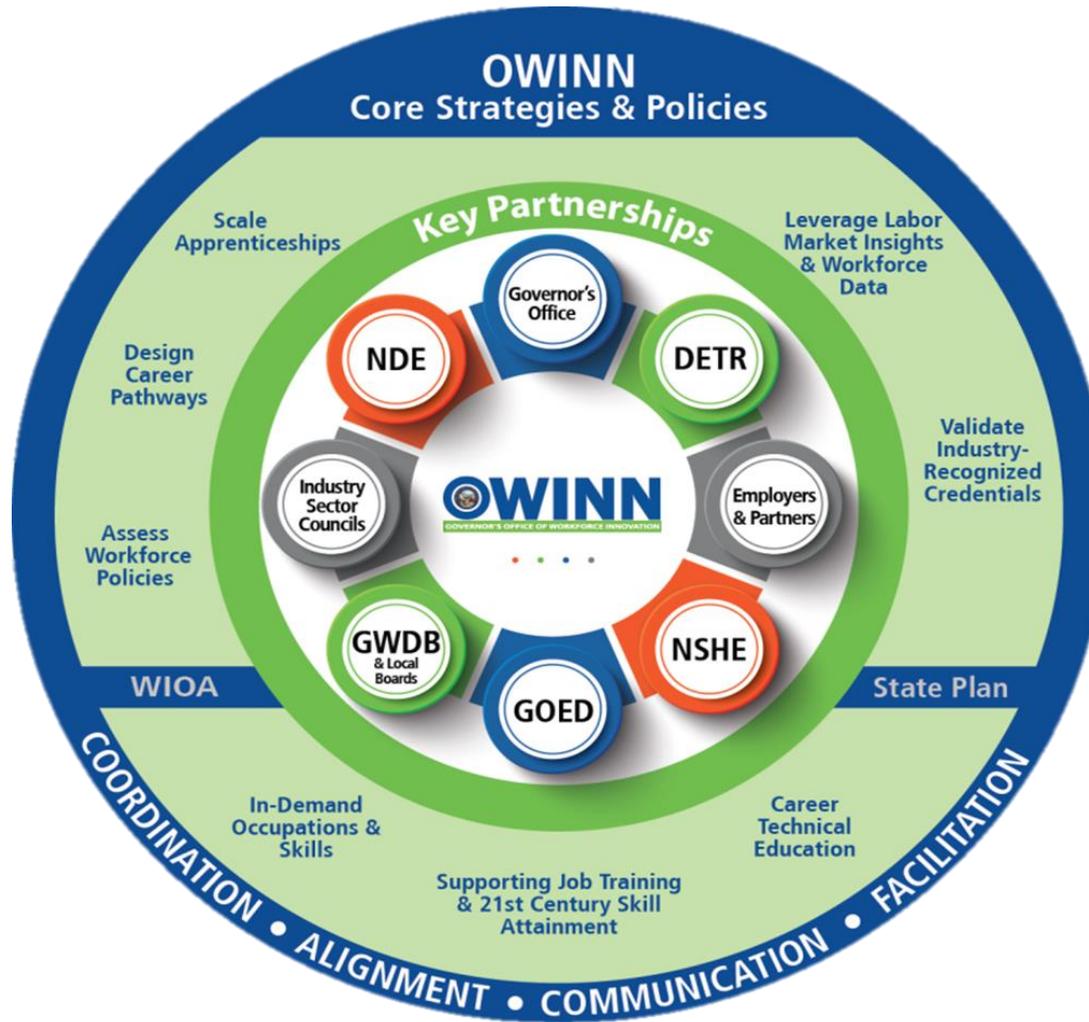
CAREER AND TECHNICAL EDUCATION

- ✓ 79 career and technical education programs in six program areas (NAC 389.803)
- ✓ CTE funding –
 - \$12.5M state FY
 - \$10M federal FFY
 - \$1.3M private 3-year funding
- ✓ 91.23% CTE graduation rate (FY17/FY18 reporting year; compared to 80.85% non-CTE graduation rate)
- ✓ 3% *increase* in CTE enrollment (FY18: 63,787 to FY19: 66,690)
- ✓ 24% *increase* in CTE completers (FY18: 9,329 to FY19: 11,656)
- ✓ 16% *increase* in CTE concentrators (FY18: 17,761 to FY19: 20,673)
- ✓ 7% *increase* in CTE Workplace Readiness Skills Assessment achievement (FY17: 84.80% to FY18: 92.03%)
- ✓ 6% *increase* in CTE Skills Attainment Certificate achievement (FY17: 42.73% to FY18: 48.68%)

NEW SKILLS FOR YOUTH



COLLABORATION





Building Skills for
the New Nevada

YouTube Video
LifeWorks preparing Nevada Students for Success





Streamline Your Career Dive Into Your Future

LIFE WORKS Building Skills for the New Nevada

LEARN MORE



Be a Part of Their Future

It is never too early to start thinking about your student's professional future. Ensuring that Nevada's students are fully prepared for the jobs of tomorrow is a top priority of LifeWorks, which helps high school students earn industry-recognized credentials and gain the technical and professional skills they need.

www.doe.nv.gov/LIFEWORCS

LIFE WORKS

Sé Parte de su Futuro

Nunca es demasiado temprano para pensar en el futuro profesional de su alumno. El asegurar que los estudiantes de Nevada estén preparados para los empleos del futuro es la principal prioridad de LifeWorks, que ayuda a los estudiantes a adquirir credenciales reconocidas por la industria laboral y obtener las habilidades técnicas y profesionales que necesitan.

Take Your Future By The Reins



Rodeo champion Audrey VanBuren is harnessing her future life and career outside of the ring as an athlete with a welding CTE program in high school, which led to a scholarship at Great Basin College and a paid internship with Newmont Mines. Now she's galloping towards a well-paying career!

Talk to your counselor today about CTE programs, the College & Career Ready Diploma, work-based learning and more. It's time for your diploma to work for you.

WWW.DOE.NV.GOV/LIFEWORCS

LIFE WORKS Building Skills for the New Nevada



Kickstart Your Career Jump Into Your Future



By focusing equally on her education and after-school job, Madeline Martinez, a student at the Academy of Arts, Careers and Technology, is learning skills today to own her own business and enjoy her life tomorrow. Talk to your counselor today to get a jump-start on your career through CTE programs, the College & Career Ready Diploma, work-based learning and more. It's time for your diploma to work for you.

WWW.DOE.NV.GOV/LIFEWORCS

LIFE WORKS Building Skills for the New Nevada



Nevada Ready!



2018 LifeWorks Marketing

Collateral Development

- Posters
- Trifold
- Flyers
- Swag
- Videos
- School Toolkit

Digital & Social

- LifeWorksNV.org – The Hub
- Social Media Content

Paid Media

- **Social Media:** YouTube, Facebook, Instagram Twitter
- **Digital:** Google Search & Display
- Radio

Public Relations

- Announcements
- Events



2019 LifeWorks Marketing

Marketing Plan:

Paid Media Efforts:

- Digital Media
- Connected TV
- Digital Billboards
- Bus Advertising

Creative Collateral

Social Media

Public Relations

School Outreach

Quarterly Themes:

- Q1: CTE/Technology
- Q2: Work-Based Learning
- Q3: Pathways
- Q4: Business Partnerships



**Building Skills for
the New Nevada**

Core of LifeWorks

- Career and Technical Education = *foundation*
- *Relevant* and *effective* career pathways
- Early college opportunities (Dual Enrollment, Advanced Placement)
- Industry-recognized credentials
- Work-based learning
- High-skill, high-wage, in-demand occupations

LifeWorks Success

1. Demand-driven, employer-led processes
2. Rigor and quality in *relevant* and *effective* career pathways
 - OWINN/GOED designated high-priority career pathways for Nevada:
 - Advanced Manufacturing
 - Health Care
 - Education
 - Technology
 - CTE program alignment to *high-skill, high-wage, in-demand* occupations
3. Career-focused accountability systems
4. Scaled pathways that culminate in industry-recognized credentials
5. Aligned state and federal funding streams
6. Cross-institutional alignment

LifeWorks Success

- ✓ Public awareness/marketing campaign
- ✓ In-Demand Occupations Report (OWINN, pub. 2017)
- ✓ Nevada's Industry-Recognized Credentials List (OWINN, pub. 2017; dynamic)
- ✓ Nevada P-20 to Workforce Research (NPWR) data system (SLDS)
- ✓ Nevada School Performance Framework (NSPF) (CCR = 25 pts.)
- ✓ CTE Quality Program Standards
- ✓ Grants alignment
- ✓ College and Career Ready Diplomas (A.B. 7)
 - **NEW** – College and Career Ready High School Diploma
 - **REVISED** - Standard High School Diploma
 - Incentive grants (CCR diploma; CCR grant for dual-enrollment, STEM, AP, and work-based learning)
- ✓ Career Pathways Mapping Project
- ✓ Work-based Learning (S.B.66)

Initiatives under LifeWorks

- College and career readiness for **all** students
- Career and Technical Education
 - CTE programs of study aligned to high-skill, high-wage, and in-demand occupations
 - Validated and recognized technical and employability skills assessments
 - CTE articulated college credit
- JAGNV – Jobs for America’s Graduates; Education to Employment (E2E)
- Aligned career advisement - academic and career plans
- *New* College and Career Ready High School Diploma: *college-ready* and/or *career-ready* endorsements
- *Revised* Standard Diploma: college and career ready *flex credits*
- Work-based learning programs: high school and middle/junior high school
- Website – The Hub www.LifeWorksNV.org

Initiatives under LifeWorks

- Partnership w/postsecondary education—dual enrollment/dual credit
 - ACT – NSHE guaranteed non-remedial admissions policy, if benchmarks are met
- OWINN – Office of Workforce Innovation for the New Nevada
 - Pre-apprenticeships and registered apprenticeships
 - State-approved industry-recognized credential list
 - In-demand occupations report
 - Work-Based Learning Policy Academy-National Governors' Association
- GOED – Governor's Office of Economic Development
 - *Learn and Earn Advanced Career Pathways (LEAP) model*
- OSIT- Office of Science, Innovation and Technology
 - STEM initiatives
- Career and Technical Education Coalition in Northern Nevada

More Information

- [LifeWorksNV](#)
- The Hub- www.LifeWorksNV.org
- CTE/LifeWorks student videos
 - [Quran Broussard-Student Video](#)
 - [Iral Rodriguez-Student Video](#)
 - [Madeline Martinez-Student Video](#)
 - [Audrey VanBuren-Student Video](#)