

# Industry Recognized Credentials: Helping Our Community SAIL to 60



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**Community Outreach - Orange Technical College**

**Career Connections Impact Team**



# Career Connections Impact Team

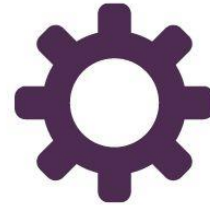
- Team represents local education providers, CSCF, community partners
- Focus on industry recognized credentials to prepare local workforce
- Increase recognition and value - this component contributes to Central Florida educational ecosystem
- Help students find, finance and finish skill based programs

# High Growth Industries

## Workforce Region 12



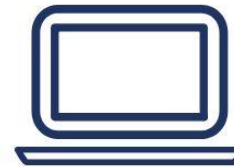
**Healthcare**



**Advanced Manufacturing**



**Hospitality**



**Information technology & finance**



**Trade, Transportation & Logistics**

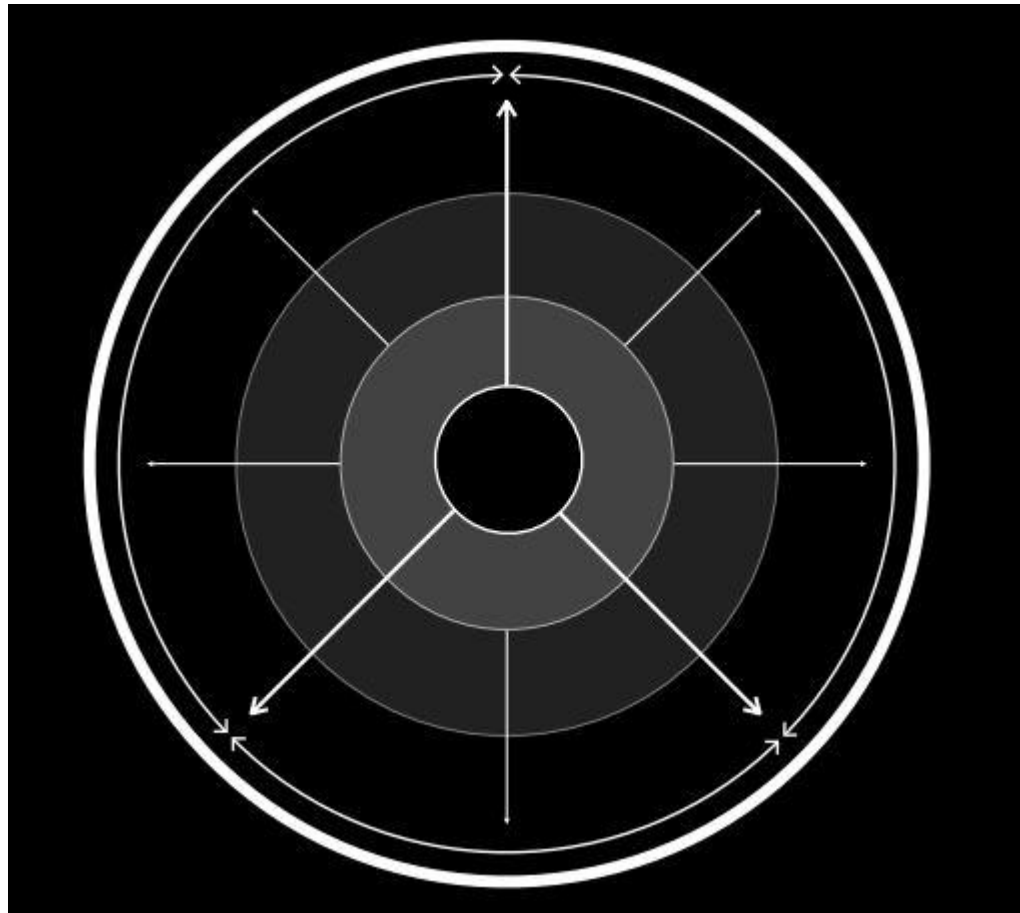


**Construction**

We need you.  
Help us build our 2020 working agenda!



# How do we communicate the value of industry recognized Credentials?



# How do We Communicate the Value of Industry Recognized Credentials? Quadrant 1

Who needs to hear this message?  
Who needs to provide this message?



**Your responses:**

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• High school students</li> <li>• Middle school students</li> <li>• Friends</li> <li>• Parents</li> <li>• Everyone</li> <li>• Employers</li> <li>• Co-workers</li> <li>• Industry leaders</li> <li>• Educators</li> <li>• Community Leaders</li> <li>• Major employers for legitimacy</li> <li>• Non-profits</li> <li>• Adult Learners</li> <li>• Teachers</li> <li>• Recruiters</li> <li>• Immigrant parents</li> </ul> | <ul style="list-style-type: none"> <li>• Everyone who wants to advance and enhance their careers</li> <li>• Providers – tech colleges, state colleges, etc.</li> <li>• Engaged community members</li> <li>• Clergy</li> <li>• Professional associations</li> <li>• Guidance counselors</li> <li>• Principals</li> <li>• Administrators</li> <li>• Students’ network</li> <li>• Law makers</li> <li>• Hiring managers</li> <li>• School districts</li> <li>• Graduation coaches</li> <li>• Community based organizations</li> </ul> | <ul style="list-style-type: none"> <li>• Economic developers</li> <li>• Adults with high barriers to employment – zero income, homeless, no GED, criminal background</li> <li>• Elected officials</li> </ul> |
|---|--|--|

# How do We Communicate the Value of Industry Recognized Credentials? Quadrant 2

Why is this message important?  
Tell us in 1-2 sentences

**Your responses:**

- Credential targets a very specific skill set
- Financial stability
- Better life or future
- Good for the industry and business
- Time is of the essence for so many members of our community and they need assurance of employment
- Get to be what you want and enjoy it
- Salary increase
- Better job opportunities
- Provides opportunities for people to advance their careers
- Traditional college is not for everyone
- More accelerated pathways to careers
- This message is important to help people find a job they love or a career that they will keep working at instead of just a "job", in possibly a shorter timeframe than a 4-year degree
- Industry recognized credentials lead to career opportunities. It is an entry point into a career pathway that is lower commitment than a degree.
- So the value of industry credentials isn't minimized
- So there's consistency in the knowledge base and skill set of the new workers entering the workforce
- Fills skills needs faster
- Good for the economy. Less debt, reduce ALICE vulnerability.
- Creates on-ramps and growth through stackable credentials
- Offer a pathway into career and educational growth
- Restores dignity and purpose in the employment markets
- Application of passion and skills to productivity and development
- Increases economic opportunity and mobility in Central Florida



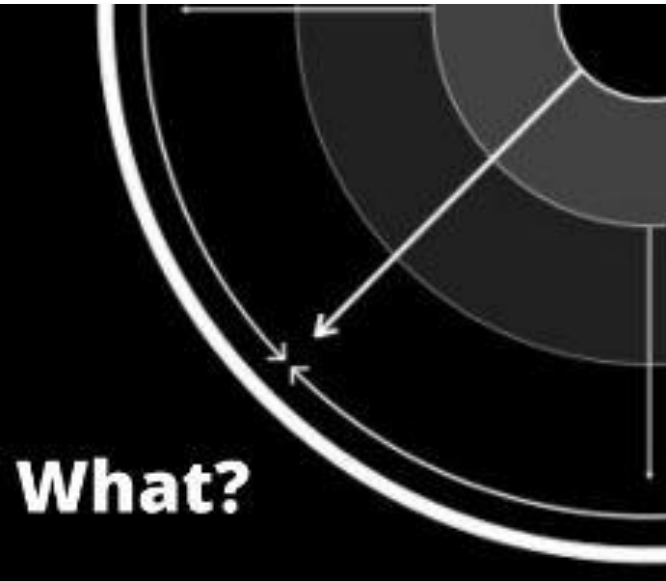
Why?

# How do We Communicate the Value of Industry Recognized Credentials? Quadrant 3

What is Central Florida doing right now to communicate this value?  
What can we do better?

## Your responses:

- Central Florida is communicating the value of industry recognized credentials through post-secondary institutions, but perhaps we could communicate this value to kids at high school level or during high school “college night” and through high school guidance counselors, etc.
- We can share credentials on Career Shines, LinkedIn. Need more education on this.
- We discuss as entities (public schools, etc.), however, the message is not getting to ALICE. We can reach out to more community agencies.
- Make the pathway easier – get all the info in 1 place
- Integrate industry certification info into school programs
- Better outreach, bigger and broader audience. Training providers collaborate and know each other’s programs
- We should provide a video at graduation about CTE. Make a creative, thoughtful, curated narrative about how to get a career
- Deliver the message from trusted individuals. Testimonials. Give a clear picture of what they need to do.
- Interest gathering and exposure early – even elementary school and middle.
- Go into communities. Partner with industries to co-market. Correct the credentials to other programs and structure it so it doesn’t feel like a dead end.
- We are currently marketing specific programs
- At adult literacy league, we do a lot of testimonials for ESOL classes, GED classes and citizenship classes.
- Partnering between community partners and educators.
- Short videos of kids who did it and are now employed, testimonials.
- Team up with businesses to make it easier to see the true value
- CTE’s and state colleges are holding the info looking for ways to communicate it to the masses
- Latin community – radio stations “A university that speaks your language”
- UCF and Valencia are offering career options – more affordable options
- New info with the end user in mind via web, flyers and communications.





# How do We Communicate the Value of Industry Recognized Credentials?

## Quadrant 4

How can we accomplish the “What”?  
Give us your ideas!

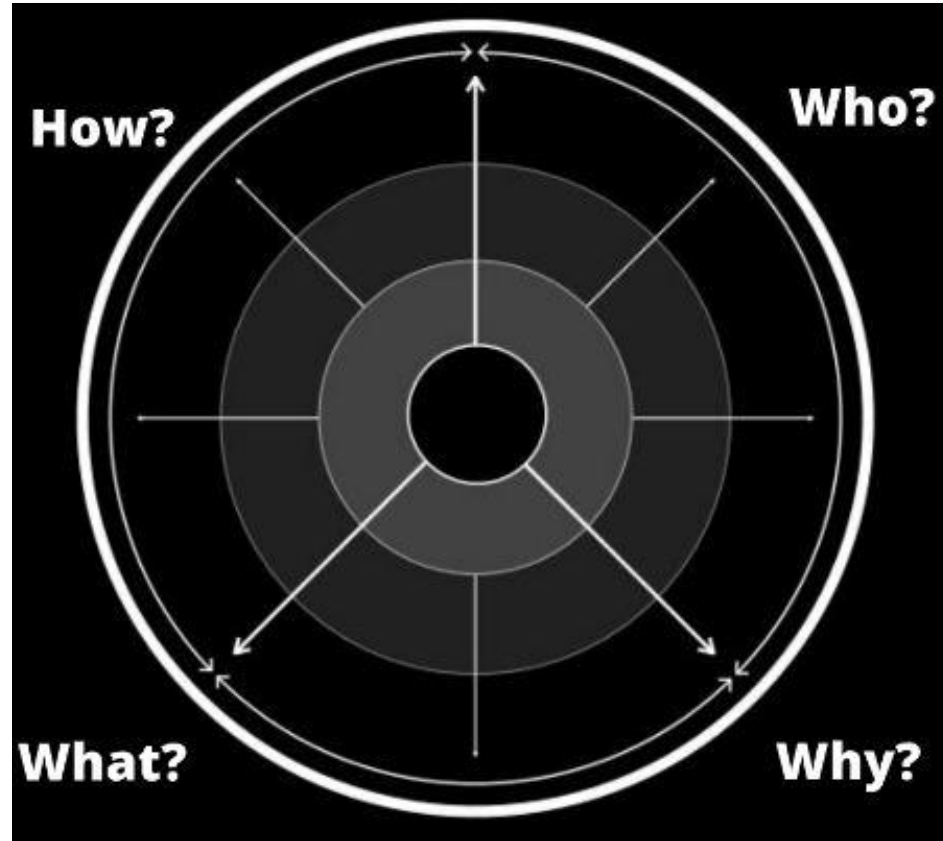
### Your responses:

- Tap into other systems (JDC, shelters, DCF). Look at our processes and remove barriers. Be positive in our presentation.
- Break down the process. Make it hard to say no. Share more of the opportunities.
- Partner with industry.
- Canvas neighborhoods to share resources
- Village mode – go to the parks, super markets, libraries, public transportation, find real people.
- New information delivery model that is modern, concise, and has the end user in mind.
- Faith-based opportunities
- Community activism, solicit support and bring experts
- Give potential earners hands-on opportunities to become familiar with the program and areas
- Community events – go to them and don’t just wait until they find us
- Nobility – value and dignity of a career-seeker
- New info graphics
- Decide on terminology and launch campaign to educate on what college actually means
- Partner with high schools, guidance and career counselors, nonprofit organizations. Provide info flyers or websites with links to resources/schools that offer these credentials
- Keep information easy to access on smart phones and easy to read/understand
- Host multiple forums for parents to showcase CTE schools with site tours
- Develop all materials with the end user in mind – make it easy
- Develop 1 pagers for all industry certificates
- Change the 4-year degree discussion
- Exposure to schools from elementary to high school
- Engage a PR or community organization to launch a campaign about the value
- Info to address barriers up front
- Greater celebration of certificates – similar to university scholarship recipients
- De-stigmatize certificate training, develop narrative language of which pathway is good for you



How?

# Your thoughts on communicating the value of industry recognized Credentials



# CC Impact Team: Product in Process



# Next steps...

- Make sure to visit the Mainsail...
- Join Uplifted and maybe one of our impact teams too
- Be on the lookout for a summary graphic of our work session today
- Please feel free to contact me: [robin.oliver@ocps.net](mailto:robin.oliver@ocps.net) or ...

Next Career Connections Impact Team Meeting  
Thursday, December 5, 10 am – 11:30 am at HFUW

