



2021 School Counselors' Virtual Conference

CAREER GUIDANCE MESSAGING FOR TODAY'S WORKFORCE NEEDS

Session Time: 11:00 a.m.

BOBBI EICHHORST

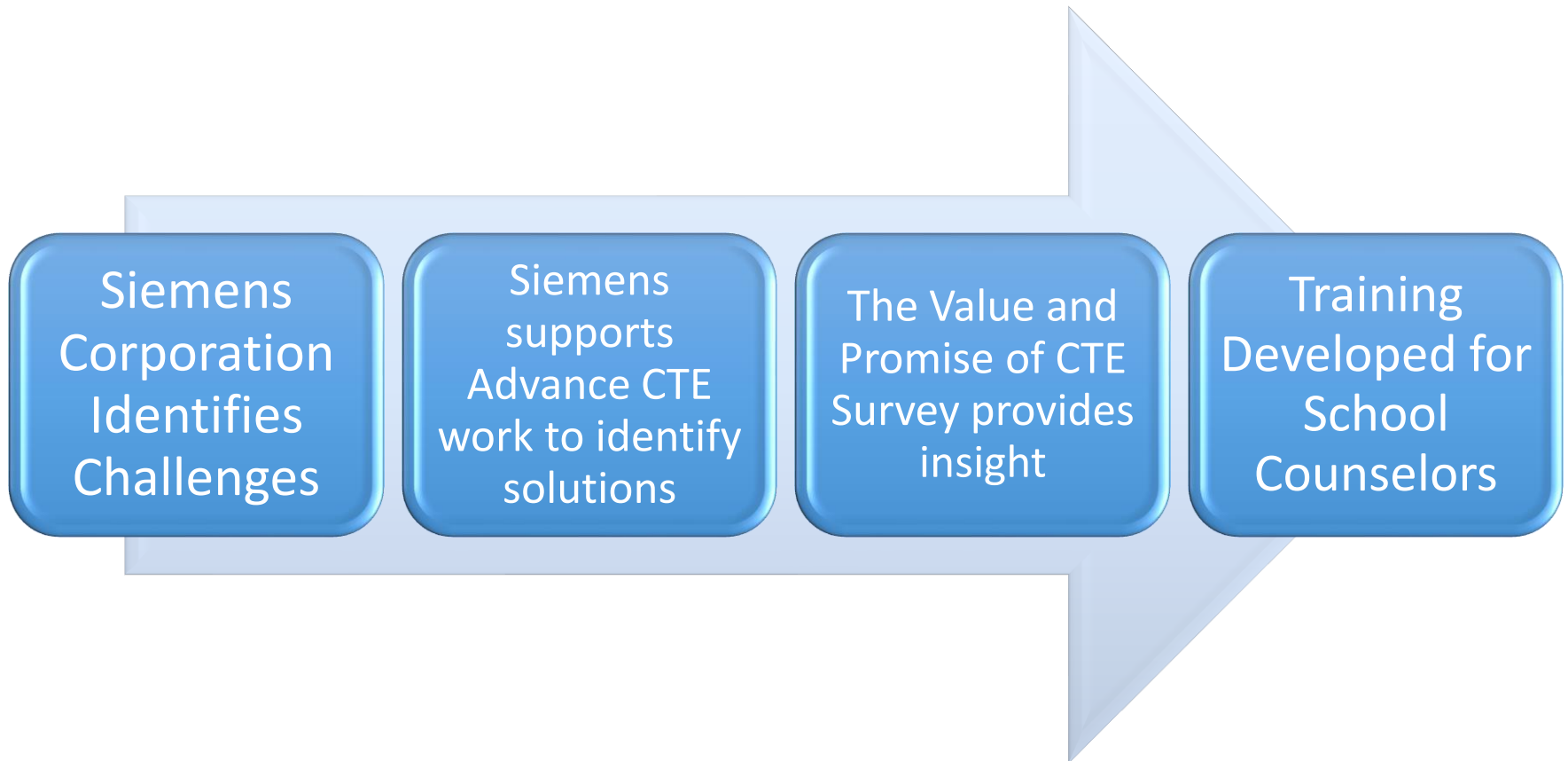


Bobbi Eichhorst



Bobbi Eichhorst is the Deputy Director in the College & Career Readiness Bureau of the NM Public Education Department. She has worked in the Roswell, Hondo, Gadsden, and Las Cruces school districts as an agriculture education teacher/FFA advisor, science teacher and in professional development. She was a Professional Development/Instructional Specialist as well as a Teacher on Special Assignment Science and Math Specialist in the first years of the Spaceport Gross Receipts Tax in Las Cruces Public Schools. She also served as the state SkillsUSA Director, and state advisor for the HOSA-Future Health Professionals and Technology Student Association to support NM Career and Technical Student Organizations (CTSOs).

Source & Progression



Siemens Corporation

- Challenges in finding qualified employees
- CTE is pathway to many high-wage, in-demand careers
- Students and parents don't see CTE as option
- Wanted to find out more about parents and students and what would motivate and/or discourage them from considering CTE programs

Research Goals




Explore what middle & high school parents and students know and think about CTE



Understand motivators and barriers to enrolling in a CTE program



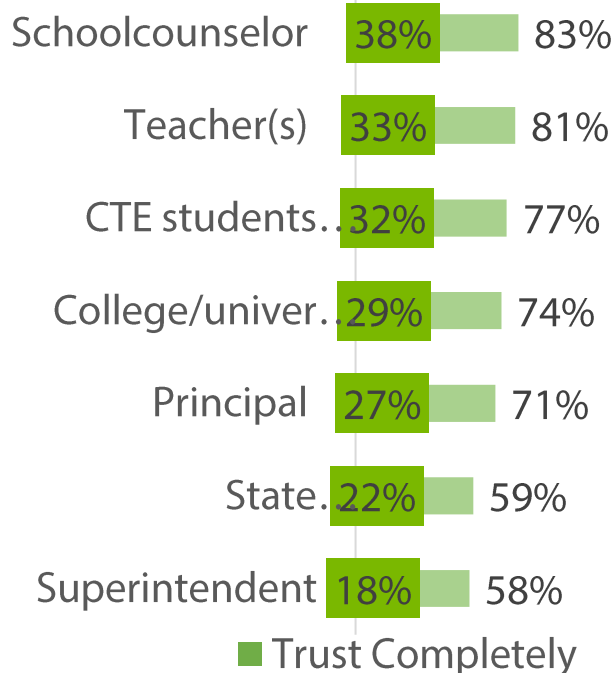
Determine which messages are most compelling to consider a CTE program and which are not



Identify trusted decision-makers and effective communication channels for CTE

School Counselors Are Most Trusted Messengers

How much do you trust each for learning more information about CTE?



48% of prospects want to hear information about CTE from their **school counselor**

Educational website (46%);
Open house at CTE school /program (44%)

High school career fair (40%);
Brochure/pamphlet mailed (40%)

E-mail school/principal (23%);
A school assembly (22%);
Social media (21%)

Challenges Identified




- Everyone thinks you need college
- Stereo type of CTE and stigma
- No room in schedule for students to take CTE
- Limited access to CTE programs
- Lack of knowledge of CTE by students & parents
- Lack of career development exposure in elementary & middle school

Challenges Identified



- Time for counselors to meet with students to focus on career
- Parents, students and teachers don't understand career development process
- Lack of resources – knowledge and use of
- Budget issues

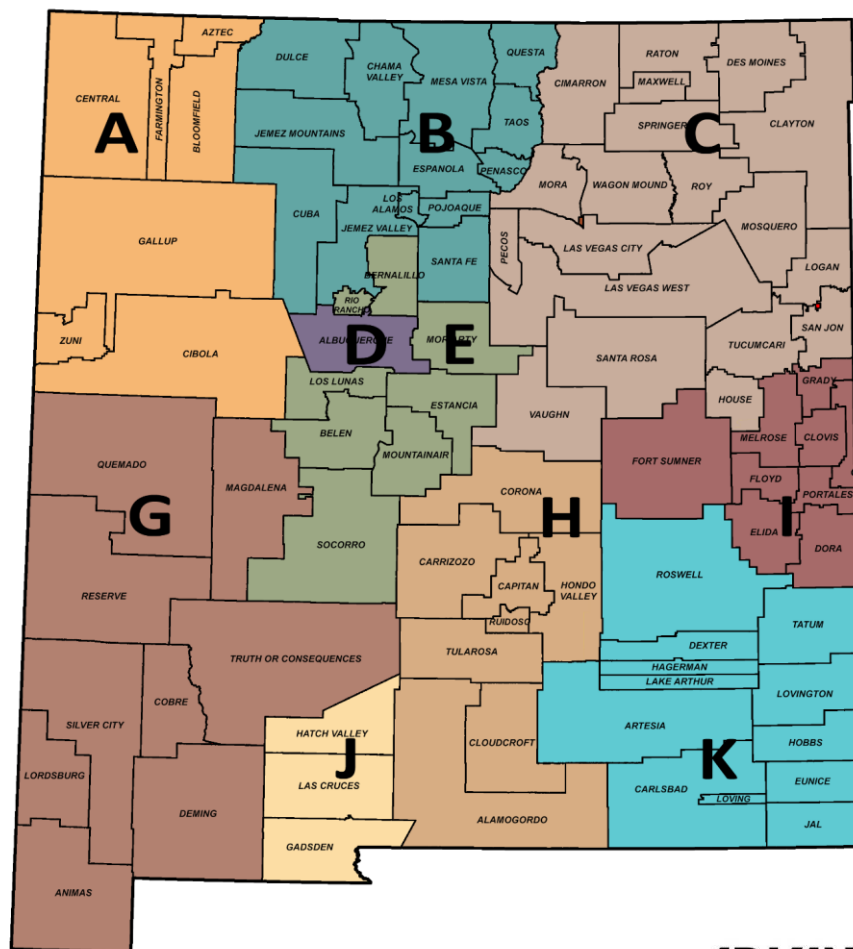


Perception of CTE and Core Messages

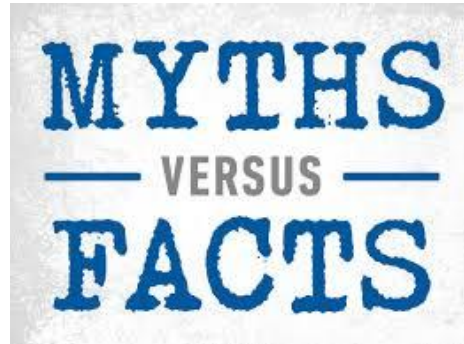
CTE: From Past to Present

| Vocational Education (The Past) | Career & Technical Education |
|---|---|
| High School Focused | Links Secondary, Postsecondary and Workforce |
| 6 to 7 Program Areas | 16 Career Clusters with 79 Career Pathways |
| In Lieu of Academics | Supports and Reinforces Academic Learning |
| Tracked | Fully Integrated |
| Terminal | Continuous, Lifelong Learning |

NM CTE Regions & Priorities



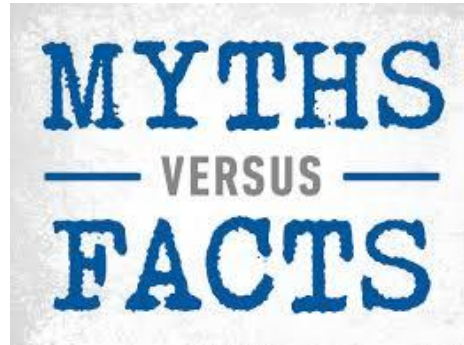
| Region | Priorities |
|--------|---|
| A | Healthcare Information Technology Manufacturing |
| B | Healthcare Skilled Trades STEM/IT-Computer Science |
| C | Agriculture, Food & Natural Resources Skilled Construction Trades |
| D | Healthcare Hospitality/Tourism Skilled Trades Stem/IT-Computer Science |
| E | Health Science IT/STEM Manufacturing Skilled Trades |
| G | Healthcare Skilled Trades (including mining) Education |
| H | Healthcare Skilled Construction Trades |
| I | Agriculture Manufacturing Technology |
| J | Agriculture Professional Scientific & Technical Skilled Trades Education |
| K | Healthcare Skilled Trades |



Myth: Only non college bound students take CTE classes **Fact:** CTE Provides a seamless pathway to postsecondary education

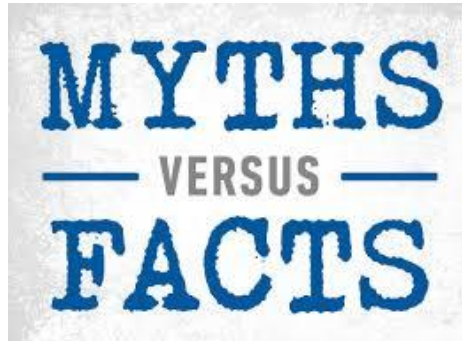
- CTE students exceed expectations. In fact, nearly every state reports higher graduation rates for CTE Concentrators compared to all students.
- CTE students have many opportunities to earn college credit in high school through dual and concurrent enrollment

https://cte.careertech.org/sites/default/files/documents/fact-sheets/CTE_Myths_Facts_2020.pdf



Fact: CTE empowers learners to explore multiple career options

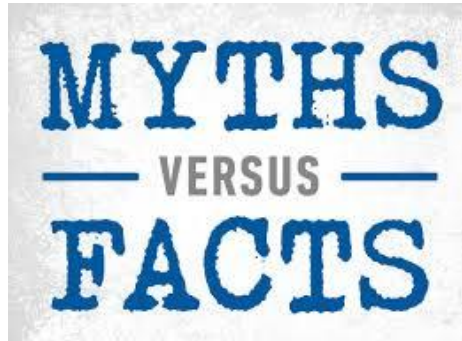
- CTE programs of study start broad before providing career pathway specific knowledge and skills
- CTE provides hands-on training mentoring and internships to expand professional networks
- Students understand real-world value CTE provides



Fact: CTE is for all learners

- 77% of high school students take some form of CTE
- 72% of CTE concentrators enroll in postsecondary education full-time immediately after graduating

https://cte.careertech.org/sites/default/files/documents/fact-sheets/CTE_Myths_Facts_2020.pdf




Fact: CTE blends academic and technical skills to enhance the learning experience

CTE programs, technical coursework reinforce core academics, enabling learners to strengthen their academic studies with real-world learning

ACTE

High Quality CTE Framework

| | | | |
|--|---|------------------------|---|
| Standards-Aligned & Integrated Curriculum | Sequencing & Articulation | Student Assessment | Prepared & Effective Program Staff |
| Engaging Instruction |  | | Access & Equity |
| Facilities, Equipment, Technology & Materials | | | Business & Community Partnerships |
| Student Career Development | Career & Technical Student Organizations (CTSOs) | Work-Based Learning | Data & Program Improvement |

Consider

- What do think students, families, other educators in your community need to know about CTE?
- What data points do you ne
- Where can you find this information?





Core Messages for CTE

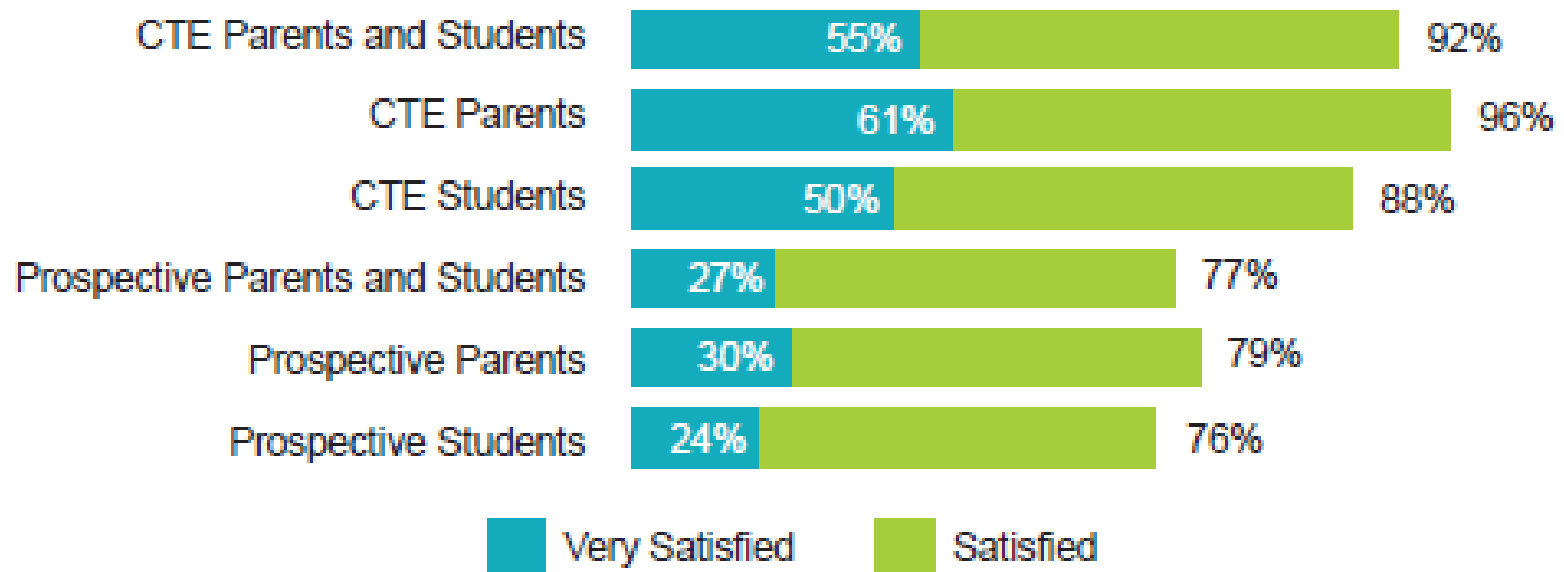
Increasing Awareness and Value of CTE with Key Audiences



“The Value and Promise of CTE: Results from a National Survey of Parents and Students”

1. CTE Parents & Students more satisfied with education experience

How Satisfied Are You with Your/Your Child's Overall School Experience?



2. College and Career Success Are Both Important for Parents & Students

70% of Parents & Students *strongly agree*:
**finding a career that I/
my child feels
passionate about is
important**
93% agree in total

*"The goal is not just to have a good job but to be **happy in what they do.**" – MD prospective parent*

60% of Parents & Students *strongly agree*:
**getting a college
degree is important**
85% agree in total

*"High school is something we need to get through to **get to college.**" – MS prospective student*

56% of Parents & Students *strongly agree*:
**it's important that I/
my child has a job that
pays well**
87% agree in total

*"I want to make stable living and want to have a good **job that pays well.**" – OH prospective student*

3. Prospective Parents and Students Attracted to “**Real World**” Benefits of CTE

Focus groups say
“real world” skills is
unmet need

*“In school we learn certain things
but not all the necessities to be
responsible adults.”*

*–MS focus group prospective
student*

86% of prospective
parents & students surveyed
**wish they/their child
could get more real
world knowledge and
skills during high
school**

4. CTE Awareness Is Moderate



Just **47%** of prospective parents and students have heard of “Career Technical Education” compared to...

- *68% Vocational Education*
- *54% Career Center*
- *45% Career Education*
- *30% Career Academy*

5. Most Effective Message: **Preparation for the Real World**



CTE gives purpose to learning by emphasizing **real-world skills and practical knowledge**.

Students receive **hands-on training, mentoring, and internships** from employers in their community. They also learn how to develop a resume and interview for a job.

These additional tools and experiences make school **more relevant**, and **ensure students are ready** for the real world.

Real World Message Entices Everyone



- Top-ranked message across ALL audiences, by race, ethnicity, education level, income level and geographic distribution
- All subpopulations selected CTE's ability to offer students real-world skills as one of the three most important elements of their education.

Core Messages – Core Motivators



**Real Options for College and
Rewarding Careers**



**CTE
Delivers...**

**Real High School Experience
with More Value**

Real-World Skills

CTE DELIVERS



**MORE SATISFIED
PARENTS &
STUDENTS**



**REAL-WORLD
SKILLS**



**REAL OPTIONS
for COLLEGE & a
REWARDING CAREER**



**REAL HIGH-SCHOOL
EXPERIENCE with
MORE VALUE**


Words to use when talking about CTE

- ✓ College AND Career
- ✓ Real-world Skills
- ✓ Practical Knowledge
- ✓ Hands-on Experience
- ✓ Mentoring
- ✓ Internships
- ✓ Explore Career Options
- ✓ Find your Passion
- ✓ Career-focused
- ✓ Extra Advantage for both College and Careers
- ✓ Leadership
- ✓ Confidence

Messaging Language That Works



- “Real world skills” & “practical knowledge”
- “Hands-on experience”
- “Mentoring” & “Internships”
- “Explore career options” & “What you are passionate about”
- “Career” & “Career-focused”
- “Extra advantage for both college & careers”
- “Leadership” & “confidence”



Current and Emerging Workforce, Labor Market Information & CTE



Question

Who is using labor market
information with students and
families?

Workforce Changes



- High school diploma is not sufficient
- Rooted in global shift from industrial to knowledge economy
- Increased need for postsecondary credentials
- High-skill, high-wage and in-demand careers
- There were 800,000 jobs lost in 2008 and the majority of jobs created since the Great Recession require education/credentials beyond high school
- Pandemic....

Skills Gap in the U.S.



- A growing gulf between the skills workers possess today and the skills businesses say they need
- 53% of all jobs in US today require more than a high school diploma but less than a four-year degree
- Many in technical fields such as health care, information technology and advanced manufacturing
- Only 43% of workers have these skills

State of the Skills Gap: Perceptions of the Role High School Plays in Preparing Students for Success in Career. (2017). Edge Research and K12 Inc. Retrieved from <https://www.k12.com/career-technical-education.html>

High-Skill, High-Wage & In-Demand

- **Labor Market Information** is used by businesses, workers, students, jobseekers, education and training providers, policymakers, and others, to make informed decisions in areas such as hiring and advancement, career choice, curriculum development and investments in training.
- **High-Skill** refers to the technical and employability skills necessary for careers that align with labor market needs.
- **High (Living)-Wage** refers to careers that provide individuals with a living wage that can be used to support themselves and their families. Generally wages that are equivalent to the state's median wage or above.
- **In-Demand** refers to careers aligned with labor market needs. These occupations appear to be growing, based on fluctuations in employment patterns.

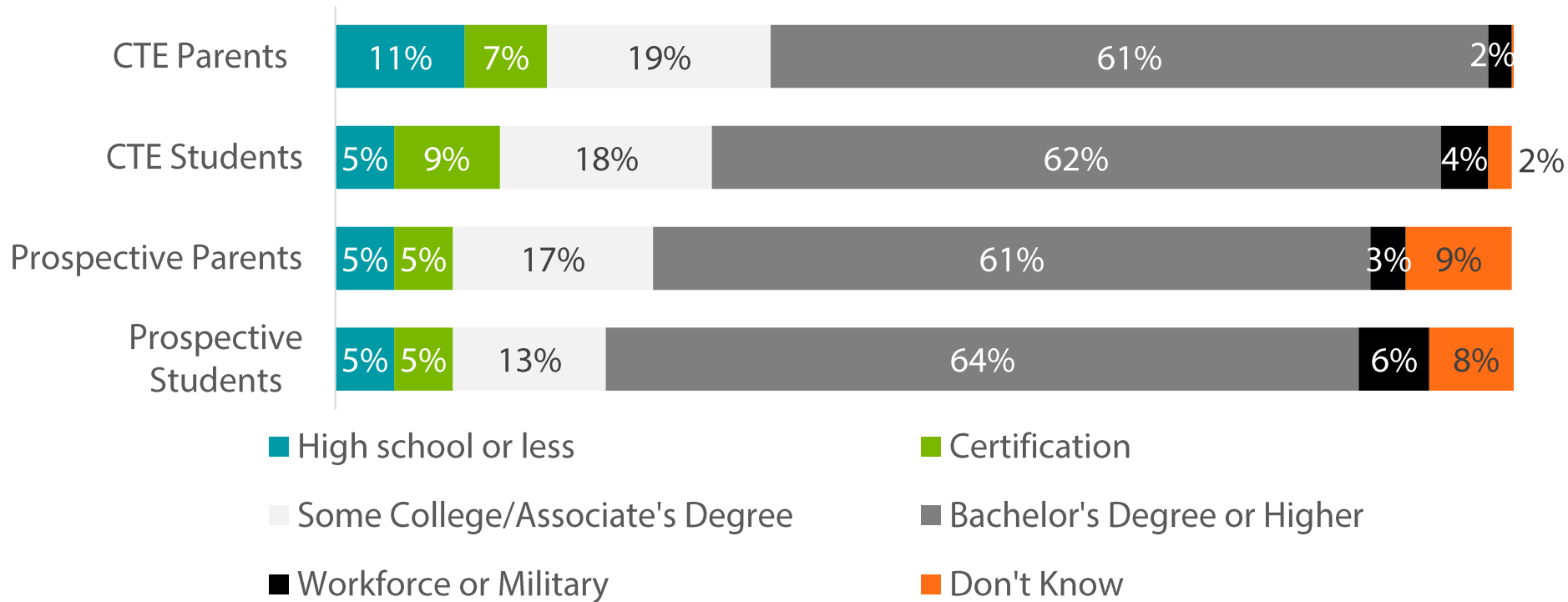
College is Broader than Four-Year Institutions



- Community college and technical college are both “college”
- Institutions that award postsecondary credentials or degrees
- Apprentices are increasingly earning postsecondary credits and community/technical colleges serving as education providers for industry partners

"College" is the Goal for All

What Are Your/Your Child's Highest Post-High School Plans?

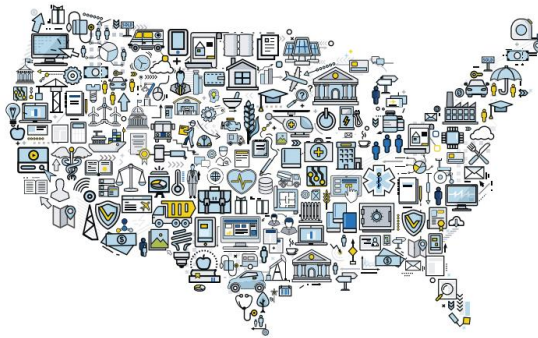


Georgetown University: Goodjobsdata.org

GOOD JOBS THAT PAY WITHOUT A BA

A STATE-BY-STATE ANALYSIS

By Anthony P. Carnevale, Jeff Strohl, and Neil Ridley



GEORGETOWN UNIVERSITY

- Georgetown University Center on Education and the Workforce, Good Jobs That Pay without a BA: A State-by-State Analysis, 2017

It's Not About Discouraging a BA

- Lifelong learning
- Jobs that have career trajectory
 - CNA → LPN → RN → BSN → Advance Practice
 - Stackable Information Technology credentials
- Occupations are growing and/or declining based on automation/technology

School Counselors...

- Marry personal interests and skills with where there are opportunities
- How can skills be applied across multiple occupations/careers?
- Which industries and occupations are growing in your state?
- Need to be nimble



Common LMI Resources

Career Onestop CareerOnestop.org

Toolkit | CareerOneStop x

Secure | https://www.careeronestop.org/Toolkit/toolkit.aspx

Explore Careers ▼ Find Training ▼ Job Search ▼ Find Local Help ▼ Toolkit ▼ Resources For ▼

Toolkit

Careers

Training

Skills

Jobs

Wages

Industry

State and local

Mobile Apps

Videos

careeronestop Video Library

Find the tool you need to research career information, training, or jobs.

Toolkit at a Glance

Careers

- Interest Assessment
- Occupation Profile
- Target Occupations
- Compare Occupations
- Green Careers
- Fastest-Growing
- Most Openings
- Largest Employment
- Declining Employment
- Compare Employment Trends

Jobs

- Job Finder
- Veterans Job Finder
- Business Finder
- Resume Guide

Training

- Local Training Finder
- Apprenticeship Finder
- Certification Finder
- Scholarship Finder
- License Finder
- Professional Association Finder

Wages

- Salary Finder
- Highest-Paying Careers
- Compare Local Wages
- Compare Metro Wages

Skills

- Skills Matcher
- mySkills myFuture
- Military to Civilian Occupation Translator
- Tools & Technology Finder

Industry

- Fastest-Growing Industries
- Highest-Paying Industries
- Industries with Declining Employment
- Industries with Largest Employment
- Industry/Occupation Trends

State and Local

Mobile

O*Net Online onetonline.org



O*NET OnLine

Occupation Quick Search:

[Help](#)

[Find Occupations](#)

[Advanced Search](#)

[Crosswalks](#)

[Share](#)

[O*NET Sites](#)



Build your future with O*NET OnLine.

Welcome to your tool for career exploration and job analysis!

O*NET OnLine has detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more!

[What is O*NET?](#)

What's New?

Updated military occupations and BLS projections included in O*NET websites

[Learn More](#)

Get O*NET news by [email](#) or [RSS](#).

I want to be a...

Start the career you've dreamed about, or find one you never imagined.

[Find It Now](#)

at My Next Move

ATTN: VETERANS

Put your military skills and experience to work in civilian life. Learn how at:

[MY NEXT MOVE](#) 

[Get Started](#)



Hot Technologies

are frequently included in employer job postings.

[Learn More](#)



Occupation Search

[Keyword](#) or [O*NET-SOC Code](#):



Find Occupations

[Browse](#) groups of similar occupations to explore careers. Choose from industry, field of work, science area, and more.

Bright Outlook 



Advanced Search


[Focus](#) on occupations that use a specific tool or software. Explore occupations that need your skills.

Browse by O*NET Data: 



Crosswalks

[Connect](#) to a wealth of O*NET data. Enter a code or title from another classification to find the related O*NET-SOC occupation.

Apprenticeship 

¿Habla español?

Mi Próximo Paso incluye tareas, aptitudes, información sobre salarios y más de 900 carreras diferentes.



[Visite](#)

My Next Move

<https://mynextmove.org>



MI PRÓXIMO PASO

What do you want to do for a living?



"I want to be a ..."



**Search careers
with key words.**

Describe your dream career in a few words:

Examples: doctor, build houses

Search ➡

"I'll know it when I see it."



**Browse careers
by industry.**

There are over 900 career options for you to look at. Find yours in one of these industries:

Administration & Support Services ▼

Browse ➡

"I'm not really sure"



**Tell us what you
like to do.**

Answer questions about the type of work you might enjoy. We'll suggest careers that match your interests and training.

Start ➡

Watch Career Video

Still not sure? Check out careers in these groups:

Bright Outlook

Interests

Job Prep

Are you a veteran looking for work?

[My Next Move for Veterans](#) helps you find a civilian career similar to your military job.

¿Habla español?

[Mi Próximo Paso](#) incluye tareas, aptitudes, información sobre salarios y más de 900 carreras diferentes.

NM Career Solutions

nmcareersolutions.com



My Dashboard Assessments Career Exploration Education & Training Scholarships Gain Experience The Job Search



Getting Started

The process of identifying careers you're interested in is called career exploration. Take the time now to evaluate who you are and what you want so you can get started on the right path.

Career Pathways-NM

careerpathways-nm.com

HOME WELCOME EXPLORE YOUR AREA EXPLORE CAREER CLUSTERS REPORTS NEWS CONTACT COVID-19

Education with Destination

Welcome to New Mexico

Get Started

Explore Your Area

Get Started

Explore Career Clusters

Get Started

Custom Reporting

Get Started

Professional Development

Go to Pathway/2PD

New Mexico Career Clusters Guide

Guía de los Grupos de las Carreras en Nuevo México

New Mexico Department of WORKFORCE SOLUTIONS

School Counselors

New Mexico Career Clusters Guide Book

Guía de los Grupos de las Carreras en Nuevo México

New Mexico Career Solutions

School Counselors NM

HELPFUL RESOURCES

State Leaders Connecting Learning to Work



Career Exploration & Development

Successful Career Advising and Development System



- Responds to learners' interests
- Provides career awareness and exploration for all
- Encompasses a range of career pathways
- Seamlessly spans the continuum from elementary through postsecondary
- Includes wraparound services
- Connects with local employers and community partners
- Ensures smooth transitions into the labor market

Strategies Identified



- Career Fairs
- Interest Surveys
- Career Centers
- College & Career Ready meetings with parents
- 4-year plans
- Websites for career exploration
- Breakfast/Brown Bag lunch with experts
- Field trips to CTE centers

Strategies Identified



- College Fairs
- Advisory periods
- Career coaching
- Mobile trailer to expose students to careers
- State-supported career tools
- Phone apps to communicate with parents

Most effective/least utilized



- Connecting students with CTE coursework and career pathways as a career advising and development strategy
- Provide or facilitate work-based learning experiences for students
- Engaging and partnering with industry & community

Recommendations

- Provide more effective **professional development and resources** to school counselors and establish feedback loops to ensure that the professional advising and development is having its intended impact
- Ensure that career advising and development is a **school- and community-wide effort**, with effective coordination between school counselors and school administration and active participation from classroom instructors and community organizations

Recommendations



- Improve the ***effectiveness of Individual Learning Plans*** (NEXT STEP PLANS) by scaling up innovative practices, including having students begin them in middle school, and working with school counselors to ensure that ILPs are integrated into a broader career development process

Recommendations



- Explore **partnerships between secondary and postsecondary systems** and institutions to both gather more data on existing strategies and implement new strategies as appropriate
- Examine and improve current career advising and development strategies so that they are all part of **one broad, cohesive strategy** designed to guide all learners effectively to the careers of their choice

Career Clusters Guides

3rd Edition Winter 2020

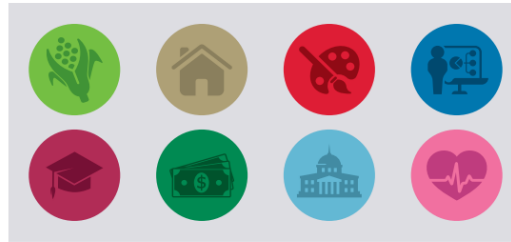


New Mexico
**Career
Clusters
Guide**

NMPED College & Career Readiness is
NEW MEXICO True

3ra Edición

Invierno 2020



**Guía de los Grupos
de las Carreras en
Nuevo México**



16 Career Clusters

- Career Research
- Core Skills
- Occupations in Pathways
- Selected Careers
 - Job Description
 - Annual Average Openings
 - NM Entry & Median Wage
 - Minimum Education
 - Interest
- Certifications
- CTSOs
- Recommended 4th Year Math
- Postsecondary programs, degrees, colleges
- Common Career Technical Core
- Programs of Study (Course Sequences)



Addressing Bias in Career and Academic Advisement

Physicist: The usual suspects

Which one is the physicist?



Adapted from Women in Science, Engineering and Technology Initiative presentation by E. Haines and A. Maguire

Physicist - the usual suspects

98 percent of the public couldn't tell which of these people is a physicist . . .
did you get it right?

6'6"
6'0"
5'6"
5'0"
4'6"
4'0"
3'6"
3'



| | | | | | | |
|------------------------|---------------------|-------------------------|-----------|-----------------------|---------------------|------------------|
| | Project | | | | Database | |
| History Student | Co-ordinator | Graphic Designer | PA | Policy Officer | Co-ordinator | Physicist |

Who Do you Visualize?



- Nurse
- Welder
- Systems Engineer
- Early Childhood Teacher
- Automotive Technician
- Software Developer
- Financial Advisor

Implicit Bias

- Attitudes **or stereotypes** that affect our understanding, actions, and decisions in an **unconscious** manner. These biases, which encompass both favorable and unfavorable assessments, are activated **involuntarily** and without awareness or intentional control.
- Implicit biases are **malleable** and can be unlearned, reshaped, or changed over time.

<http://kirwaninstitute.osu.edu/wp-content/uploads/2017/11/2017-SOTS-final-draft-02.pdf>

Implicit Bias Based On



- Race, gender, ethnicity
- Socio-economic status
- English language learners
- Students with disabilities

Implicit bias impacts everyone – School Counselors, Students, Parents, Employers

Unconscious/Implicit Bias



In the blink of an eye, our brain processes a person's race, gender, style of clothing, height and weight, all without our awareness. Based on these irrelevant factors, we make associations about how similar someone is to us, or how different someone is from us.

<http://kirwaninstitute.osu.edu/wp-content/uploads/2017/11/2017-SOTS-final-draft-02.pdf>

Stereotypes and Implicit Bias



- Who is good with their hands?
- That career is too dirty for girls
- He's too smart to do that
- He is too poor to achieve that goal – we don't want to set him up for disappointment
- His family wouldn't want that for him/her

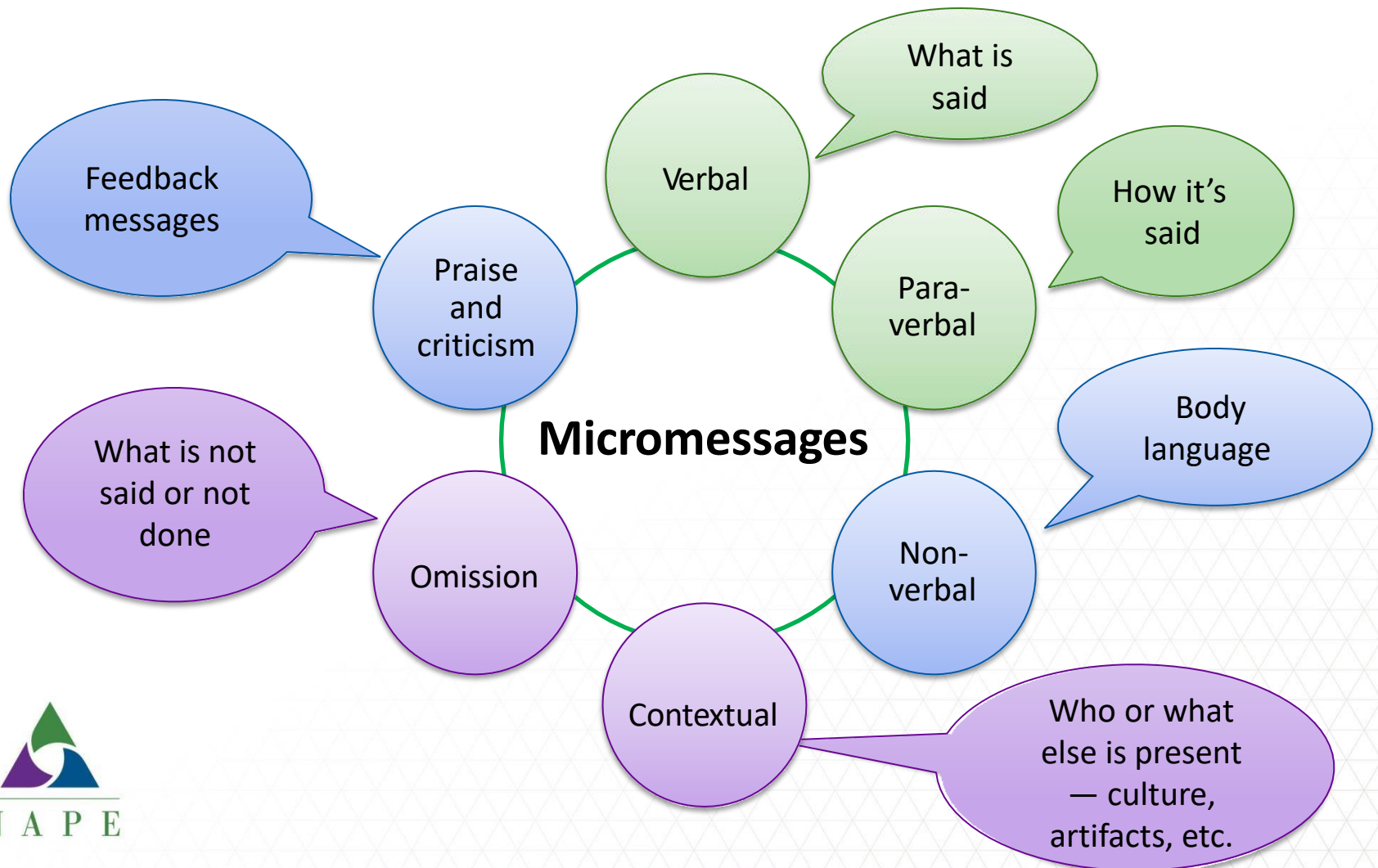
Micromessages

Those small, subtle, **universally understood messages** that we send and receive through words, gestures, body language, tone of voice, and facial expressions whenever we interact with others.

- **Can be positive** and **negative**
- Most often **unconscious** or **unintentional**
- National Alliance for Partnerships in Equity:
<https://www.napequity.org/>

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Key Micromessaging Elements



How to address Implicit Bias in Career Advisement

- Awareness: First step is to admit that, like everyone else, we are biased
- Speak up when you see actions that imply unintended bias
- Model equity in your actions
- Be conscious of micromessaging
- Know the body language do's and don'ts
- Highlight and share positive, accomplished persons in the category of your bias with your students and other educators/counselors
- Educator professional development training on addressing bias

CTE Prepares Students for Careers of Their Choice



Career Technical Education is an educational option that provides learners with the knowledge, experiences and skills they need to be prepared for college and careers.

CTE gives **purpose** to learning by emphasizing **real-world skills** and practical knowledge within a selected **career focus**. Students in CTE pathways take specialized courses, in addition to required core courses, at the secondary and postsecondary/adult levels.



[https://webnew.ped.state.nm.us/
bureaus/college-career-readiness/](https://webnew.ped.state.nm.us/bureaus/college-career-readiness/)



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Thank You!

Feel free to contact me.