

CTE Revitalization Grant

Building Partnerships



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Partnerships are Central

- * “Grants received under this section must be used to enhance the collaboration between education providers and employers...” (ORS 344.075)
- * “...a committee to set goals for the program, develop grant criteria, review all grant applications and make recommendations related to the awarding of grants. The committee must represent business, industry, labor and education providers.” (HB 2913)
- * “Demonstrate that the collaboration between education providers and employers enhanced by the grant will be sustainable beyond the life of the grant.”(HB 2913)

Key Provisions

- * Who is a partner?
 - * Business
 - * Industry
 - * Labor
 - * Educators
- * Collaborative
- * Sustained



This Presentation

- * Benefits of partnerships
- * Identifying partners
- * Building, maintaining, and sustaining partnerships

Value to Business, Industry, and Labor

- * High quality workforce
- * Retention and morale of employees
 - * Community involvement
 - * High quality education
- * Reputation in the community
- * Customer relations
- * Improved student achievement
- * Outlet for corporate philanthropy

Value to Educators

- * Reputation in the community
- * Financial support
- * Career preparation
- * Diversity of solutions
- * Pool of volunteers
- * Project management skills

Who Starts the Partnership

- * Educators
 - * Identify a problem or need related to student achievement or engagement that can be addressed through improved CTE.
- * Business/Industry/Labor
 - * Identify a problem or need related to the workforce that can be addressed through improved CTE.
- * Mutual
 - * Ongoing collaboration between a CTE teacher and business identifies a broad problem that requires more participation from all partners.

Identify Your Needs

- * Vision
 - * What does revitalized CTE look like?
- * Needs
 - * What is being done that prevents CTE from looking like this currently?
 - * What needs to be started to improve CTE education?
 - * What is working well in CTE that should be continued?

Types of Partnerships and Problems

- * Partnership Types
 - * Limited – Single organization in charge
 - * Coordinated – Loose governance structure
 - * Collaborative – Shared governance
- * Problem Types
 - * Technical – Problems with a known solution
 - * Adaptive – Complex problems with many possible solutions

Types of Partnerships

	Partnerships		
Problems	Limited	Coordinated	Collaborative
Technical	X	X	
Adaptive		X	X

Identify Potential Partners

- * Know your connections
 - * Who in your district is connected with business groups?
 - * Rotary
 - * Lions
 - * Chamber of Commerce
 - * Tap internal strengths
 - * CTE advisory groups
 - * Staff connections

Sources for Partners

- * Parents
- * Community Leaders
- * Local businesses
- * Local post-secondary institutions
- * Chambers of Commerce
- * Local non-profits
- * Professional organizations
- * Philanthropic organizations

Identify Potential Partners

- * Do your research
 - * What is the focus of the business, industry, agency, or organization?
 - * In what ways are these potential partners already involved in the community or school?
 - * What causes do these potential partners support?
 - * Would the community approve of the partnership?

Identify Potential Partners

- * Who can help solve the problems?
 - * Content expertise
 - * Financial, material, or in kind support
 - * Internships, job shadows, presentations
 - * Professional development
 - * Technology support
 - * After-school supervision
 - * College credit
- * Who can build support?
 - * Public relations
 - * Newsletters
 - * Grant writing



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Lessons from the Field

- * Crook County
 - * County Court
 - * Marketing products
- * Lebanon
 - * Building codes
 - * Facilities



Partnership Proposal

- * Putting a proposal in writing is always a good idea.
 - * Goals and benefits
 - * Think beyond the money
 - * Personalize
 - * Professional
- * Follow up with a meeting.

Planning Group

- * Small number of potential partners
- * Open and frank discussion
 - * What do you both value?
 - * What are the needs of all partners?
 - * Short and long term goals.
 - * Motivations for partnership.
 - * Organizational capacity for partnership.
- * Points of congruence and divergence
- * Shared vision of success
- * Decide on how to proceed
- * Communicate the specifics of the partnership

Lessons from the Field

- * Pine Eagle
 - * Identifying standards
 - * Keeping families in the community



Implementing the Partnership

- * Frequent honest communication
- * Opportunities to interact with teachers, students, and community
- * Clear management process
 - * Point person
 - * Written description of roles
- * Clearly defined goals and measureable outcomes
- * Return on Innovation (ROI)

Lessons from the Field

- * Canby
 - * Coordinator
 - * Face-to-face visits
 - * Clear internship process



Sustaining the Partnership

- * Multiple levels of buy-in
- * Public and private recognition
 - * Letters
 - * School newsletters
 - * Articles in the paper
 - * Acknowledgement dinners
- * Conduct regular evaluations of the partnership activities

Lessons from the Field

- * Churchill
 - * Partnership dinners
 - * Place for partners (office)

