

# CONNECTING BUSINESS & EDUCATION

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A MODEL FOR K12 AND EMPLOYERS TO GET IT DONE

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# WHO WE ARE MANUFACTURING

**wagstaff®**

*In Celebration of the Completion of*  
**Wagstaff Billet Table Serial Number 1000**  
60-Strand, 9-inch AirSlip® • Speedline Aluminium Giesserei GmbH



# **SAME PROBLEM – DIFFERENT DAY?**

## **SHORTAGES**

- Not enough people or talent (ST or LT)
- No quick fix
- Technology will help, but not solve

## **WHO IS TO BLAME?**

- No one, everyone – it doesn't matter.

## **SOLUTION?**

- Stop waiting – Shift from talking to doing

STEP 1:

## DEFINE THE PROBLEM

**Business**

**2025**

**462,000 manufacturing jobs unfilled**

**By 2030**

**2.1M manufacturing jobs can go unfilled  
(with a cost of \$1T)**





STEP 1:

## DEFINE THE PROBLEM

**Business**

### ESTIMATES

**500k unfilled jobs per month (skilled)**

### PROJECTIONS

**1M fewer join the workforce each year**

### WORKERS

**≈25% of workers are age 55+**





STEP 1:

## DEFINE THE PROBLEM

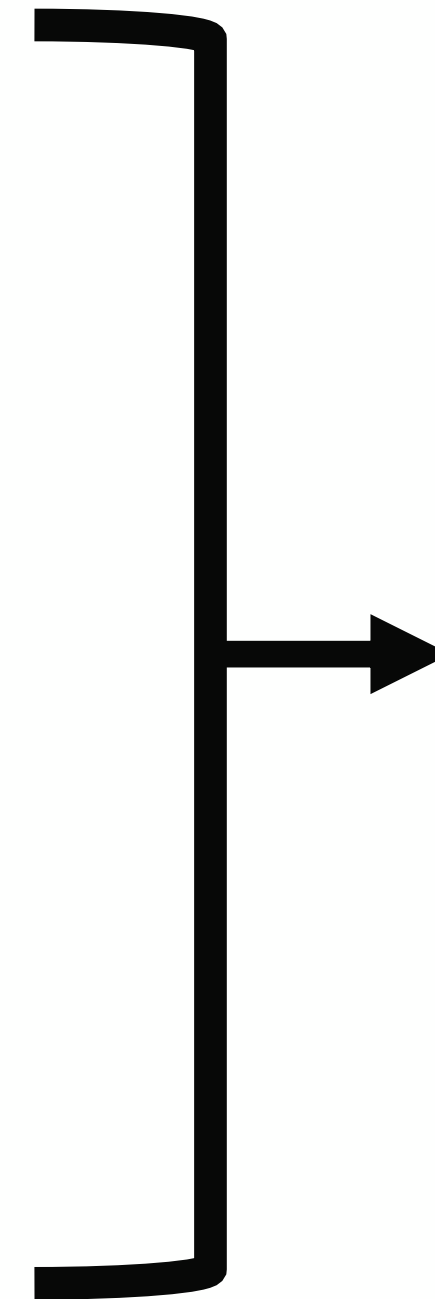
Business

FEWER QUALIFIED WORKERS

TALENT

Struggle with core competencies

LOWER CAREER INTEREST



**CANNOT  
MEET  
NEEDS  
ALONE**



STEP 1

# DEFINE THE PROBLEM

Education



- **Curriculum** to align with industry needs
- **Teacher Skills** to teach specifics
- **Funding and Equipment Shortages**
- **Inadequate exposure to professionals**



STEP 1

# DEFINE THE PROBLEM

Education

## INDUSTRY ALIGNMENT

- **Connection** – how to reach Industry Partners
- **Communication** – Education vs Business
- **Competencies** –
  - What are each other's needs?
  - How to integrate into the curriculum?
- **Soft Skills** – how to integrate





# STEP 1

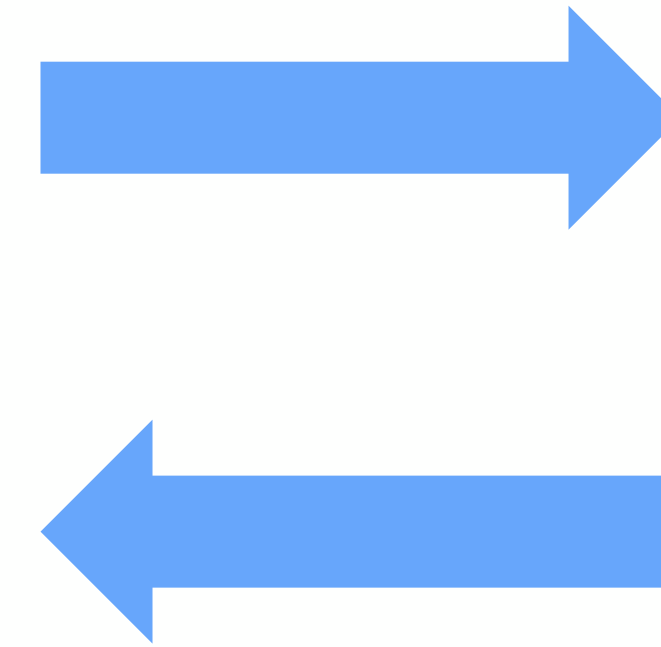
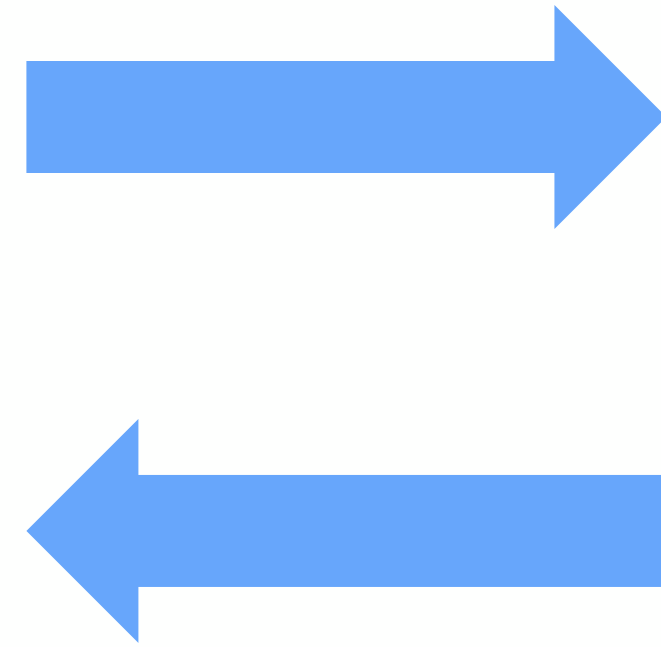
## MISALIGNMENT



- What do educators need from business?
- What does business need from educators?



# WHAT DOES “GOOD” LOOK LIKE?



## BUSINESS

- Outcomes
- Priorities  
(e.g., in demand)
- **Help Pay for It**

## EDUCATION

- Work with Business
- Aligned Curriculum
- Guide & Enable
- **Prepare Students**

## GOVERNMENT

- Identify Funding
- Collaborative Priorities
- **Funding Programs**

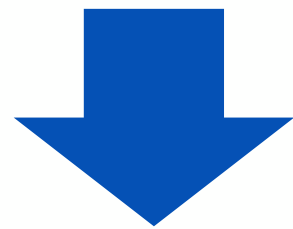


**EDUCATORS**

**STUDENTS**

**EMPLOYERS**

What must an employee  
**KNOW, BE, or DO**  
to Succeed?



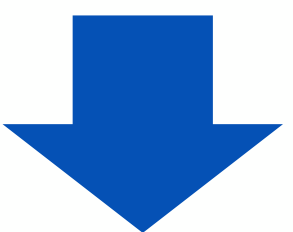
**Knowledge**

**Skills**

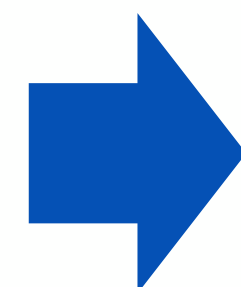
**Ability**

**Success Habits**

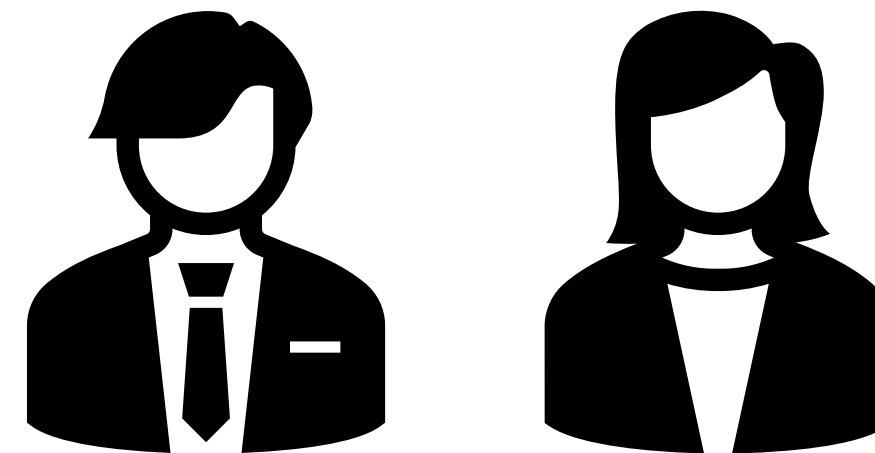
**Performance**



**COMPETENCIES**



**How Do We Develop?**



**Qualified**

**Proficient**

**Attitude**

**Resiliency**

**Performance**

**Workplace Ready**

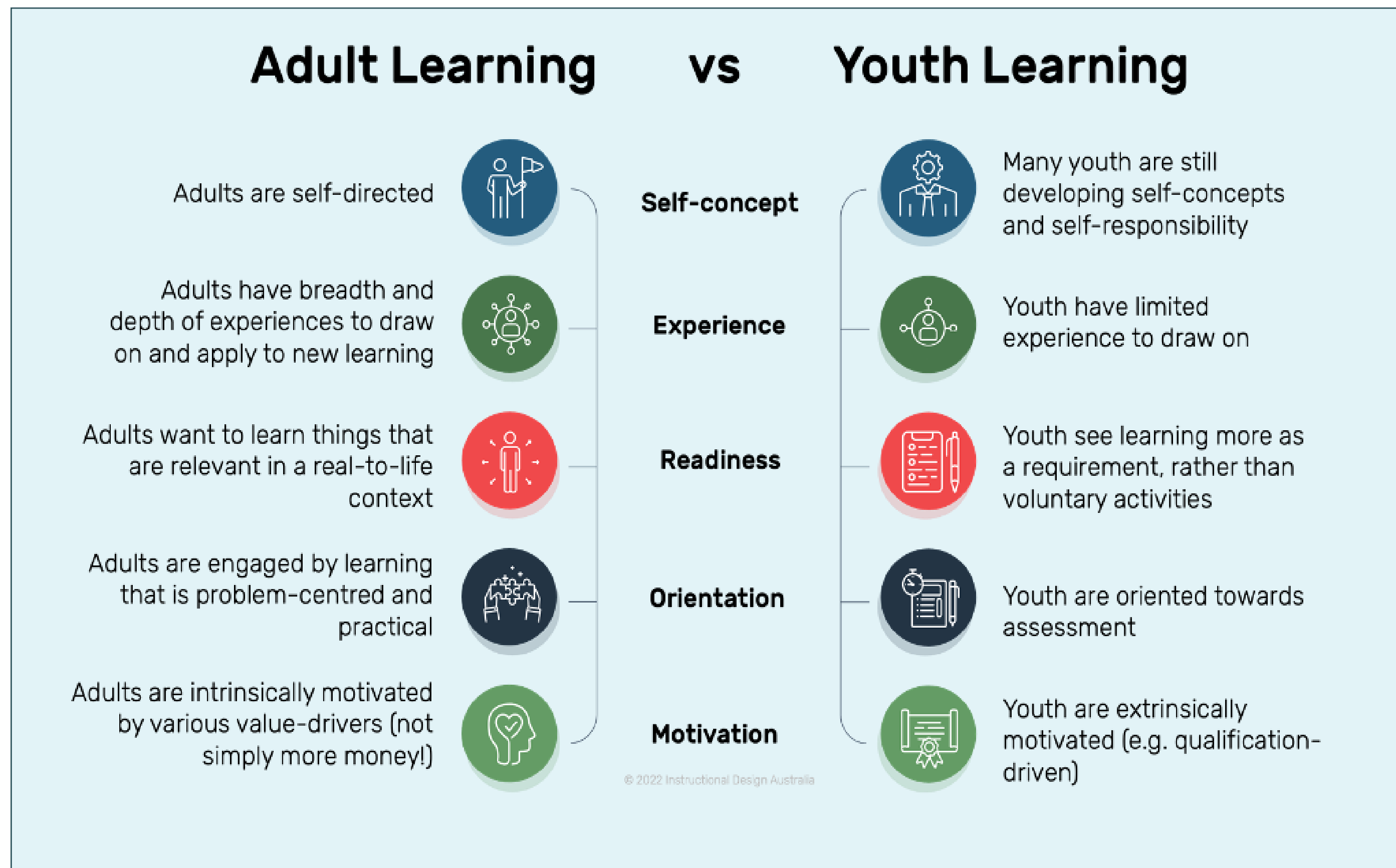
**CAREER / JOB**

**Employer Needs**  
(What they hire for)



# How Do We Develop Competencies?

## Assumptions



## What We Miss

- **“Why” Matters Most**
- **Rise to Our Expectations**
- **Purpose Drives Performance**
- **Youth Have Experience**  
(Use it to create context for learning)
- **Motivations Differ**
- **They Won’t Learn Until...**
- **We Get What We Tolerate**



# COMPETENCIES

What must an employee  
**KNOW, BE, or DO**  
to Succeed?

## CAREER TRACK: How to Promote Competencies

EXPOSURE	INTEREST	EXPLORATION	PREPARATION	LAUNCH
It Exists	Fun?	About Careers	Skills Development	Work-Based Learning
Awareness of Industries, Careers	Meaningful?	Visit Work Sites	Education	Internships
Professionals to Share Experiences	Do I See Myself?	Experiential Learning	Credentials	Apprenticeships
	Does It Align with My Goals?	Camps, Clubs, Activities		Running Start
				Employers



# COMPETENCIES

As an Employer,  
How Do I Facilitate...

## CAREER TRACK

### EXPOSURE

Expose kids to the trades in a way that's:

- Age Appropriate
- Interesting
- Fun
- Engaging
- Success Building

*If they feel successful,  
they'll want more*

### INTEREST

Get exposure as often as possible – then give them tools to do more.

- Hands-on
- Interactive
- Engaging
- Tangible

*If they can see  
themselves there,  
they'll want it*

### EXPLORATION

Provide opportunities for students to immerse themselves in learning.

- Job Shadow
- Internships (Micro)
- Events & Activities
- Camps
- Clubs

*When they DO IT, they'll  
know if it's for them.*

### PREPARATION

Deliver training and education programs to help students become qualified.

- Credential programs (e.g., welding credentials)
- Classes (School)
- Extracurricular clubs
- Competitions (SkillsUSA)

*Creating goal-oriented  
programs improves  
commitment and effort.*

### LAUNCH

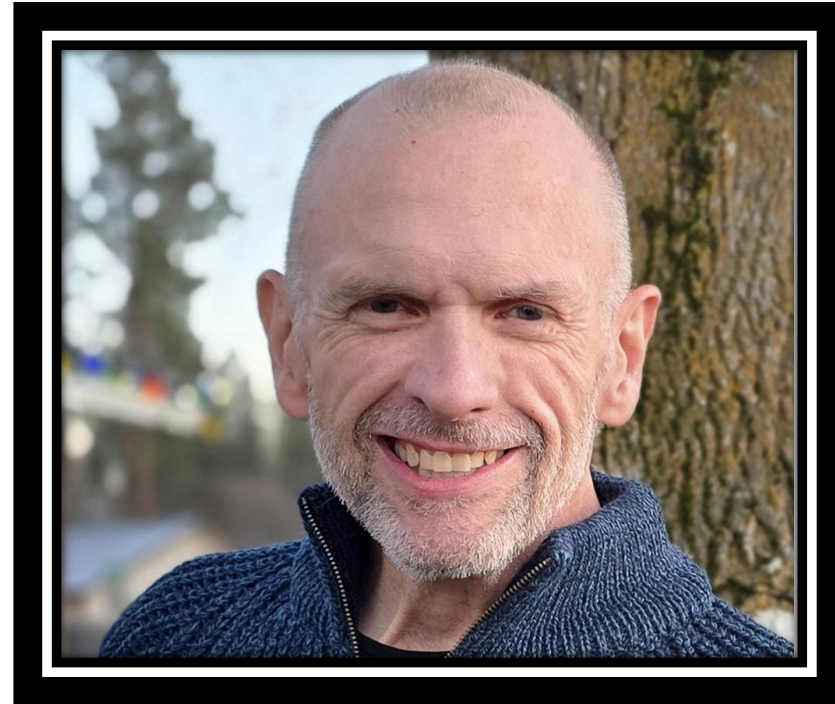
As a culmination of having succeeded in the prior steps...

- Internships with Local Businesses
- On-the-job training
- Pre-apprenticeships
- Live experience

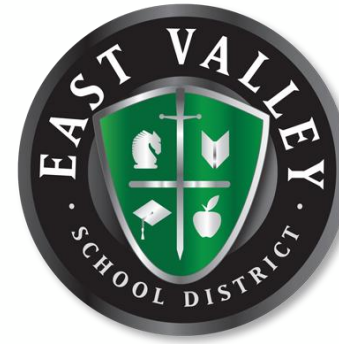
*There's no  
substitute for  
experience.*



# HOW DO WE MAKE IT WORK?



**Wade**  
**Wagstaff, Inc.**



**Doug**  
**East Valley SD**



**Jessica**  
**NEWESD 101**

- What do we need/want?
- How can we get it?
- Timing

- What CAN we do?
- How to make it happen?
- CTE requirements

- Introductions
- Connections
- Funding
- Horsepower

*When “Yes” is the answer, “How” becomes the question...*





# Connect Business & Ed

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**Some things to understand...**

## **Most businesses:**

- Will help if asked
- Understaffed, won't proactively call
- May not know how to reach out
- Important, but lack resources, bandwidth
- May be a wealth of help if asked specifically

***You must take the initiative...***





# Get Help Connecting

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- ESD Contacts
- CTE Directors
  - We serve on Advisory Committees
  - CTE ask businesses to serve...
- Career Connect Washington (**CCW**)
- Chamber of Commerce
- Higher Ed contacts
- Peer businesses
- Reach out directly – by teachers



# EXAMPLES

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**CAREER TRACK**

**EXPOSURE**   **INTEREST**   **EXPLORATION**   **PREPARATION**   **LAUNCH**



# IDEAS TO SHARE

## TOURS

### CAREER TRACK

EXPOSURE INTEREST EXPLORATION PREPARATION LAUNCH



## EMPLOYERS OF CHOICE (*Perk for Partners*)

- Coordinate – give them preparation time
- Discuss specific areas of interest
- Prepare students ahead of time – rules, respect, questions
- Social Media promotion, swag, appreciation





## IDEAS TO SHARE

# BAS: TOURS



### BUSINESS AFTER SCHOOL

- Invite kids to EXPERIENCE the site
- CCW, ESD & CTE help coordinate
- Average 150-200 attendees
- **Hands-on, interactive event**
- 2 hours on a school day




*See what your future could be at...*

## BUSINESS AfterSchool!

*Free Food!* **Wednesday, Oct. 12, 2022 • 3–5PM** *Free T-Shirts and more!*  
Wagstaff, Inc. 3910 N. Flora Rd. Spokane Valley, Wa 99216

*Learn all about jobs in Engineering, Manufacturing & Production*


This workshop will focus on the many careers in engineering and manufacturing, and will highlight some of the diverse opportunities in a concept-to-production facility. Middle and high school students can learn about the future of working in industrial manufacturing with focus on welding, mechanical design, industrial programming, CNC machining, and engineering careers.





*Hands-On Interactive Stations*

- Learn about jobs in Engineering and Mechanical Design
- Find out about Welding, Machining and Production
- Hear about opportunities to attend college from Spokane Community College including affordable funding options
- Learn about next year's Production and Manufacturing Academy!
- Have fun with hands-on learning at 11 stations
- Learn from Wagstaff's professionals!

**CLICK HERE TO REGISTER!**  
<https://qr.cde/wagstaffafterschool>



WAGSTAFF, INC.



CAREER TRACK

EXPOSURE INTEREST EXPLORATION PREPARATION LAUNCH



IDEAS TO SHARE

# NEED DONATIONS?

CAREER TRACK

EXPOSURE INTEREST EXPLORATION PREPARATION LAUNCH



## ASK FOR PARTNERSHIPS

- If you need something specific...ask
- A single employer may or may not be able to help, but consider using partners (e.g., ESD, CCW)





## IDEAS TO SHARE

# JOB FAIRS, DISCOVERY NIGHT

CAREER TRACK

EXPOSURE INTEREST EXPLORATION PREPARATION LAUNCH



## PARTNERSHIPS TO EXPOSE TO CAREERS

**THANK YOU SPONSORS!**

**SPOKANE VALLEY SCHOOLS PRESENTS:**

**FUTURE READY!**

**A TRADES DISCOVERY NIGHT**

April 2nd from 5-7:30pm  
East Valley HS

**WHY ATTEND?**

- Free Hot dogs, hamburgers, water and chips
- Learn to Weld, drill concrete, CPR, drones
- Exposure to jobs in Spokane for all ages
- All ages are welcome to attend
- Long pants and close toes shoes required to use equipment

**SUPPORTED BY:**

Logos for supporting organizations: NEW ESD, CENTRAL VALLEY SCHOOL DISTRICT, EAST VALLEY SCHOOL DISTRICT, West Valley School District #383, and FREEMAN SCOTTIES.

- Coordinate with **multiple employers for a large-scale exposure**
- **Manage expenses** with large sponsors
- **Include (REQUIRE) hands-on events** from vendors



# IDEAS TO SHARE

## INTERACTIVE BOOTH

### CAREER TRACK

EXPOSURE INTEREST EXPLORATION PREPARATION LAUNCH



### MULTI-EMPLOYER EVENTS

- Held at schools, events
- Coordinated with employers
- 100s or 1000s of students, parents, and educators to expose





## IDEAS TO SHARE

# WORKFORCE SUMMIT/SPEAKING



## EXPOSURE IN THE COMMUNITY

- Engage with local events with employers
- Connect with the community for more networking
- Make them your advocates



CAREER TRACK

EXPOSURE INTEREST EXPLORATION PREPARATION LAUNCH





## DISCUSS OPPORTUNITIES - CAREERS

- Bring in industry and career experts
- Q&A about specific career opportunities within the industry
- Industry validates your teaching





IDEAS TO SHARE

# PRODUCTION & MANUFACTURING INSTITUTE



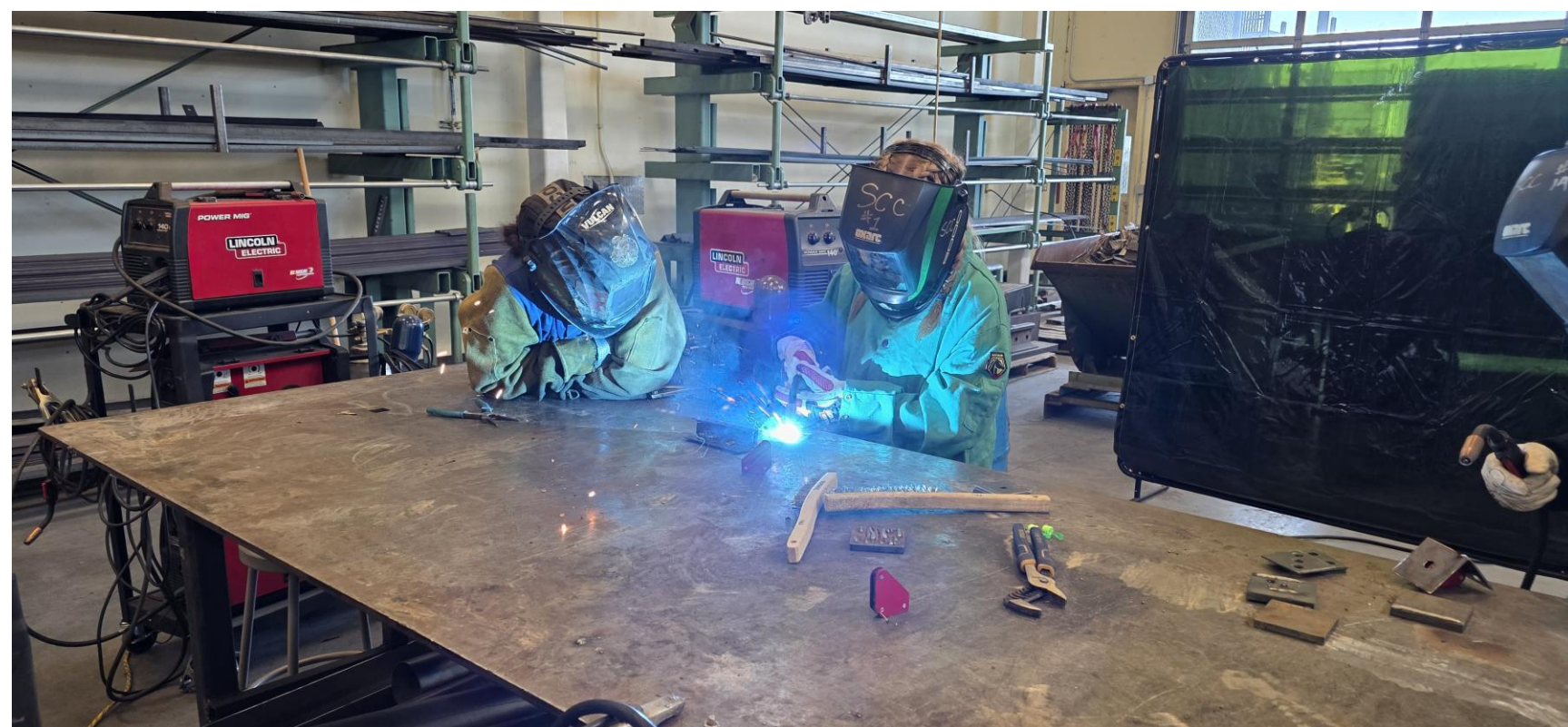
## SUMMER ACADEMY PROGRAM





IDEAS TO SHARE

# PRODUCTION & MANUFACTURING INSTITUTE







# How to Begin: One Step Forward

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## Find A Partner Who Can Do...

- Avoid trying to “Boil the Ocean”
- Recognize the “**Big Picture**”
- Break it down into **bite-size “Asks”**
- If some can’t or won’t, it may just mean “not today”





## How to Begin: Define What You Want

- Ask Students
- Do Homework about Industries
- Don't Reinvent the Wheel
- Find Existing Resources
- Create Partnerships
- Ask, Ask, Ask



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# Reach Out

## Dr. Wade Larson, SHRM-SCP

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