Partnerships that Close Gaps

Dr. Sally Creel, Lisa Davis, and Breezy Straton

Workforce Collective

Aerotropolis

WORK SOURCE
GEORGIA

Connecting Talent with Opportunity
Aerotropolis Workforce Collective

Mission: To facilitate development and implementation of solutions to bridge Aerotropolis area employers and workforce to increase economic growth and prosperity in the region. Local jobs for local residents.

Objectives:
- Engage employers to better align education and training pathways with current and future employer needs.
- Regularly connect with local businesses and engage in discussions related to workforce services and business needs.
- Research and analyze options for local hiring incentives and present a recommendation for the Aerotropolis footprint.
- Develop a viable plan for expanded training and hiring opportunities inclusive of persons with barriers to employment.

Atlanta’s airport area residents are nearly twice as likely as the national average to be living below the poverty line with 1 in 5 households earning <$15K per year

Airport Area Spans Multiple Local Workforce Development Agency Areas
Accomplishments

• Launched Construction Ready Aerotropolis
  • Offered five cohorts
  • Enrolled 67
  • Entered Employment Rate 92.5%
  • One-Year Retention Rate 70%
  • Average Wage $13.50

• Launched Hospitality Young Adult Program
  • Offered seven cohorts
  • Enrolled 92
  • Graduated 92%
  • Placement Rate 77%
  • Hired a Business Outreach Manager
    • Continue to hold Quarterly Collective meetings
      with broad representation and active participation

WORKFORCE DEVELOPMENT

Coalition Building: Partnerships for Greater Impact.

Breezy Straton
Director of Existing Industry, Workforce, & Compliance

What?
A training program design by employers to upskill and/or reskill the underserved population in Douglas County. The training includes industry recognized certifications.

Who?
We have two programs - Youth and Adult.
Youth: High School Seniors who are looking to enter the workforce upon graduation
Adult: Individuals who are unemployed or underemployed and looking for additional training to access in-demand careers in Douglas.

Employers - We partner with employers looking to hire for entry-level positions.

Why?
Douglas County employers were struggling to identify a trained, qualified workforce and the poverty rate in Douglas County is 13.5% but the unemployment rate is 3.5% - meaning a significant number of people are underemployed and still qualify for support services.
Georgia Manufacturing Appreciation Week
Five Schools
125 High School Seniors
10 Manufacturers

Lessons Learned...
- Be realistic.
- Be intentional.
- Be sensitive.
- Understand the roles.
**PARTNERSHIP PLANNING 101**

*Why –* Quality STEM PBLs for 6-8

*How –* UL Labs – Arson Curriculum

*Needs –* Training & Wow factor

*Who –* UL & Cobb Fire

*Plan –* F2F Meeting & Emails

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**OUTCOME**

1. Proposed Implementation Plan
   - Phase I: Partner with 5 middle schools (6th grade) to implement the UL arson

2. Timeline
   - February-March 2018 – Meet with UL labs representatives, Cobb Fire & CCSD STEM & Innovation team to develop the implementation plan
   - March-April 2018 – Recruit teachers to participate in Phase I implementation
   - April-May 2018 – Implement Phase I & Phase II
   - Summer 2018 – Continue work on Phase II STEM experience development
   - July-August 2018 – Phase III & IV planning for implementation

   - Phase IV – Extend student research opportunity to MS-AP Capstone students. We would like students to complete a study to determine the impact of this partnership on student learning outcomes, career awareness, and student engagement.
MEANINGFUL PARTNERSHIPS ARE MORE THAN BISCUITS

"More Than Biscuits" – Looking For Impact On Instruction And Academics

* Sustained Partnerships
* Multiple Partnerships
* Collaborative Partnerships

TYPES OF PARTNERS

Monetary Based
- Donations
- Sponsorships
- In-kind Donations
- Use Of Equipment
- Annual Or 1x Donation

Mentor Based
- Intellectual Capacity Shared
- Guest Speakers, Club Sponsors, Speakers, Project Collaboration
- May or May Not Include Money
HOW TO CULTIVATE PARTNERS

Have clear goals
What do you need?
Who do you know?
Conduct an inventory of parents.
Who is nearby?

WAYS TO PARTNER…
• Touring STEM business/industries
• Mentorships with students for projects/investigations
• STEM career days/nights
• Collaboration with teachers to design real world projects/problems
• Partnership involvement in executing the STEM program, partnerships are purposeful, and mutually beneficial.

• Museum or university partnerships
• Virtual collaboration with partners
• Speaker series
• Job shadowing
• Coaching/Sponsoring Clubs

HOW DO YOU PARTNER WITH BUSINESSES & COMMUNITY?

Getting your foot in the Door
• Social media campaign
• Letters to businesses
• Knocking on doors

Ways to Partner
■ Ask business to provide you with a real world problem for students to solve.
■ Skype with experts to ask questions/receive feedback during the research & design phases
■ Teachers Externships (job shadowing)
■ Professional Learning Support
■ Collaborate on a grade level or classroom project over time – successfully raising poison dart frogs from eggs to mature adults in classroom.
■ Being real world audience for presentations, science fairs, or invention conventions
WHO WILL BE YOUR FUTURE PARTNERS?

THANK YOU!

*Contact:
Dr. Sally Creel
STEM & Innovation Supervisor
Sally.creel@cobbk12.org
@STEMSally @STEMCobb

INNOVATING GEORGIA'S WORKFORCE PIPELINE
CONFERENCE 2019