

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

July 2016- December 2016

Overview: The Higher Education Career Advisors Project (HECAP)

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 Investment 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 Investment 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 through December 31, 2016, the pilot sites served 2,416 youth through individualized services and 8,775 through group activities with blended funding. A total of 9,450 youth have been served through December 31, 2016 under the Outreach to Schools component with blended HECAP funding.

Northwest Minnesota (WDA 1)

Services:

- Services provided in individual/one-on-one settings: Interest and Career Assessments tailored to certain age groups are provided to each student to gather additional information about their skills and possible career choices. If additional one-on-one services are needed, Job Training Specialists schedule a time to meet with the student to discuss additional needs.
- Services provided in group settings: Students receive the presentation within the school day with their classmates. During this time, students will be provided information for the costs of daily living and what career choice will meet the goals they have set for themselves. If additional information and resources are needed, students are able to schedule a one-on-one meeting with a Job Training Specialist.

Rural Minnesota CEP (WDA 2)

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

- Creating/updating Personal Learning Plans
- Helping students identify career interests via exploration tools like MCIS, NAVIANCE, Career Wise, Occupational Outlook Handbook, GPS Life Plan and MN Careers
- Assisting with college applications and admission requirements, scholarships and FAFSA completion
- Helping with test registrations and re-takes (e.g. the ACT)
- Going over education and training options for students seeking immediate employment after high school, short term programs, or a college degree
- Helping students to understand college costs and financial aid options
- Reviewing, with students on IEP's, how to access campus services and advocate for themselves
- Assisting military bound/interested students with the ASVAB and understanding the G.I. Bill, ROTC and the various branches of the military
- Educating students on Occupations in Demand and job market trends

Services provided in group settings:

- Introducing Career Advising and Work Force Center Services to staff, parents and students
- Setting up MCIS and Career Ready 101 accounts
- Lessons on career pathways, clusters, and exploration using MCIS and Naviance
- Administering career interest tests such as IDEAS and career personality tests such as the Kiersey Assessment and then helping students relate their results to occupations
- Developing and/or updating Personal Learning Plans
- Researching careers, occupations in demand and the labor market
- Financial Aid presentations
- Lessons on job searches, job applications, resumes and cover letters
- Taking students to College Fairs and Health, Trade and Technical Career Expos
- Senior-Parent Night

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).

Numerous resources have been developed that help students identify and explore high growth industries and in-demand occupations, including a 2-part Career Exploration series that covers making the connection between assessment results and labor market information, discusses what is really a livable wage, what success in the 'new economy' looks like, and how to explore corresponding training programs. Additionally, several worksheets were created to engage students in understanding high-demand, high-wage occupations, entitled 'Job – What Do They Pay?', 'Myth Buster Career Planning' quiz, and the 'Where Would I Go To...' worksheet to help student determine where to find reputable sources of information on in-demand occupations.

A highlight of this year was the first Iron Range Construct Tomorrow event in Eveleth, MN. Construct Tomorrow was a hands-on event for high school students to introduce them to the skilled trades. Participants included 14 different trade unions along with technical schools from the region. Over 400 students from 18 high schools and learning centers attended. Students were asked to rate the event and 96% indicated that they would recommend others to attend. Of those attending about 20% indicated that they were not particularly interested in the trades before the event, but now after seeing the trades were interested. Overall 90% of the students that attended thought that it should be a yearly event.

City of Duluth (WDA 4)

Services:

- Services provided at each high school in individual/one-on-one settings to-date have included mock interviews with students to prepare them for scholarship interviews with a local

foundation. Once staff is embedded at the schools, he/she will be providing individualized counseling, including career exploration and assessments, resume preparation and job search assistance.

- Services provided in group settings have been delivered during the high school “WIN” period – a time each day when students can get “Whatever I Need”. Topics presented during the WIN period include: information about high demand/growth occupations, local and regional labor market information, exploration of career pathways, interviewing, and resume development. Staff will also be coordinating tours of local businesses and the WorkForce Center later this year.
- Staff have 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)

CMJTS’ youth employment specialists participate in various activities under the umbrella of Outreach to Schools (OTS). To date, services provided to individual students have included:

- Helping students improve their job search skills by guiding them through the Minnesotaworks.net registration process.
- Advising students on the effective completion of employment applications and providing job leads.
- Providing students with mock interviews and resume assistance to better prepare them for their job search.
- Informing students about how to obtain Personal Care Assistant (PCA) certification, as well as how to apply for scholarships to pay for nursing assistant training.
- Sharing WorkForce Center resource information, including information on the CMJTS Youth Program and other partner programs.
- Helping students to 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.).
- Delivering career and post-secondary planning assistance by supplying students with labor market information, showing them how to access this information on their own, facilitating career interest assessments, and providing information on specific occupations and/or college programs.
- Aiding students in the completion of their college applications.
- Assisting students in the development of financial literacy and providing them with tools for budgeting, etc.

Southwest Minnesota PIC (WDA 6)

Services:

- Canby High School, in partnership with the Southwest Minnesota Private Industry Council (PIC), provided career assessment and interpretation opportunities for the 11th grade class to assist them in exploring their career interests and direct them towards a career pathway.
- Minnesota High School, in partnership with the SW MN Private Industry Council’s Youth and Young Adult Program, coordinated a post high-school options panel for their high school

students to assist them in exploring their options after high school, and to provide them with additional knowledge and resources towards a career pathway.

- In partnership with the SW MN PIC, an employer panel was coordinated for the Minnesota High School sophomores to assist them in exploring the various career options available in southwest MN, and to provide them with additional knowledge and resources towards a career pathway.
- The Yellow Medicine Integration Collaborative (YMIC), comprised of six area school districts (Canby Public High School, Dawson-Boyd High School, Lakeview Secondary School, Minnesota High School, Renville County West, and Yellow Medicine East), in partnership with the SW MN PIC, hosted their second annual local Business Tour/Career Panel Day in Marshall, MN, on October 24th, with 322 juniors participating in the day.
- An opportunity was arranged for Micronesian students to have a small group presentation and field trip to the Ridgewater Community & Technical College. Thirteen students participated in the presentation and tour of the programs offered at the college. The students asked questions about the placement rate and costs to attend. Ridgewater recruiters, financial aid and admission personnel, were on hand to visit with the students and present everything from license to degree options, financial aid, housing, programming, internships, etc.

South Central Minnesota (WDA 7)

Services:

- Minnesota Valley Action Council (MVAC) staff provide career exploration and counseling assistance through classroom presentations
- Interns provided one-on-one career exploration and career counseling assistance to high school juniors and seniors. One-on-one sessions began with an interview packet and/or a student survey to collect information about student plans after high school. The interns then helped students identify their career interests and develop a career plan.
- Group career exploration and counseling assistance were provided to grades ranging from 8th to 12th grade through classroom presentations and group events.
- Students were provided information on demand occupations and high growth careers.
- Students utilized the “Reality Check” tool on MCIS and DEED to find out if their career choices will support their basic needs and lifestyle choices.
- Students received information on post-secondary training options, including application assistance, financial aid and scholarship assistance.
- Interns are assisting with planning the *Career Exploration Day* which was organized by school counselors around the greater Mankato area. A wide array of professionals give presentations about their career field. Each sophomore attends four different career sessions of their choosing to gain a better understanding of those careers. The event is scheduled to take place in March 2017.
- Students visited local colleges; South Central College, Ridgewater College, Rasmussen College, Minnesota State University, and Bethany Lutheran College. Students gained information about the colleges and were exposed to the differences between these colleges’ settings; technical/community college, private college and 4 year state college.
- Students participated in group presentation on the similarities and differences between high school and college to prepare them for their transition to the post-secondary setting.

- 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. Outreach to Schools and HECAP models consist of a variety of programs, services, and outreach efforts throughout 42 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 laddering information for students, labor market information, job search, resume, and interviewing skills, and partnerships with employers.

Carver County (WDA 9)

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

Future planned individual sessions include talking with youth about their specified training plans, career goals, planning field trips to training institutions, how to explore financial aid opportunities, and setting up job shadow opportunities when available. The Counselor continues to attempt to engage all identified youth, and has provided applications to the out-of-school youth program, in hopes others will follow through with applications and enrollment.

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.

City of Minneapolis (WDA 10)

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

Twelve students received one-on-one services following participation in a group career advising session. 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. Students meet with the job counselor as needed to follow-up and receive additional support and guidance.

Services provided in group settings:

Group career advising workshops, using several elements of the Career EdVenture curriculum, were offered at the following community locations and served 84 total youth this quarter. Locations include:

- 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

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, co-located with Adult Basic Education and the area alternative learning center, Anoka-Hennepin Technical High School.
- Weekly on-site hours at Hope4Youth by counseling staff (Drop-in Center for Homeless Youth).
- Providing 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 of 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:

- Providing workshops to students on planning for post-secondary training, including accessing financial aid, selecting an appropriate program, as well as other career planning topics such as goal setting and navigating 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 mn.gov/deed/careers Career Profile data tool to provide labor market information and education opportunities of strategic industries and in-demand occupations.

Ramsey County (WDA 15)

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

- Assisting seniors in developing a post high school plan
- Assisting all seniors to apply for at least one college
- Assisting students to fill out college applications, scholarships, and financial aid
- Providing students with labor market information
- Career assessments

- Career Pathway exposure and development
- College entrance exam practice and assistance
- Assisting students apply for PSEO
- Providing students information about available grants and applying for them
- Assisting students with meeting their “milestones” in Naviance
- Assisting students with their job search-explaining how to fill out a job application correctly with reference to established career pathway, developing resumes, mock interviewing practice. Also, providing community resources such as U LEAD Program, Libraries, JobConnect and WorkForce Center Partners.

Services provided in group settings:

- Provided after school classes on how to apply for college
- Financial aid and Scholarship workshops
- Tours of businesses
- Assisting guidance counselors in College Knowledge Month
- Professional dress do-s and don'ts fashion show
- “Girls going places” at University of Saint Thomas (entrepreneurship and financial independence)
- College search process
- Providing group session in the classrooms on employment and assistance with English Language Learners (ELL) classes
- Think College Early Fair

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

Through collaborative efforts, Central Minnesota Jobs & Training Services (CMJTS) and Stearns-Benton Employment & Training Council (SBETC) utilize HECAP funding to provide an array of services to high school students.

SBETC's HECAP model is designed to assist students within the St. Cloud Area School District. This includes providing services to: the Alternative Learning Center, Apollo High School, Technical High School, and Community Options School (CO2).

The Career Planner assists students, individually and in classroom settings, as they work with the Minnesota Career Information System (MCIS). Through MCIS, students receive an introduction to careers, college choices, scholarship information, financial aid, and economic indicators. The SBETC HECAP career planner often meets with English language learners individually to assist them with their MCIS planning and help them better understand the career pathway process. Recently, he has worked with students to record tutorials in the Somali language to help the new Americans understand their MCIS portfolios. The career planner also receives names of students who have transferred from another district and takes responsibility for ensuring they are able to catch up with the other students in their MCIS planning.

CMJTS' model of HECAP service-delivery incorporates the following individualized career planning services for Buffalo-Hanover-Montrose (BHM) students to assist them with their post-secondary planning:

- Administration of interest inventory and career assessments.
- Provision of labor market information data, which includes the information on green, non-traditional, and Science, Technology, Engineering, and Math (STEM) occupations, as appropriate. Students are to identify in-demand careers for their area.
- Distribute information on short-term post-secondary training options as well as industry-recognized certifications that can improve employability.
- Assist students in identifying and comparing the location, cost, and quality of various post-secondary programs for various fields.
- Help students with the college application process, transcript acquisition, and Accuplacer/ACT preparation.
- Provide FAFSA information and assistance
- Provide information on other resources, including: Minnesota WorkForce Center partners, the local food shelf, low income/income-based housing, physical and mental resources, and other resources that would help students address their specific needs.

The CMJTS career planner also incorporates the following HECAP services to BHM students in a group setting:

- Explains the services available at the Minnesota WorkForce Center and through its partner agencies
- Administers MN Careers interest assessment in the classroom
- Provides overviews of the CAREERwise and O*NET Online websites.
- Provides mock interviews to demonstrate and help increase work-readiness skills to prepare students for visits with recruiters and instructors from prospective colleges and other training institutions.
- Presents on programs available to assist students in connecting with resources, financial supports, and mentorship.
- Demonstrates labor market tools and cost of living calculators, which students can then incorporate into their career planning.

Winona County (WDA 18)

The Winona WorkForce Center staff and outreach intern provide the following activities/services to the districts:

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
- PowerPoint presentations on the following: hygiene, preparing for an interview, dressing for an interview, practicing for an interview, researching a company

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

Tree Trust

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

Youth enrolled in Tree Trust's Youth and Young Adult Services program receive the CareerPrep activity through a Career Planning Instrument (CPI) delivered on a computer with the guidance of a Career Navigator. Tree Trust developed the CPI to be used across multiple programs. The CPI uses the CareerOneStop website's interest assessment to determine a youth's interest areas and matching career fields. Once potential career fields are determined, youth select a career field by looking at Labor Market Information (LMI) provided on the site such as wages, job growth potential and opportunity for advancement. Youth then explain why they chose that field and research its education requirements, what a typical day would entail and any other information that interests them. Youth then identify three action steps that can be taken immediately or in the near future to help them pursue a career in their chosen field.

Services provided in group settings:

Tree Trust provides CareerPrep in two different group settings. First, as a part of Tree Trust's Youth Conservation Corps youth receive Employment Skills Lessons. These lessons are delivered by a trained Employment Skills Instructor and include personal budgeting, career exploration, completing a job application and creating a resume. The lesson on career exploration uses the Career Planning Instrument discussed previously. The lessons are done on tablet computers brought to the worksite.

Second, as part of Tree Trust's outreach and satellite programming activities the lesson is brought to local schools and partner organizations. The CareerPrep activity is similar to the one described above, in that it a Career Navigator guides students through the Career Planning Instrument only in group setting, usually in a school computer lab. Youth who are interested in further exploration after the workshop can meet individually with a Career Navigator.

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		10,246		150	1,119	1,007	155	798	1,946	1,481	22	84	1,047	847	1,258	332
Total Number of Parents/Other Family Members Served		704		0	219	37	35	0	71	0	0	3	317	10	6	6
Total Number of Interns Providing Services		84		N/A	N/A	71	0	0	9	0	0	N/A	N/A	4	0	0
Grade	Up to Grade 9	1,400	14%	0	332	95	40	61	237	95	0	22	8	98	317	95
	10	1,826	18%	0	182	187	30	197	479	95	0	10	132	162	316	36
	11	2,988	29%	75	209	339	30	331	623	637	3	42	135	178	335	51
	12	3,449	34%	65	389	310	45	178	605	654	19	10	434	325	350	65
	Post High School	467	5%	10	7	66	0	0	2	0	0	0	338	12	0	32
Ethnicity/Race	Hispanic/Latino	991	10%	5	68	20	15	81	149	398	2	15	87	87	51	13
	American Indian or Alaska Native	436	4%	3	218	91	30	18	4	3	0	8	39	9	12	1
	Asian/ Pacific Islander	395	4%	0	4	0	5	49	44	2	0	10	56	149	63	13
	Black or African American	1,945	19%	3	23	26	45	25	54	255	5	38	396	454	522	99
	White	6,303	62%	139	660	876	75	600	1,728	823	15	13	469	175	655	75
	Multi-Race	146	1%	0	146	0	0	0	0	0	0	0	0	0	0	0
Total Number Receiving Individualized/ One-on-one Services		2,416		30	292	376	15	124	484	106	1	12	149	699	90	38
Total Number Receiving Group Services		8,775		130	1,342	631	140	674	1,783	1,375	21	84	898	175	1,228	294

*Data blended with Outreach to Schools (OTS) funding

Outreach to Schools (OTS) Data Summary

		Total	Percentage	WDA 5	WDA 17	Winona
Total Number of Youth Served		1,050		904	51	95
Total Number of Parents/Other Family Members Served		141		136	0	5
Total Number of Interns Providing Services		1		0	0	1
Grade	Up to Grade 9	45	4%	45	0	0
	10	166	16%	148	5	13
	11	340	32%	289	21	30
	12	380	36%	305	25	50
	Post High School	255	24%	253	0	2
Ethnicity/Race	Hispanic/Latino	77	7%	72	0	5
	American Indian or Alaska Native	29	3%	23	1	5
	Asian/ Pacific Islander	47	4%	41	1	5
	Black or African American	131	12%	84	37	10
	White	902	86%	820	12	70
Multi-Race	0	0%	0	0	0	
Total Number Receiving Individualized/ One-on-one Services		365		334	6	25
Total Number Receiving Group Services		821		706	45	70