



To: NYS P-TECH School Leaders

From: Robin Willner

Subject: Employer Recognition & Recruitment Events

Date: October 25, 2017

Now that the 2017-18 school year is underway, there are 431 companies and local businesses actively partnering with NYS P-TECH across the state. This is a 48% increase over the previous year and is limited to those partners who are currently participating. Congratulations to everyone who has worked so hard to develop these robust collaborations and to ensure that all of our students are exploring career opportunities, mastering professional skills, and addressing workplace challenges. This only happens with leadership at the school and district level, persistence from work-based learning coordinators and guidance counselors, enthusiasm from employer partners, and amazing accomplishments from our students.

In 2017, we conducted 5 regional employer recognition and recruitment events across the state. These were very effective opportunities to celebrate current partners, engage with business organizations and associations, and identify and recruit potential employer partners. This model can be easily adapted by any individual P-TECH program or group of schools as you continue to grow your work-based learning activities. Many NYS P-TECH schools already have similar events underway and we hope the materials and guidance attached will help you to refine your activities. For those schools that have not yet ventured into this arena, we hope these resources will help you get started.

The recommendations below outline the most effective practices we developed over the course of the first 5 events. Attached are a number of sample documents (invite email, agenda, signup sheets, certificates, etc.) for you to adapt and improve. Please let me know if you host a similar event and keep me updated on the results. And please direct any and all questions, ideas, etc., to me. Let's get started.

## **GOAL**

- To celebrate and honor current employer partners
- To raise the visibility of P-TECH in the local business community
- To identify and recruit new employer partners

## **SUCCESS FACTORS: PLANNING**

- Consider whether this is best-designed as an event focusing on a single school/program or whether it will be more effective to create an event for a larger catchment area, including two or more schools, particularly if they offer different career pathways.



- Identify at least one co-host in the business community. This may be a current partner, particularly if a local chamber of commerce or trade association is already engaged with P-TECH. Factors to consider for a co-host include:
  - Visibility and credibility in the local business community
  - Access to membership and/or a broad distribution list
  - Experience convening and executing similar events
  - Access to online registration functionality
  - Contacts with media and elected officials
  - Calendar of events for local businesses
- Consider other local events that may offer an opportunity to “piggy back” rather than starting from scratch.
- Confirm a date that does not compete with other events and a location, preferably one that is well-known and has convenient access and parking.

#### **SUCCESS FACTORS: PREPARATION**

- Create and distribute invitations (see sample provided) to the largest possible list. If possible, have the invitation come from an individual’s email address to avoid spam filters. Regardless, make sure the sender or subject line reference a well-known individual. Include a “Click here to Register” icon upfront and again at the end of the email to allow participants to click through to register on line. Send initial invitation 7 weeks in advance and then send reminders one month and 2 weeks prior to the event. Also, send confirmation emails at time of registration and then 5 days before event and 1 day before event.
- Send a personal invitation to all current partners and let them know they will be recognized at the event.
- Reach out to local elected officials to participate and offer a speaking role.
- Confirm speakers (see sample agenda attached), including welcome from co-sponsors, any local elected officials, students from each participating school, and someone to provide NYS P-TECH overview (see sample presentation to localize).
- Determine the selection process for students (see sample questions attached), prepare them in advance and confirm permission slips, transportation, etc.
- Identify names of companies or individuals for special recognition at the event, e.g. lead partner, companies with the highest number of career mentors/volunteers, companies that helped design a workplace challenge, etc.
- Identify 3-4 current employers to participate in panel (see attached questions) and collect biographies.
- Identify an MC to move the agenda along.
- Finalize handouts, including:
  - I’m Ready to be a Partner, Sign-up sheet (see attached),
  - Overview of NYS P-TECH (see attached),



- Marketing materials for your school
- Work-Based Learning Toolkit (<https://www.dropbox.com/home/NYS%20P-TECH%20WBL%20TOOLIT/2.%20P-TECH%20EMPLOYER%20GUIDE>) and
- Certificates (see sample attached).
- Confirm food order, room layout, dais, A/V equipment, etc.
- Develop communications/media plan.
- Identify someone to take photo's at the event.
- Confirm staffing for registration table, logistics, etc.
- Prepare sign-in sheet, name tags, etc.
- Announce the event at all sponsor activities the previous month.
- Send final registration confirmations.
- Confirm cell phone numbers/contact information for all speakers and key staff.

#### **SUCCESS FACTORS: DAY OF THE EVENT**

- Arrive early to confirm room setup, food delivery, signage, etc.
- Identify one person to greet and seat speakers and local VIPs when they register.
- Prepare a table for students and make sure they have breakfast before the proceedings begin.
- Give everyone a 5 minute warning to finish networking and be seated.
- Start promptly.
- Make sure everyone completes the sign-up sheet and collect them.
- Thank all venue staff before leaving.

#### **SUCCESS FACTORS: FOLLOW-UP**

- Send thank you emails to all speakers and sponsors.
- Reach out to all current partners to confirm their ongoing engagement.
- Confirm who will contact each employer who submitted a sign-up sheet.
- Debrief with sponsors and planning team for future events.
- Post photo's to social media, create a blog post or article for school and sponsor web sites and newsletters.

And finally, begin to plan the next work-based learning activity!



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## **SAMPLE INVITATION**

### **GROW YOUR FUTURE WORKFORCE**

Note: If possible, have the invitation come from an individual's email address to avoid spam filters. Regardless, make sure the sender or subject line reference a well-known individual. Include a "Click here to Register" icon upfront and again at the end of the email. Send initial invitation 7 weeks in advance and then send reminders one month and 2 weeks prior to the event. Allow participants to click through to register on line and send confirmation at time of registration and then 5 days before event and 1 day before event.

To Local Employers:

Are you struggling to recruit the skilled employees you need to sustain and grow your business? Do you find that math, science, and professional skills of candidates don't meet the standards your business requires? Is the local talent pipeline prepared to drive economic development? It's time to *Grow Your Future Workforce*. Learn how employers in our community are connecting with high schools and community colleges to prepare a robust talent pipeline to fuel economic growth.

#### **Event Details:**

**Date:**

**Time:**

**Location:**

**Cost: Complimentary**

**Space is Limited – Please Register Today**

Local business leaders, educators, and students from the area's P-TECH programs will share their experiences. Learn more about the high-functioning school/business partnerships which characterize the P-TECH 9-14 model being adopted across New York. Attendees will receive materials created and tailored to address employer needs and have the opportunity to launch new partnerships on the spot.

Don't miss this special opportunity to learn about this transformative education model designed to ensure area students are ready for real business challenges.

Sincerely,



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**GROWING BUSINESS WITH LOCAL TALENT**

A NYS P-TECH Local Employer Forum

LOCATION

DATE

Sample Agenda for 8:00 a.m. – 10:00 a.m.

**8:00 – 8:25 a.m.                      Registration and Networking**

**8:25 a.m.                                Program will begin promptly**

**Welcome**

*CEO of Local Sponsor*

*(Add any elected officials here)*

**Keynote**

Local business or school leader to discuss the need for this type of partnership

**A New Approach to Building the Talent Pipeline**

Overview of NYS P-TECH and Unique Partnership Opportunity

**Employer Recognition: NYS P-TECH Champion Awards**

**Making a Difference:** Panel of P-TECH students

**Strategic Partnerships:** Panel of Current Employer Partners

**Moving to Action: Questions, Answers, and Commitments**

**Special thanks to**

*List any local sponsors, etc*



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**(Note: For Reverse Side of Final Agenda)**

## **NYS P-TECH EMPLOYER PARTNERS IN OUR COMMUNITY**

***Provide alphabetical list of current partners***



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## **GROW YOUR FUTURE WORKFORCE**

### **EMPLOYER RECRUITMENT & RECOGNITION EVENT**

#### **Questions for Student Panel**

- Why did you want to attend this program?
- How is your current high school different from your middle school? Is it different from the high schools your friends attend?
- Tell me about a work-based learning experience that you enjoyed? (e.g., a work site tour, workplace challenge, mentoring activity, etc.
- If students have already earned college credits, How was your college course different from your regular high school classes?
- What's the best thing about your high school?
- Would you encourage other students to apply? Do we need more programs like this?
- What are your plans after you complete your high school diploma and AAS degree?

#### **Questions for Employer Panel**

- Can you share a brief (1 minute) profile of your company – how long have you been operating in this region of New York, how many employees, how many vacancies/new hires each year, etc.?
- What initially attracted you to the NYS P-TECH 9-14 partnership?
- Do you have a skills gap to fill? Do you currently have difficulty finding prospective employees for entry level positions?
- What skills are most difficult to fulfill? Do they tend to be technical skills or the professional skills we've discussed?
- Can you describe a recent partnership activity, e.g. skills mapping, career mentoring, work site tour, classroom visits, workplace challenge?
- What distinguishes NYS P-TECH from other partnerships you have had with schools or job training programs?
- What benefits do you expect in return for your investment and the time of your employees?

# I'm Ready to be a Partner!



☐ Please have a team member contact me. I'd like to learn more about:

- ☐ Identifying Career Mentors
- ☐ Hosting Workplace Tours
- ☐ Developing a Workplace Challenge
- ☐ Being a Classroom Speaker
- ☐ Other Activities

Company: \_\_\_\_\_

Name and Title: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Robin Willner, Director, NYS P-TECH Leadership Council, [robin.willner@bcnys.org](mailto:robin.willner@bcnys.org)

THANK YOU!!





## New York State P-TECH

New York State P-TECH is a public-private partnership that is recruiting 2000 9<sup>th</sup> graders each year to an innovative six year program that will prepare them for high-skills jobs of the future in technology, manufacturing, healthcare and engineering. First announced in February 2013 by Governor Andrew M. Cuomo, there are 37 partnerships operating for the 2018-19 school year, with special grant funds provided through the New York State Education Department with the support and collaboration of the State University of New York and The Business Council of New York State. These programs serve all 10 economic regions in NY, delivering 115 career/degree pathways, with 30 college partners – including 27 SUNY colleges – and more than 500 active employer partners.

NYS P-TECH is both an education and economic development initiative. The model, based on the successful partnership among the NYC Department of Education, City University of NY and IBM to design and operate the first P-TECH school in Brooklyn, NY, prepares under-served students to be the highly skilled, critical thinkers and problem-solvers that our 21<sup>st</sup> century workforce requires. Each school brings together K-12 education, higher education, and industry to offers an integrated six-year program, combining high school, college and career training. Focusing on disadvantaged students, each student will have the opportunity to graduate with an Associates level degree at no cost to the student's family and will be first in line for a job with participating businesses. The school design, drawn from research-based effective practices, offers a rigorous academic curriculum, targeted technical training, comprehensive workplace learning, and individualized support services and pathways.

Local business and industry representatives work with education professionals to create a six-year scope & sequence that meets the requirements for entry into specific middle jobs. Skills mapping, a unique approach to curriculum design, assures that the program delivers 21<sup>st</sup> century talent needs. This career focus is infused into every academic and technical course, providing relevant opportunities for students to hone skills, create projects and address complex problems through multiple pathways. Project-based learning in authentic situations is an essential instructional approach.

The bedrock of NYS P-TECH is the partnership among the three sectors. Delivering on the promise of the NYS P-TECH model requires specific commitments from all participants. School districts and colleges must develop and implement a seamless six- year curriculum of rigorous academic and technical study with individual pathways for students of every academic level. Employers are responsible for identifying mentors, developing substantive workplace and classroom activities and internships along with future job opportunities. This requires innovative staffing, scheduling and instruction and new relationships among faculty, school leaders and employers.

With guidance and policy oversight from the NYS P-TECH Leadership Council and the professional development and support provided through the private sector's Public Policy Institute of NYS, Inc., these new partnerships are thriving. They offer an innovative approach to school design and community engagement that will prepare students with the secondary AND post-secondary credentials and experience necessary for 21<sup>st</sup> century careers and offer a qualified talent pipeline for local employers.

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OF NEW YORK STATE, INC.



# SAMPLE

is hereby honored as a

**NYS P-TECH CHAMPION  
2017**

for outstanding partnership and commitment to student success.

Awarded this \_\_\_\_ day of \_\_\_\_\_, 2017.

A handwritten signature in black ink, appearing to read "Heather C. Briccetti".

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Heather C. Briccetti, Esq., President and CEO  
The Public Policy Institute of New York State, Inc.

# Grow Your Future Workforce

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FILL IN LOCATION &  
DATE

Add sponsor  
Logo's



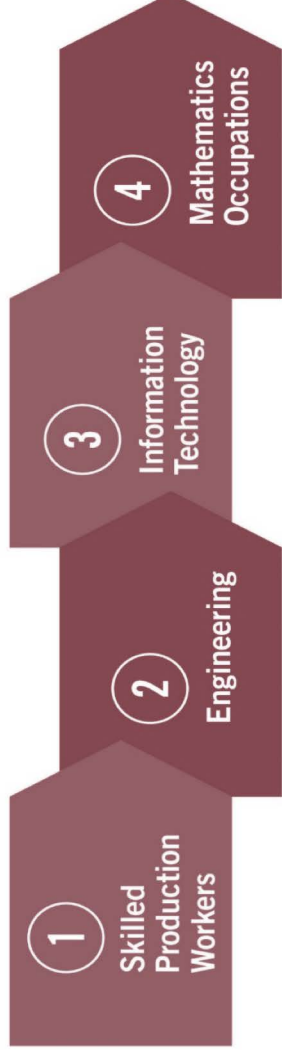
Is your current and future workforce everything you want and need it to be?

P-TECH delivers a robust talent pipeline to create a workforce with the skills you need.

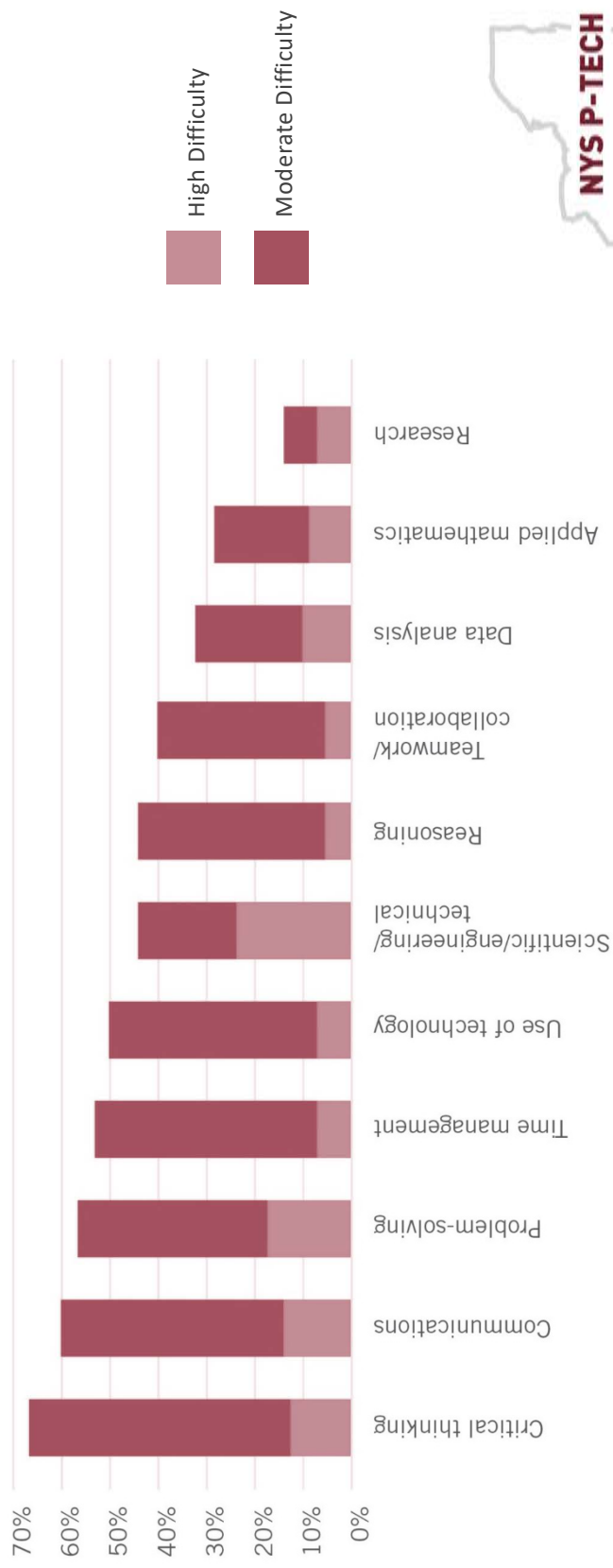


# Hardest STEM Jobs to Fill

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# Skills Most Difficult to Find



## P-TECH 9-14 Model

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...brings together K-12 education, higher education and employers to offer an integrated six-year program.

Students complete a high school diploma, an industry-recognized/cost-free AA/AAS degree, and relevant work experience.

The seamless program delivers the rigorous academic, technical, and professional skills that employers need in middle jobs.



# What's the Problem?

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**Students:** Is your school motivating you to stretch & prepare for an interesting, well-paying career?

**Educators:** Are students entering your schools ready to engage with rigorous content and complete their degrees?

**Employers:** Is your current and future workforce everything you want and need it to be?





# NYS P-TECH Design Principles

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1. Middle Jobs are the Sweet Spot
2. Motivation = Real Jobs
3. Career-Infused PBL Drives Mastery
4. College Credits = New Aspirations and Skills
5. Cost-Free Degree Changes the Odds
6. Time is Priceless
7. Partnership Drives Impact



# What Distinguishes NYS P-TECH?

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- Everything starts with the industry and the career – where are the middle skills jobs?
- Employers are full partners from day one
- Work-Based Learning and Professional skills are integral to the program
- Focus on completing the industry-recognized college degree



# P-TECH Graduates will Master these Professional Skills

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## Personal Traits

- Integrity/Ethics
- Dependability
- Persistence/Maturity
- Responsiveness

## Group Experience

- Negotiation
- Teamwork
- Diversity
- Communication

## Problem Solving

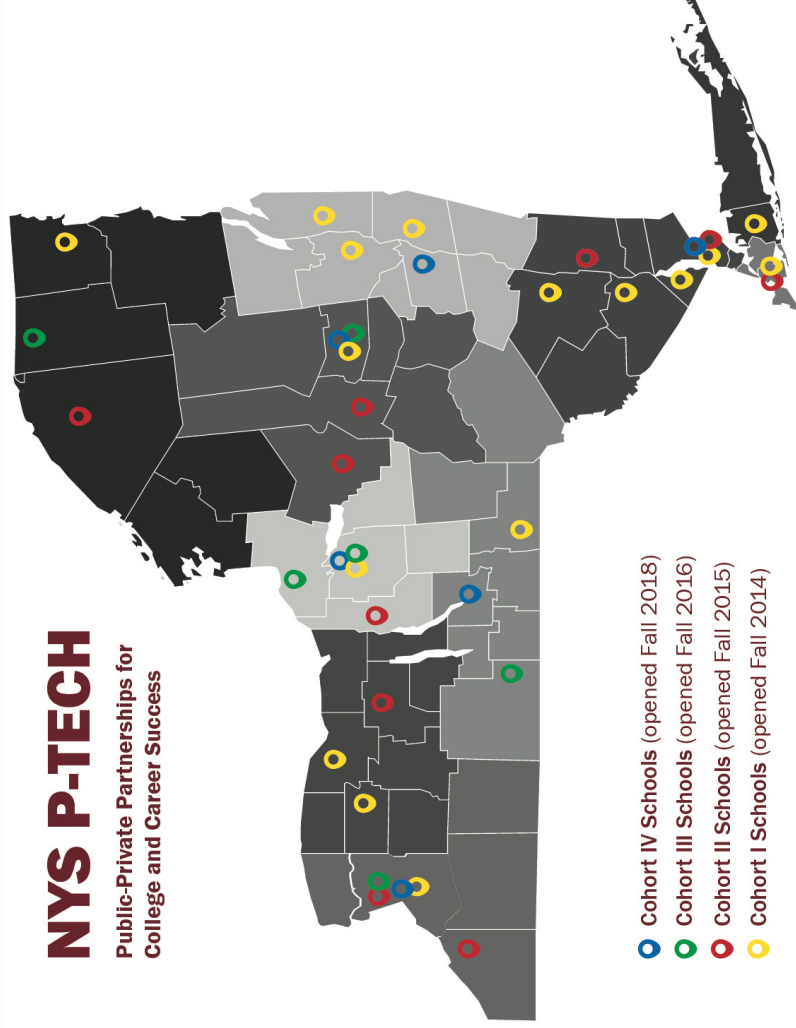
- Applied Knowledge
- Flexibility
- Planning
- Continuous Improvement



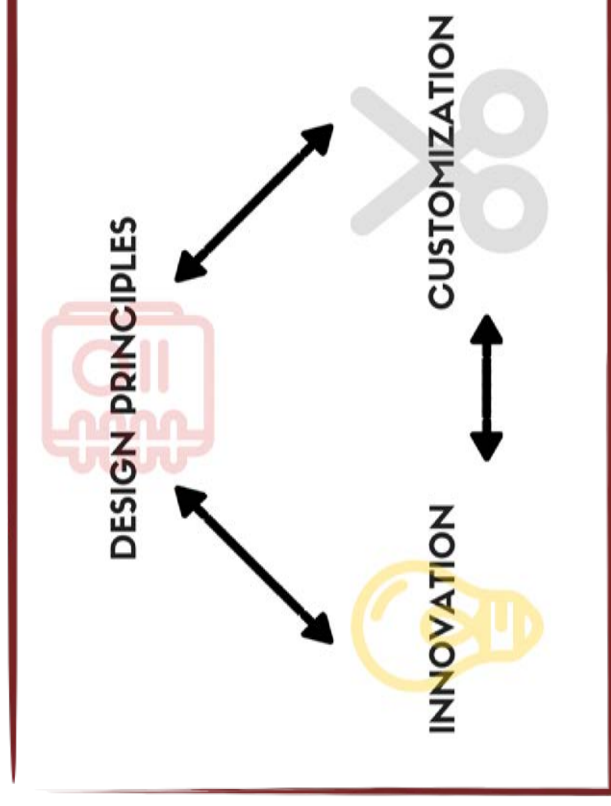
# Where is P-TECH?

## NYS P-TECH

Public-Private Partnerships for  
College and Career Success



# NYS P-TECH: New Models

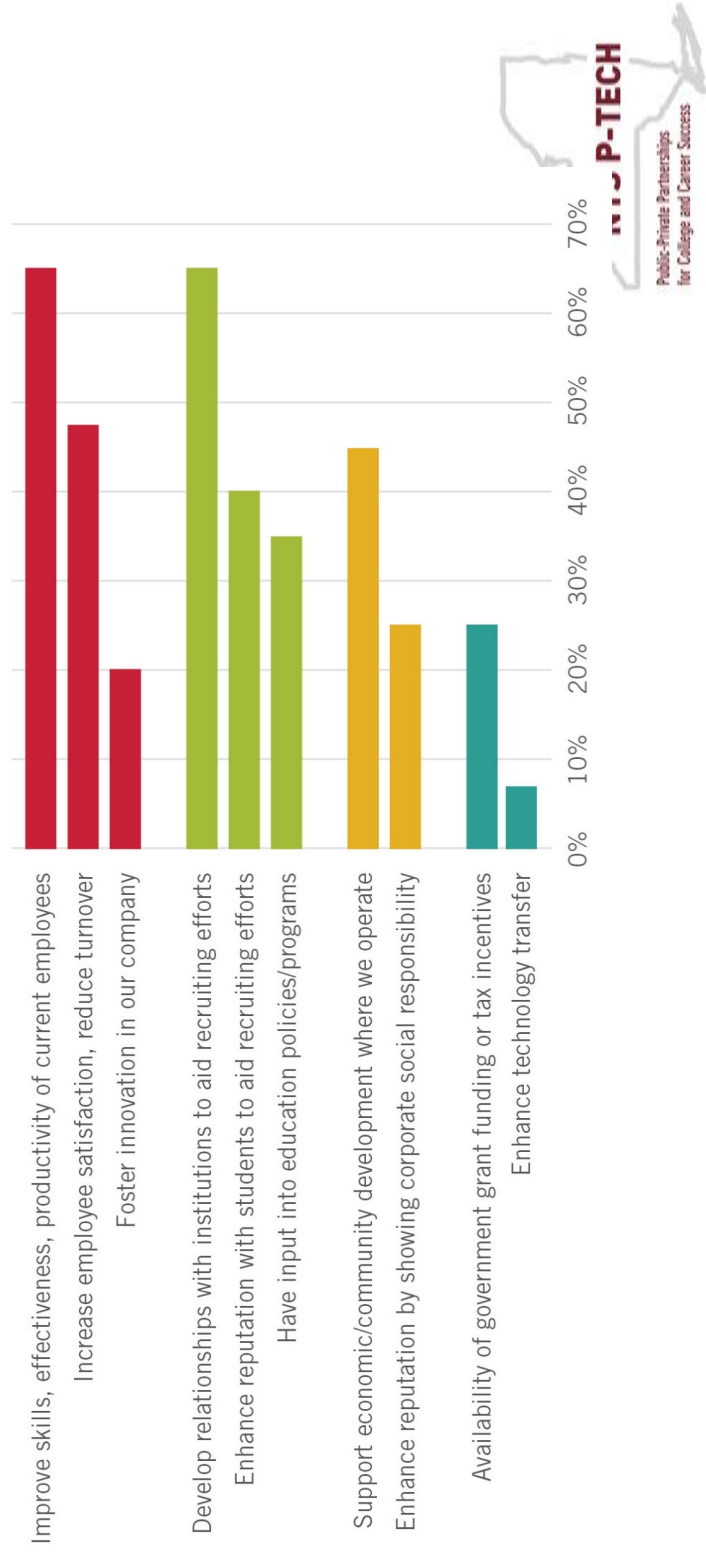


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Show Logo's of sponsor schools, partners



# Top Reasons to Partner



# P-TECH Employers Commit to Provide...

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Input for skills mapping

Workplace  
exposure/visits

Validation for the  
course of study

Career mentors

Internships for eligible  
students

Workplace Challenges

Opportunity for  
students who  
successfully complete  
the program to be first  
in line for jobs





# Thank You!

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