

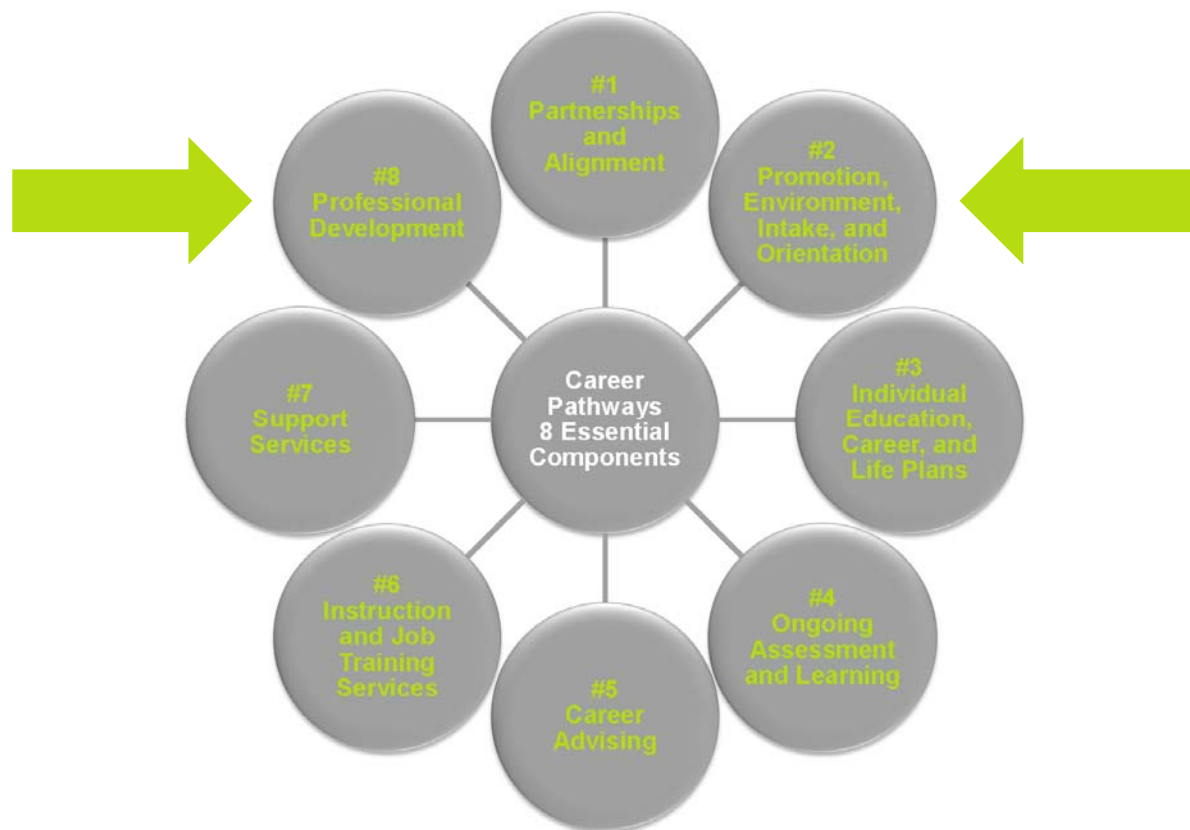


*Career Pathways
in Ohio*

**4-part webinar
series**

Webinar 4

8 ESSENTIAL COMPONENTS OF CAREER PATHWAYS



#2 Promotion, Environment, Intake, and Orientation

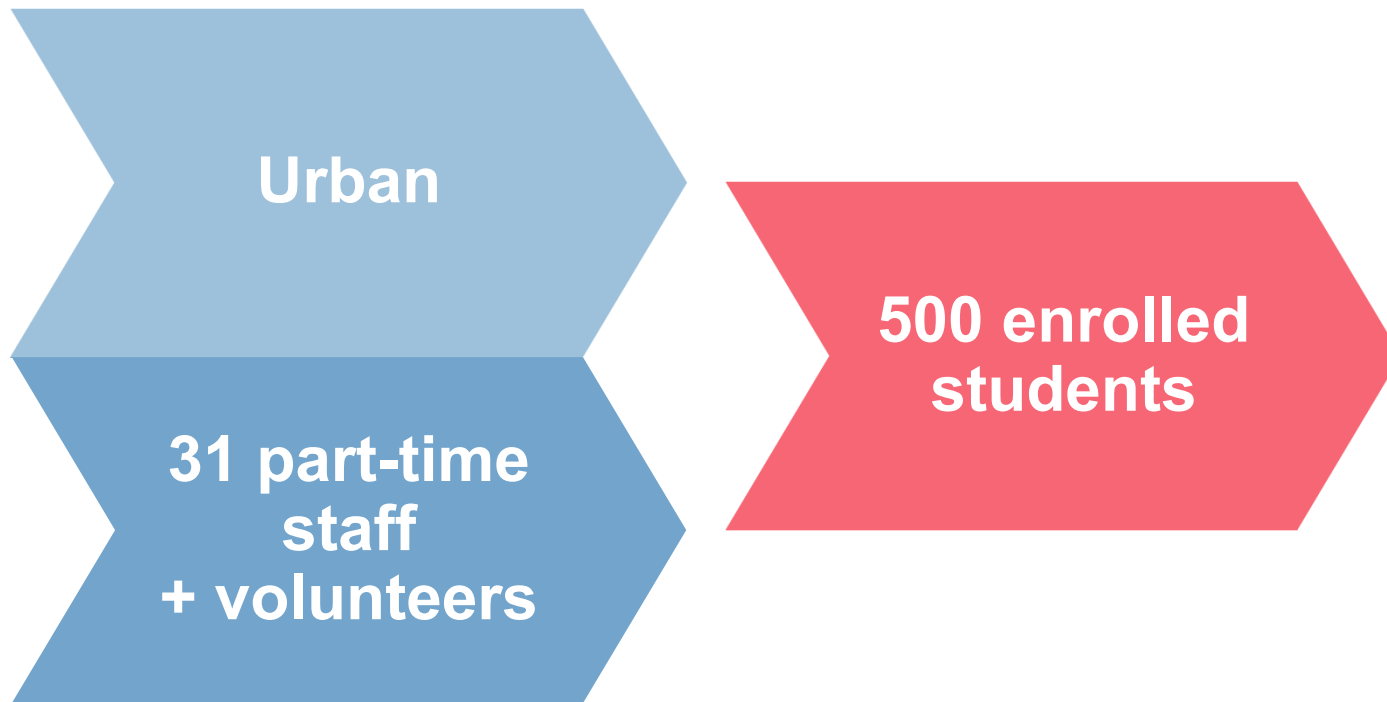


Coach **Lori Oliver**

- Transitions Facilitator,
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Program **Demographics**



Promotion, Environment, Intake, and Orientation

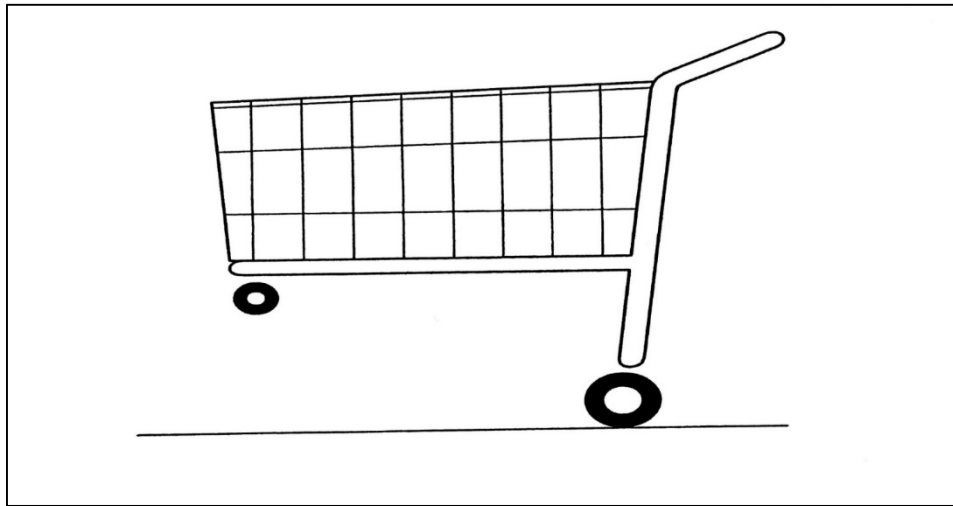
Pre-Gap Analysis

- Promoted as a GED[®] program
- Offered college bridge classes
- Managed enrollment
- Centralized orientation



Promotion, Environment, Intake, and Orientation **In Action**

- Get staff understanding, buy-in, and training.



Promotion, Environment, Intake, and Orientation **In Action**

- Get staff understanding, buy-in, and training.



Promotion, Environment, Intake, and Orientation **In Action**

➤ Develop new marketing materials.



Promotion, Environment, Intake, and Orientation **In Action**

➤ Develop new marketing materials.

**Adult
College & Career
Readiness Center**
FREE classes to help you

- ✓ Earn a High School Equivalency Diploma (GED)
- ✓ Improve English (for speakers of other languages - ESOL)
- ✓ Prepare for pre-employment testing
- ✓ Study for entrance exams
- ✓ Brush up on skills for college success

(330) 438 - 2559


CANTON CITY
SCHOOL DISTRICT

**Adult
College & Career
Readiness Center**
**LEARN MORE
EARN MORE**

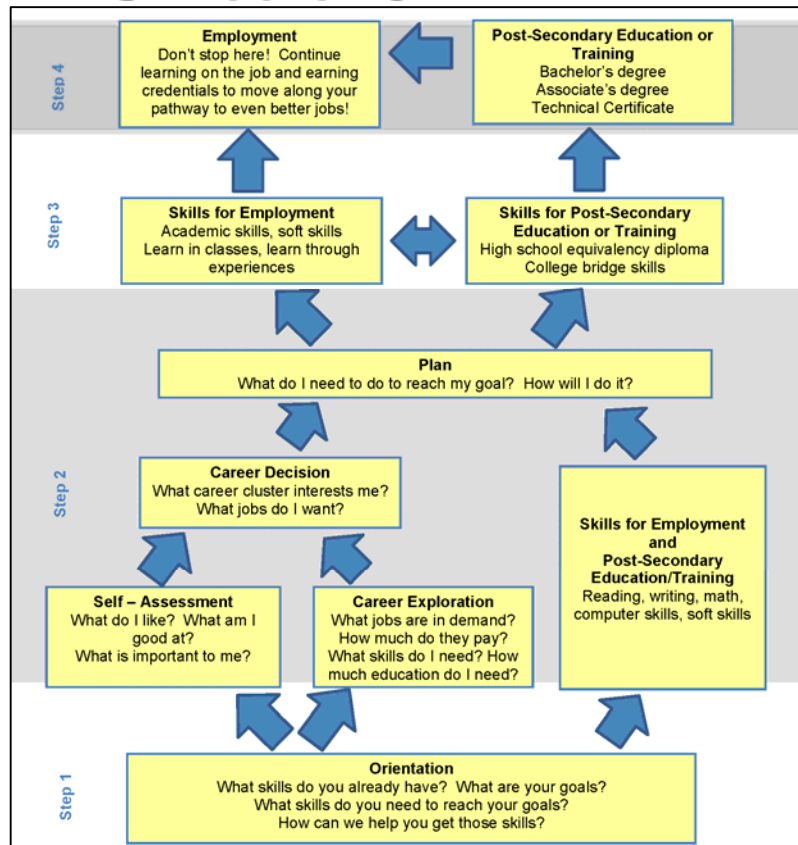


- ✓ Earn a high school equivalency diploma
- ✓ Improve English (ESOL)
- ✓ Study for pre-employment testing
- ✓ Prepare for entrance exams
- ✓ Brush up on skills for college success

Promotion, Environment, Intake, and Orientation

In Action

- Create a student experience model.



Promotion, Environment, Intake, and Orientation

In Action

- Reformat orientation to begin the career pathway process.

Education and Career Plan for _____

Previous Education and Work Experiences

--	--	--	--

Credentials Earned and/or Skills Learned

--	--	--	--

Self Assessment	
Assessment	What I learned
OMJ Career Profile	My Interest Areas _____ Artistic _____ Conventional _____ Enterprising _____ Investigative _____ Realistic _____ Social
Learning Styles Inventory	How I learn best _____ Visual- seeing _____ Auditory - hearing _____ Tactile - doing
Workplace Values	_____ Independence _____ Recognition _____ Relationships _____ Achievement _____ Support _____ Working conditions

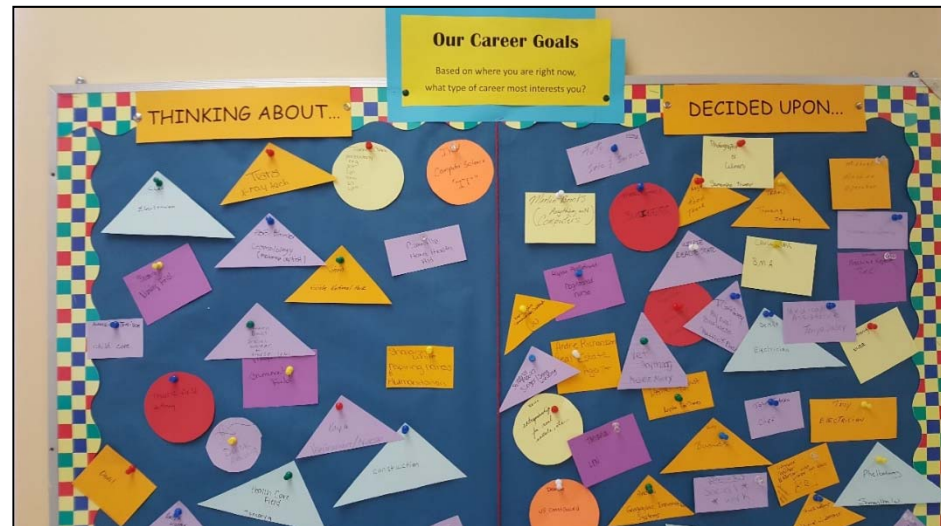
Career Exploration
In OMJ click on <explore it> then <occupation search>

Industry or Occupation	What I learned

Career(s) or Cluster(s) I am interested in _____

Promotion, Environment, Intake, and Orientation In Action

- Reformat orientation to begin the career pathway process.



Program **Rating**



Program **Successes** and **Challenges**

Successes

We were able to get buy-in so easily. People really saw the value in the change!

Challenges

The cost of the new signs and marketing materials was a challenge.

We had to spread the word about rebranding from “the GED program” to the Adult College and Career Readiness Center.

Program **Lessons Learned**

Jump in the deep end.

- For full implementation, someone has to take the lead.

Combine components.

- The components overlap and depend on each other.

Be flexible.

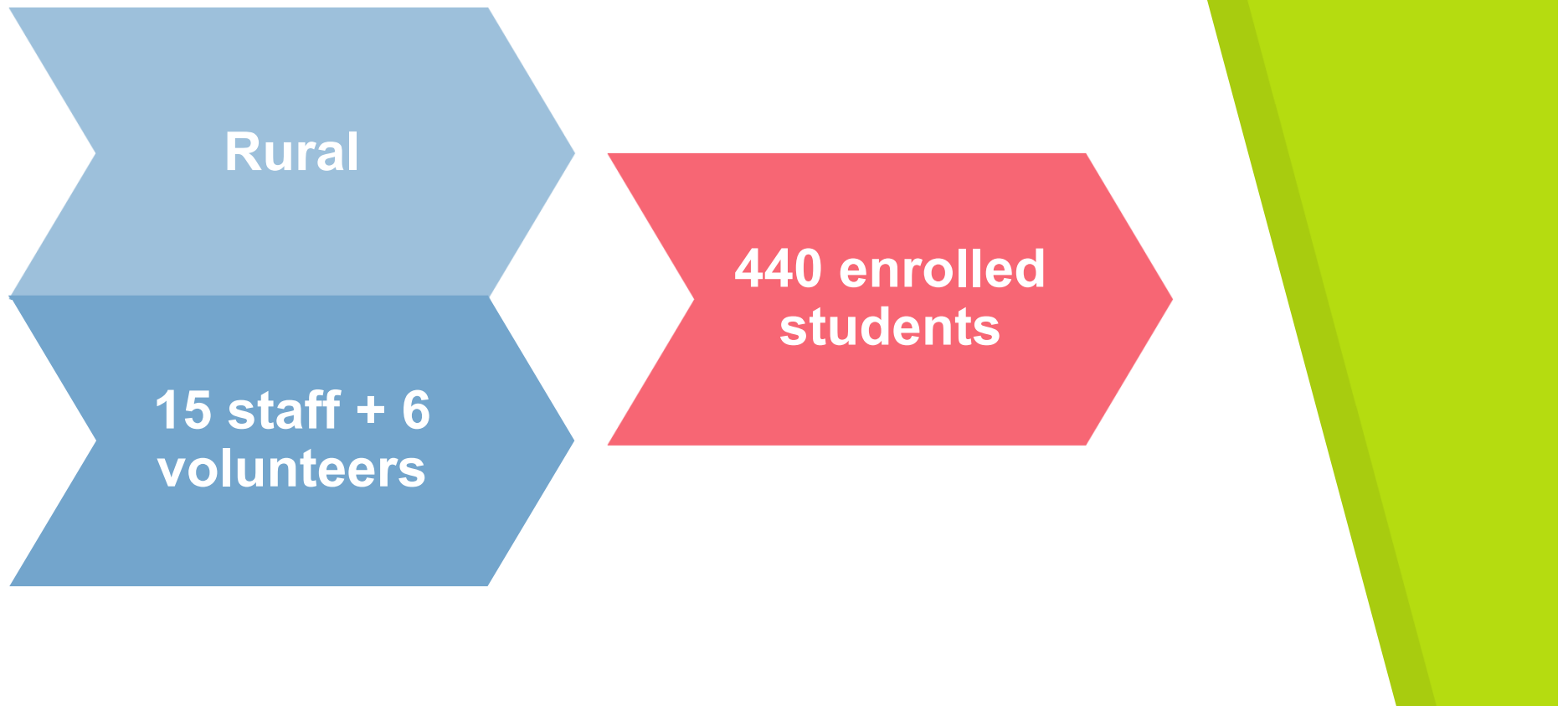
- Build on what works and learn from what doesn't work.

Coach **Laure Gauntner**

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Program **Demographics**



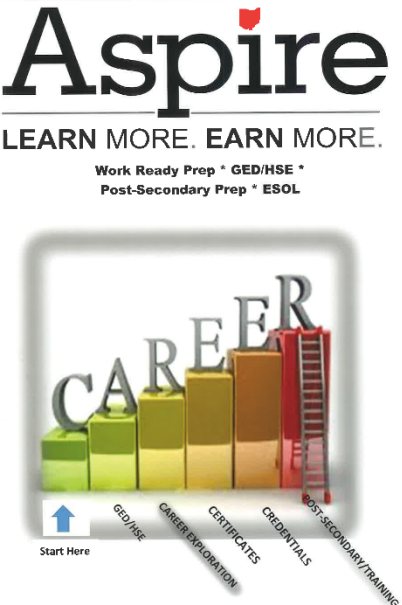
Promotion, Environment, Intake, and Orientation

Pre-Gap Analysis

- Promotions needed updates.
- We had a GED[®] focus.
- Orientation included GED[®] and other services.



Promotion, Environment, Intake, and Orientation **In Action**




Aspire
LEARN MORE. EARN MORE.
Work Ready Prep * GED/HSE *
Post-Secondary Prep * ESOL

CAREER

Start Here
GED/HSE
CAREER EXPLORATION
CERTIFICATES
CREDENTIALS
POST-SECONDARY TRAINING

Climbing the ladder to success –
It doesn't end with your GED/HSE



Aspire
LEARN MORE. EARN MORE.
College & Career Readiness for Adults

Work Ready Prep * GED/HSE *
Post-Secondary Prep * ESOL

Promotion, Environment, Intake, and Orientation

In Action

- Environment: added a TV in main office that scrolls:
 - Local post-secondary facilities
 - KSU Bridges Program
 - Aspire Medical Readiness Program
 - Employment tips (soft skills, etc.)
 - Transition Counselor information
 - Ohio Means Jobs/employment information
 - Job Fairs
 - Information regarding upcoming visits from educational organizations
 - Aspire services & sites

Promotion, Environment, Intake, and Orientation

In Action

➤ Orientation

- Medical Readiness Program (bridge)
- Job Ready
- Meet the Workforce Development Director
- Free basic Microsoft Certification
- KSU Bridges Program, additional post-secondary options
- Ohio Means Jobs information and account creation
- Career Clusters (fill out form)
- “What You Like” (fill out form related to CP)
- All students work on OMJ online Budget Calculator
- Advising session with the Transition Counselor



Program **Rating**



Program **Successes** and **Challenges**

Successes

We've had complements on our updated promotions. Students are asking for our folders now.

Challenges

Revising Orientation, including career pathways in Orientation, and getting staff to buy into the changes was difficult.

Program **Piece of Advice**

Hang in there!

- Career Pathways is a process. You may already have some components in place that may need slight adjustments. The rest will not happen all at once, but over time.

Questions about **Promotion,** **Environment, Intake, and** **Orientation**



Career Pathways Resources

cp.ohioaspire.org



Thank you!

For more information about Career Pathways in Ohio

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