

Agenda:

Welcome –

Robb Gonda, Director of College and Career Success

WBL Resources - National Perspective around Work-Based Learning

John Hambrick, Work-Based Learning Coordinator

Featured Speaker: Cassandra Palsgrove – Ohio Excels

From Learning to Earning: Ohio's Work-Based Learning Journey

An exploration into Central Ohio's evolving landscape of work-based learning and state-level policy initiatives.

Discover the challenges and opportunities that lie ahead and shared insights on the future directions of work-based learning in K-12 education.

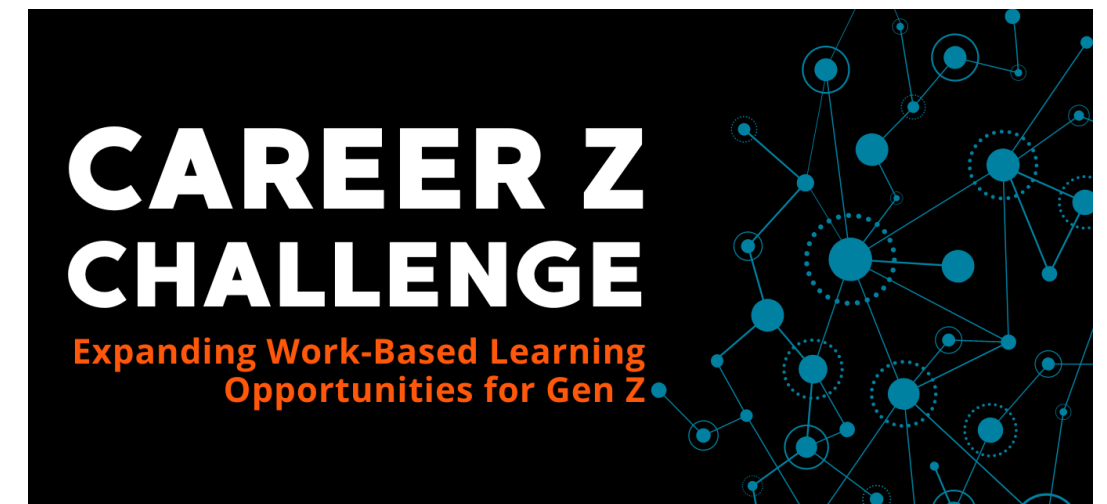
COWRC Highlights from the 2023-2024 School Year

Jama Cobb, Work-Based Learning Coordinator

Our goals and your feedback: Reflections and Testimonials

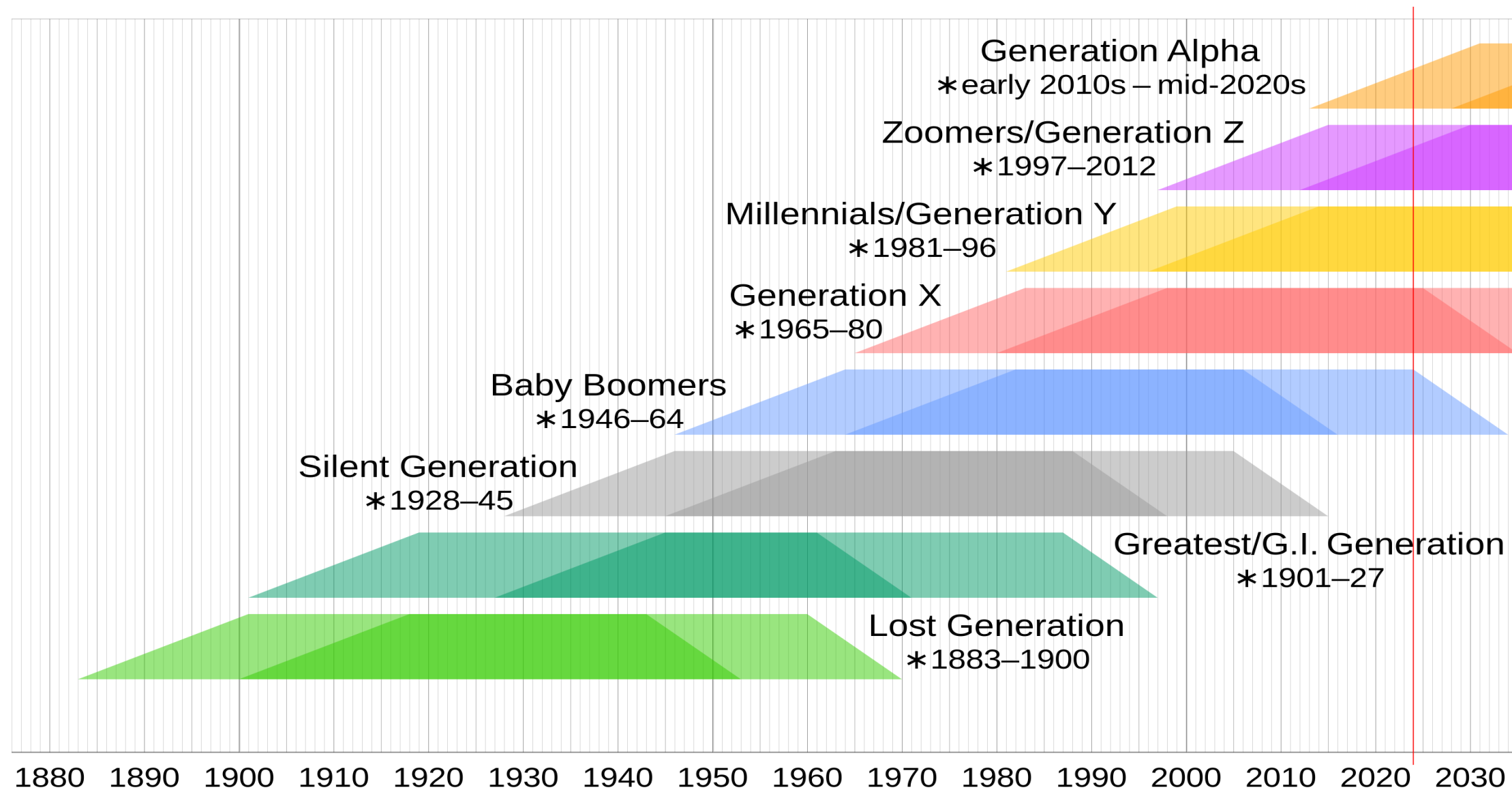
Kris Lucas, Career Pathways Specialist

Networking Time





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The Oxford Dictionaries define Generation Z as "the group of people who were born between the late 1990s and the early 2010s, who are regarded as being very familiar with the internet."

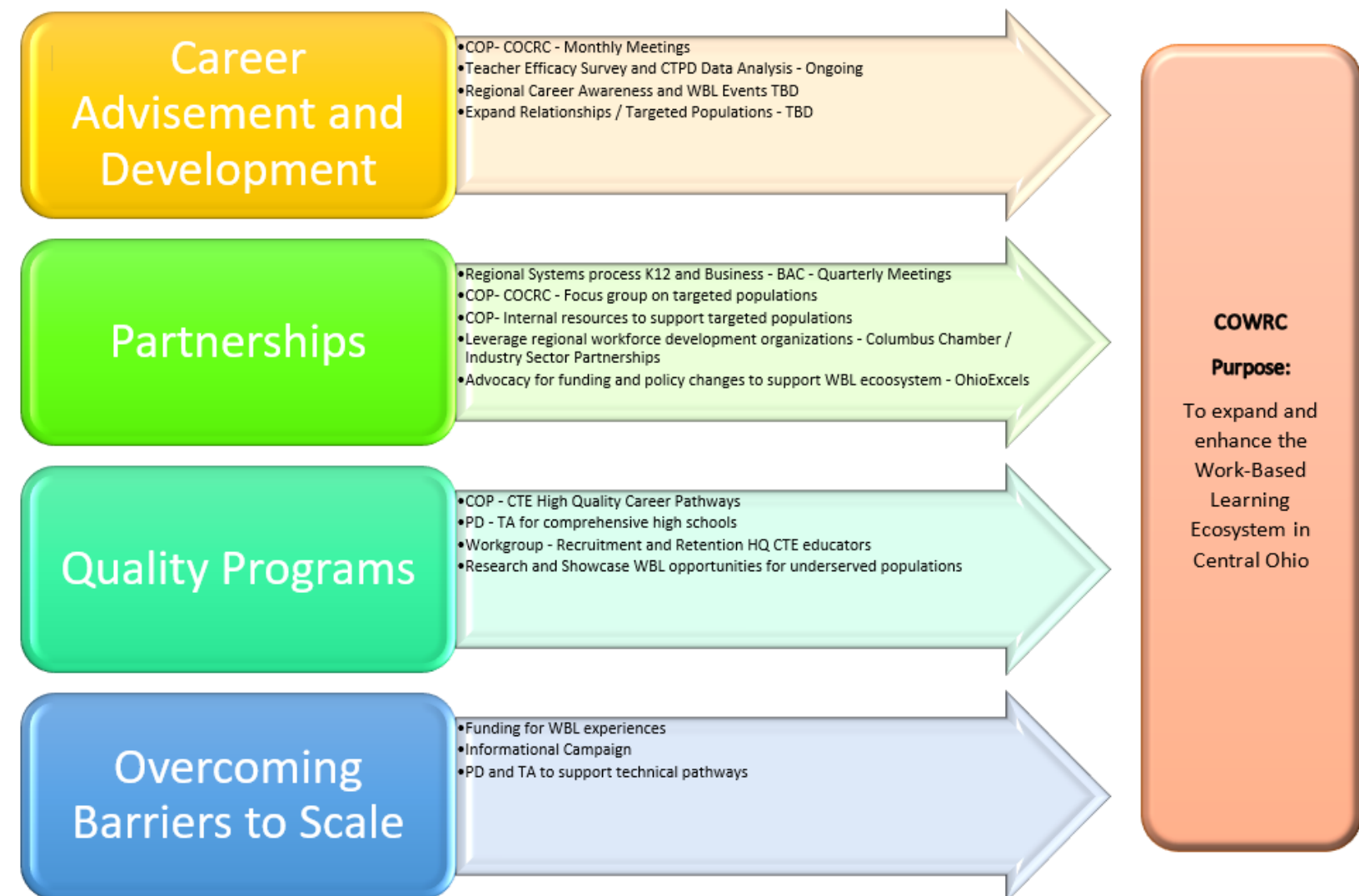


Purpose: To expand and enhance the Work-Based Learning Ecosystem in Central Ohio

Thank you!

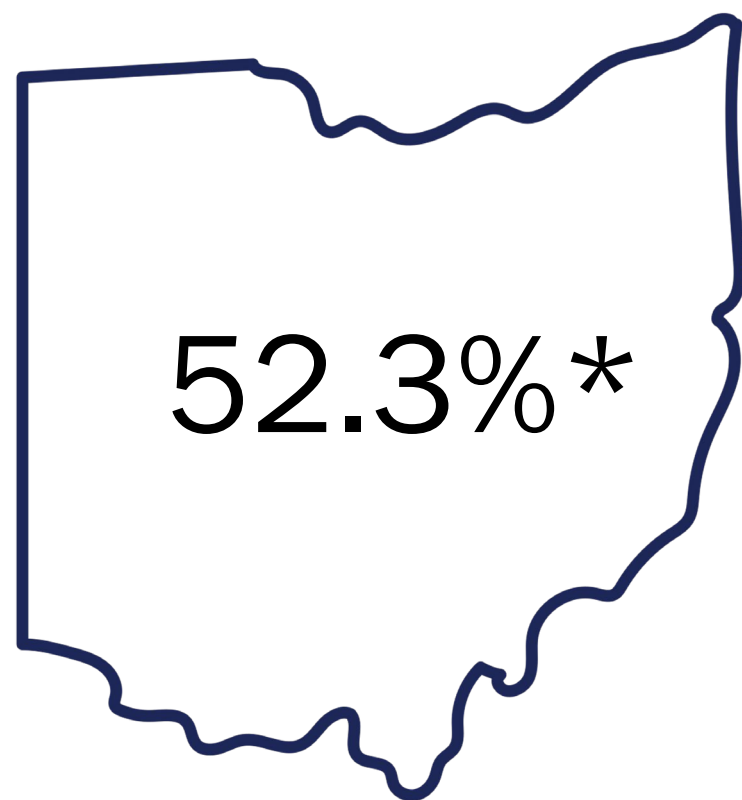
“Every project is an opportunity to learn, to figure out problems and challenges, to invent and reinvent.”

- David Rockwell



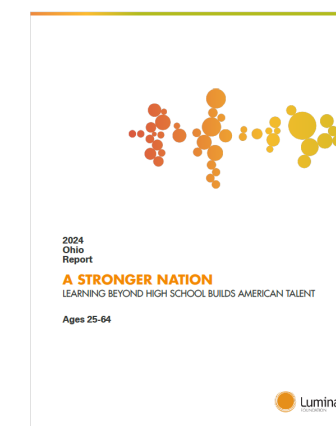


Why?



By 2025, 65 percent of Ohioans ages 25-64 will have a degree, certificate, or other postsecondary credential of value in the workplace.

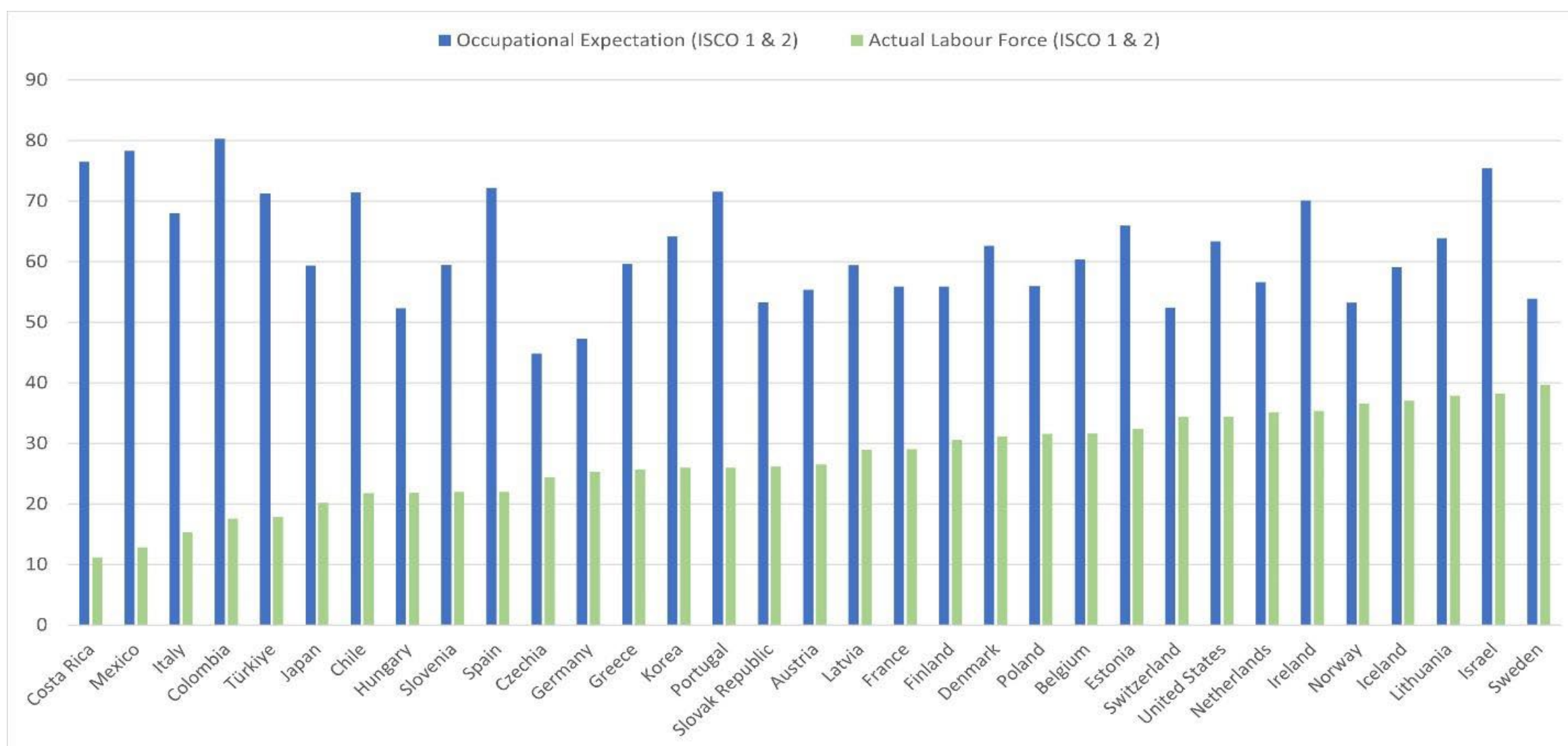
County	Population	Attainment
Franklin	719,368	50.7%
Licking	91,257	42.8%
Delaware	112,258	68.2%



* 2024 Ohio Report **A STRONGER NATION** LEARNING BEYOND HIGH SCHOOL BUILDS AMERICAN TALENT *Ages 25-64 Lumina Foundation April 2024*



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Percentage of young people who expect an occupation in ISCO major categories 1 or 2 at age 30 compared to actual labor force distribution of the country
Self-reported, PISA 2022 and Eurostat 2023.

ISCO major category 1 (senior managers) and most notably ISCO major category 2 (professionals, such as doctors, engineers, lawyers and teachers)

“Student interest is four or five times the level of actual demand”

“Career guidance, social inequality and social mobility: Insights from international data” – OECD Education Spotlight March 2024



Teacher Efficacy Survey 9-12

April 15-May 24





WBL Resources

Think Ability Wisconsin

Improved employment outcomes for people with disabilities. Improved hiring and retention for employers. We can have both through Think Ability Wisconsin.



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Improved employment outcomes for people with disabilities. Improved hiring and retention for employers. We can have both through Think Ability Wisconsin.

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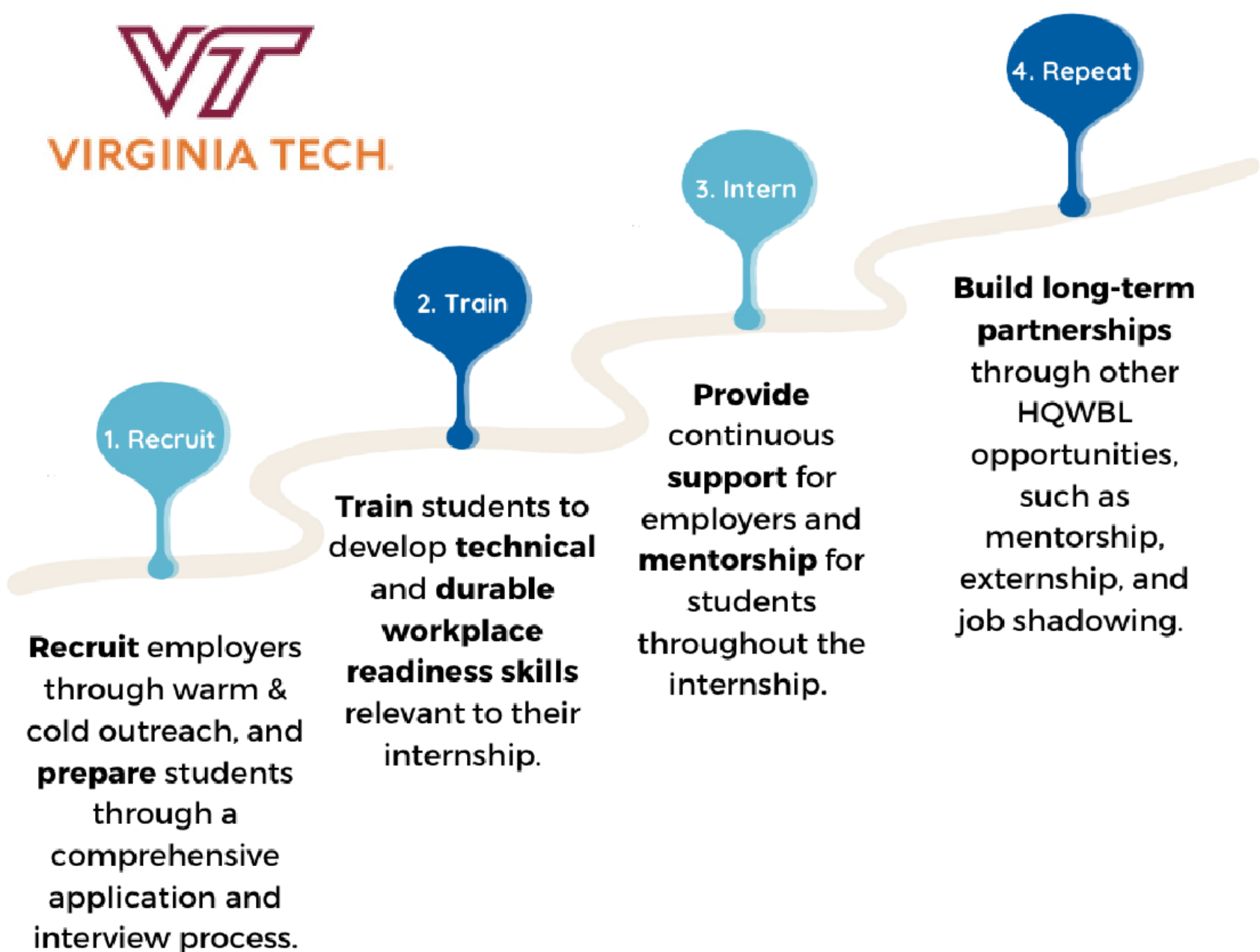


WBL Resources

This relates to the "Internal Buy-In" focus topic we had! I got so many great ideas from that session! The internal champions can really make a difference! A recent survey of our regional students (in South Central MN) showed that the most influential individual in helping a student build WBL into their multi-year academic plan was their TEACHERS!!! Go teacher champions!!!



WBL Resources



- ▼ Topical Discussions
- b** Business & Industry Engagement
- p** Program Evaluation
- i** Internal Buy-in
- s** Special Populations
- t** Transportation
- v** Virtual/Hybrid WBL
- p** Program Sustainability
- p** Program Marketing
- s** Student Engagement
- p** Program Administration



WBL Resources

Facebook & Instagram Advertising Results & Key Learnings for \$500

Target parents of students in 17 SparkNC districts to bring awareness of Spark Teamship Statewide registration

Tested 3 different creative concepts • 1 video • 2 images

Leveraged Facebook's Advantage+ audience technology to get as specific as possible within 234 zip codes in NC Age: 30-65+ Gender: All Demographics: Parents with teenagers (13-17 years old) Estimated audience size: 43k - 50k

Key Takeaways • Highest driven traffic to a landing page ○ / is the homepage • Campaign drove 606 the website

Total number of registrations from ads: 9 Online (Linkedin, Twitter, Facebook, other website) Total number of registrations during campaign window: 43

Key Takeaways • Great first test to see if we could do targeting and drive traffic! • Audience is not a decision maker audience, so no key lead generation learnings • CPM and CPC are within target for a traffic driving campaign • **Video outperformed stagnant creative** • Less text on creative performed better than more

A) Video

Facebook Feeds

District C Sponsored

A reimagined internship experience for students this spring. Secure your spot now!

Reimagined VIRTUAL INTERNSHIP MARCH 2 - 26

For more information visit www.districtc.co/spark-teamship-nc

spark x DISTRICT C

<https://www.districtc.co/spar...>

A reimagined internship experience for students. [Learn more](#)

Like Comment Share



COWRC 2023-2024



COCRC



- Visited 9 Industries/Agencies
- Engaged with 9 remarkable Presenters





Galaxy S21+ 5G



Galaxy S21+ 5G



MONTHLY TECHNICAL ASSISTANCE WITH KAPTIVATE



Connections to experienced, cross-functional, innovative thinkers. Based in Alexandria, VA, they empower organizations with innovative strategies and impactful communications to thrive in a hyperconnected world.

PARTICIPATING PARTNERS

51

COMMUNITY OF PRACTICE MEETINGS

32

Website Redesign

Services

Events & Learning

Conference Center

Our Agency

Workforce Readiness Collaborative

Services

Business & Office Services

Student Services

Teaching, Learning & Leading

Workforce Readiness Collaborative

Business Advisory Council

Educator Workforce Boot Camp

High School Tech Internship Program

Pathway Development & College Credit Plus

Pre-Apprenticeship Program Support

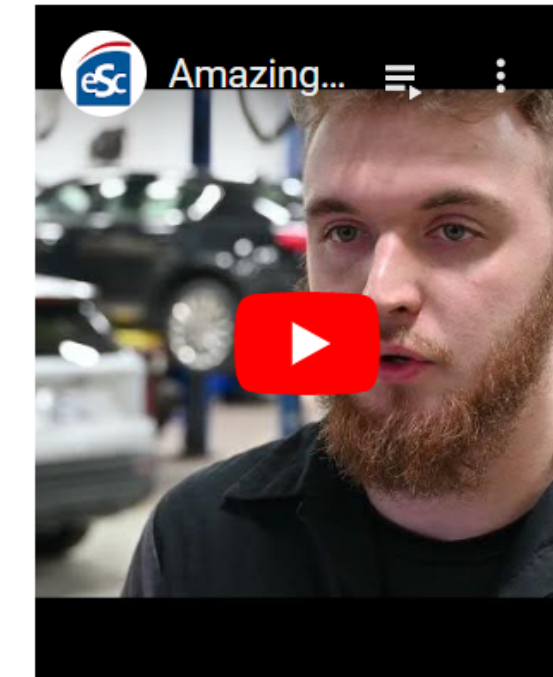
Workforce Readiness Programs Empower Futures



Fostering a Generation of Skilled Students Ready to Work

Before students transition beyond high school, equipping them with more than theoretical knowledge is imperative. Workforce readiness programs act as a bridge, seamlessly connecting the educational foundations acquired in classrooms to the practical demands of the workforce.

In partnership with local schools and the business community, ESC's Central Ohio Workforce Readiness Collaborative offers work-based learning programs that transcend traditional classroom boundaries, cultivating a generation of young adults with the practical acumen required to enter the workforce successfully.



Check Out Our Video Series:
[Amazing Futures](#)



LEVERAGED REGIONAL WORKFORCE

Central Ohio Healthcare Sector Partnership



PRE-APPRENTICESHIPS & WBL



24 PARTICIPATING DISTRICTS



89 PRE-APPRENTICESHIPS

Architecture & Construction
Education & Training
Hospitality & Tourism
Health Science
Information Technology
Manufacturing
Science, Technology, Engineering & Mathematics
Transportation, Distribution & Logistics



WBL FACEBOOK LIVE INTERVIEWS



Educational Service Center
of Central Ohio was live.



6d · 🌐

Licking Heights Local Schools High School was recently awarded the Career Technical Educatio... See more



Educational Service Center of Central Ohio was live.

January 26 · 🌐



Join us for a discussion about work-based learning! #COWRC





Our Goals and Your Feedback

Communities of Practice- Enhance & Expand WBL 9th-12th
ACTION PLANS- Gallery Walk

Your Expertise to Refine these Goals

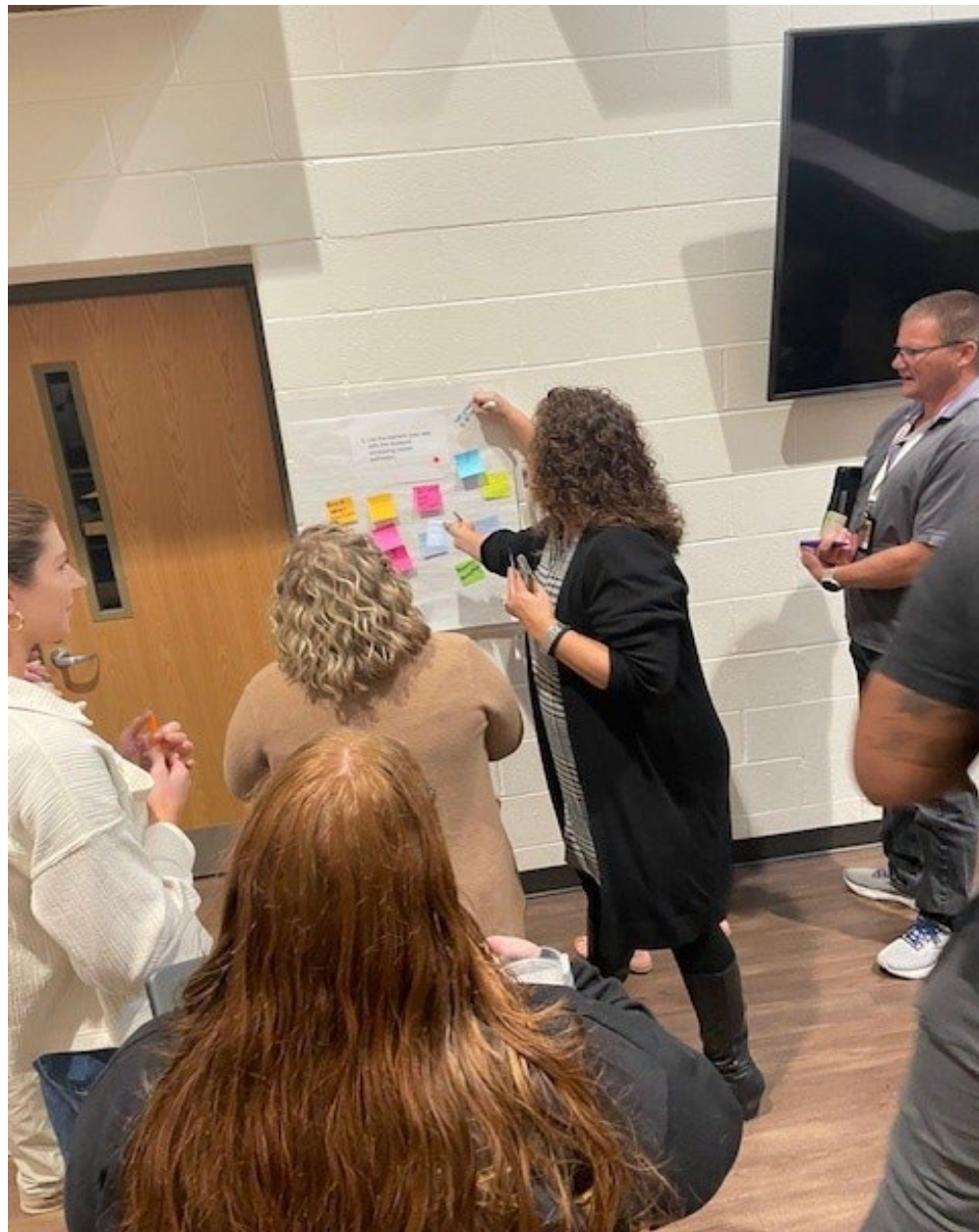
- **Resources**
- **Thoughts**
- **Feedback**
- **Refinement**



WBL Development

Governor DeWine- Career Planning in Graduation Plan- *"Every child should be on some sort of career pathway"*

Communities of Practice



Thank You



Next Steps and Networking Time

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