

CEOs IN ACTION

WORKFORCE CAREER & EDUCATION OUTREACH PILOT PROGRAM

CLASSROOM AND COMMUNITY IMPACT IN Q2

- 62 partner presentations
- 102 one-on-one sessions
- 484 total presentations
- 9,319 total engagements
- 10,582 total exposures

CEO team grows by one: Meet Amy Hall



August saw the hiring of one more specialist - Amy Hall. Hall is assigned to Abilene ISD, and the eight high school and middle schools that the district houses.

"I am so excited about working with all of the students in Abilene ISD," said Hall. "I am really looking forward to being able to showcase all of the high-growth, high-demand jobs that West Central Texas has."

Hall's first day with the program was August 1.

Specialists receive LMCI training in ATX



CEO Specialists Amelia Reeves, Amanda Elston, Jennifer Walzel, Leigh Petty, and Jennifer Wilson pose outside of the Texas State Capitol during their July training in Austin. The CEOs made the 200+ mile trek to receive important training over LMCI tools, Texas Workforce Commission programs, and skills to help the specialists in the classroom.

Careers in Action planning begins

For the second time, Workforce Solutions of West Central Texas planned to hold their Careers in Action video contest highlighting high-growth, high-demand careers across the region. As part of its Youth Incentive Funds, Workforce Solutions is planning to give over \$15,000 away to winning classrooms around the region. This year, the CEOs took the project first started in 2017 and ran with it.

This year, the CEOs challenged all schools in the region to focus on the following industries: Education, healthcare, construction, production, and installation, maintenance, and repair - all of which are currently exhibiting strong regional growth potential. Students are asked to create a 1-3 minute video highlighting a specific career within one of the five industries.

Over 70 submissions were turned in from 14 different school districts ranging from 1A to 5A junior high and high schools. Judges from around the region gathered on September 25 to select the finalists.

The Careers in Action film screening and red carpet premiere will take place on Wednesday, October 9 at the Paramount in Abilene.

Albany Junior High School students get a "Reality Check" during one of their weekly classroom presentations by CEO Specialist Amelia Reeves. "I love using this online tool to help students see the reality of cost of living," said Reeves. "It takes it a step further and shows them careers that make a high enough wage to live the life they want!"



CEO Specialists Jennifer Walzel, Amelia Reeves, Leigh Petty, Amanda Elston, and Jennifer Wilson toured Rentech Boiler Services in Abilene, Texas on July 25, 2019. Specialists got a chance to connect with Rentech President Mark Colman, and tour the facility with Brian Burke.

Students from Bangs ISD put their teamwork skills to the test during CEO Specialist Jennifer Walzel's employability skills presentation. "Students have to use teamwork as well as their critical thinking skills while building a cup pyramid," said Walzel. "Putting the things we talk about during class into practice is a great way to re-enforce their career readiness skills."



Student Ambassador Internship Program kicks off inaugural year

During the month of September, the CEOs launched the Student Ambassador Internship program. 42 students were selected from 20 high schools to serve during the 2019-2020 school year.

The students will work with their assigned specialist throughout the school year developing activities and programs on campus to promote a career culture.

"We are excited to work with our student ambassadors and gain insight into how best we can impact students' needs as it pertains to their future careers," said CEO Specialist Amelia Reeves. "After meeting with my ambassadors for the first time, I am confident in their ability to support the program and impact other students by developing a career culture at their school."

The student ambassadors will also volunteer at the WOW Youth Expo on November 13 in Abilene and serve as advisors to the specialists, providing a valuable student perspective on the impact of the pilot program.

"I am most excited about getting to meet new people, including business men and women and hear their stories and make connections," said De Leon High School ambassador Micaela Miller. "The opportunities with the student ambassadors will contribute to my future success."



Miller

July at a glance...

- July 8 - 11 : Specialists met with local colleges such as Western Texas College, Cisco College, Texas State Technical College, and Ranger College
- July 16- 19 : LMCI training in Austin
- July 23 : Specialists held first joint presentation at a Region 14 career readiness workshop
- July 24 : Foster youth/migrant student training
- July 25 : Tour of local Abilene industry Rentech
- July 31: Tour of local Abilene industry Bridgestone Bandag

CEOs connect with chambers, industry, and local colleges



CEO Specialists Amanda Elston, Leigh Petty, and Jennifer Walzel visit with Shawn Fonville, Dean of Career and Technical Education at Western Texas College in Snyder, Texas on July 9, 2019. Fonville met with and toured the specialists around the WTC petroleum technology program as well as the lineman program training grounds.

EDCs, chambers, AAs and ADNs: Working with program partners can sometimes require learning a new vocabulary. The CEO Specialists spent time during July and August learning how partnerships with local economic development committees, area chambers of commerce, and post-secondary institutions would benefit their work of connecting the classroom to the world of work. Kathy Keane, Executive Director of Texas Midwest Community Network (TMCN), spent a July afternoon with the CEOs sharing how to best approach EDCs and chambers about starting a partnership with the school districts. Keane's wealth of knowledge shed light on how these partnerships would lend knowledge and opportunities far beyond the financial support that most entities approach these partners for.

The CEOs also took time to tour the three campuses of Ranger College, the home campus in Ranger, the Brown County campus in Early and Brownwood, and the Erath

County campus in Stephenville. The CEOs sat down with Dr. Jennifer Kent, Vice President of Erath County campus, Dixon Bailey, Vice President of Workforce and Economic Development, and Brenda Madore, Director of Dual Credit at the Ranger campus, to share how the programs Ranger College offers would benefit the districts and students the specialist would be working with this school year. Other college visits included Cisco College, Western Texas College, and Texas State Technical College in Abilene, Breckenridge, Brownwood, and Sweetwater.

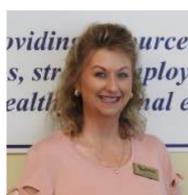
Experiencing these training facilities and the opportunity to speak to instructors allowed the CEOs to gain personal experience to share with their districts and students.

Partnerships with community programs and post secondary institutions provide the CEOs the connections to explore, educate, and engage students to career and education opportunities in West Central Texas.

"It is really crazy to see how much these students have been hungry for this kind of information. It is awesome to be able to show them how many different pathways there are to success."



Elston: Haskell, Paint Creek, Roby, Loraine, Lueders-Avoca, and Stamford ISDs



Petty: Hamlin, Ira, Roscoe, and Snyder ISDs

"I can honestly say that my first couple of weeks presenting to my schools have been some of the most rewarding and exhausting days out of my 23 years of education!"

"Students and teachers are learning about industries and occupations in our area that they never knew existed. Students are being armed to make more educated decisions about their futures and their livelihood."



Wilson: Eula, Merkel, Trent, and Wylie ISDs

FOR MORE INFORMATION: WWW.WORKFORCESYSTEM.ORG/CEO