

## PRESENTER:

### ■ Rob Hill

- Wyoming Association for Career and Technical Education
  - Public Policy Chairperson and Past President
- Wyoming Skills USA
  - President
- Pathways Innovation Center
  - Construction Teacher



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# WHAT IS CTE?

- CAREER AND TECHNICAL EDUCATION
- WYOMING HAS 32,000 STUDENTS BETWEEN HIGH SCHOOLS AND COMMUNITY COLLEGES
- 500 CTETEACHERS IN HIGH SCHOOL AND MIDDLE SCHOOL

## WORKFORCE AND EDUCATION

- CURRENT WORKFORCE CRISIS HAS A RELATIONSHIP WITH EDUCATION:
- 1970'S: THE PUSH FOR MORE COLLEGE DEGREES INTENSIFIES
  - COUNSELORS AWARDED FOR COLLEGE ADMISSIONS
  - VOCATIONAL EDUCATION LOSES SUPPORT AS WE STILL HAD A SKILLED WORKFORCE
  - MORAL AND FINANCIAL SUPPORT DECLINES



CAMPAIGN TO SHIFT FOCUS FROM  
TRADES:

“WORK SMARTER, NOT HARDER.”

“PUT THE LUNCH PALE DOWN  
AND PICK UP A DEGREE.”



# 1980'S SHIFT TO THE DIGITAL WORLD: HANDS ON CLASSES FADE AS EXPENSE AS EMPHASIS SHIFTS



# 1990'S-TODAY

- SCHOOLS STRUGGLE TO PROVIDE OPPORTUNITY FOR CTE STUDENTS
- SHIFT TO FOREIGN LANGUAGES IN PLACE OF CTE
  - “GLOBAL WORLD” NEEDS,  
AHEAD OF TECHNICAL SKILLS
  - CHEAPER AND ALLIGNS TO COLLEGE ENTRANCE
  - COLLEGE ENRTY BECOMES THE HIGH BAR



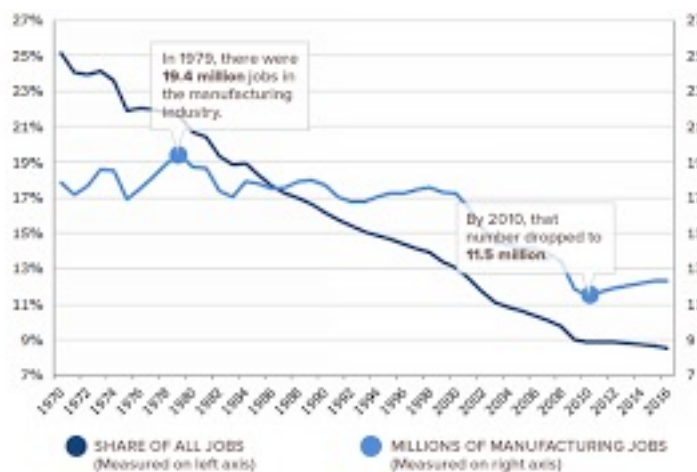
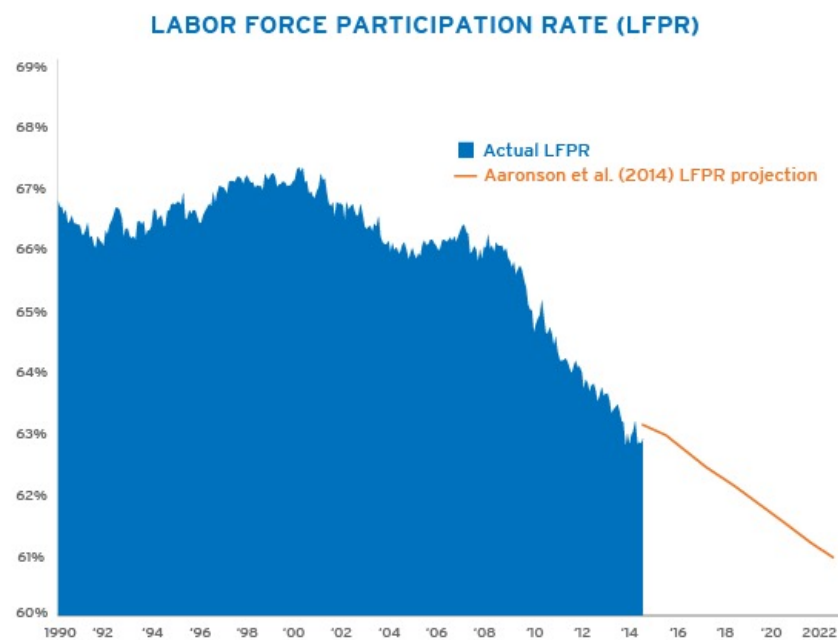




COUNSELORS  
CONTINUE  
COLLEGE  
EMPHASIS OVER  
TRADES:

(2017 PICTURE:  
COUNSELORS  
OFFICE, MIDWOOD  
HIGH SCHOOL)

# SIMULTANEOUSLY: SKILLED WORKFORCE IS DEPLETED



Prime-age male labor force participation rate plummeted from 94% in 1980 to 89% in 2019



Source: BLS Current Population Survey.

Source: "Understanding the Decline in Labor Force Participation since the Great Recession" by Stephanie Aaronson, Tomaz Cajner, Bruce Fallick, Felix Galbis-Reig, Christopher Smith, and William Wascher

# WE ALL KNOW WHERE WE ARE WITH WORKFORCE AND CTE

1. WE HAVE A RAPIDLY DECLINING  
SKILLED WORKFORCE

2. WE DO NOT HAVE ENOUGH  
STUDENTS ENTERING CTE COURSES TO  
BACKFILL LOSES



## WHY DO WE NOT HAVE ENOUGH CTE STUDENTS?

- ALMOST ALWAYS LOCAL DECISION
- STUDENTS WANT CTE CLASSES: THEY OFTEN GET TURNED AWAY
  - DISTRICT EXAMPLE
- NOT ENOUGH CLASSES TO MEET DEMAND
- CTE TEACHERS RETIRE AND ARE NOT REPLACED
- COMPETING ELECTIVE COURSES ARE CHEAPER



# WHAT HAPPENS WHEN CTE STUDENTS ARE GIVEN THE CHANCE



- WHEN THEY TAKE MULTIPLE CLASSES, THEY GRADUATE AT 95% RATE
- HIGHER CAREER EARNINGS
- EXCEL IN POSTSECONDARY AND INDUSTRY TRAINING
- HIGHER JOB SATISFACTION
- OUTPERFORM OTHERS WHEN THEY DO CHOOSE A UNIVERSITY PATH



“WHAT CAN  
WE DO TO  
CHANGE THESE  
POLICIES,  
WHEN WE  
HAVE GOOD  
CAREERS TO  
OFFER YOUNG  
PEOPLE?”



## ADVOCATE

WMA has been a Strong Leader in Advocacy at the State Level.

They Serve on Advisory Boards, Councils, Task Forces, and Attend Meaningful CTE Events



**THERE IS  
GOOD  
NEWS**



**Business  
&  
Industry**



**Education**

**When B&I Partners With Education,  
We All Win**

# HOW?

- Speak to a School Board
- Serve on an Advisory Board
- Partner with Work Based Learning
- Provide Comments to State Leaders
- Speak to Students at School
- Provide Tours to Jobsites
- Sponsor Programs
- Allow a Teacher to do an Externship with your Organization

# SPEAK TO A SCHOOL BOARD

## ■ Individually



## ■ At Public Meetings



# SERVE ON AN ADVISORY BOARD

- Powerful Way to Influence
- Help Industry Understand Education Problems
- Creates a Strong Relationship
- Direct Impact



## PARTNER WITH WORK BASED LEARNING

- Job Shadows
- Interviews
- Presentations
- Internships





## PROVIDE COMMENTS TO STATE LEADERS

- Hathaway Scholarship was changed because Business and Industry testified strongly in favor.



## SPEAK TO STUDENTS AT SCHOOL

- Students Want to Hear Your Story About How You Were Successful in the Trades





# PROVIDE TOURS TO JOBSITES



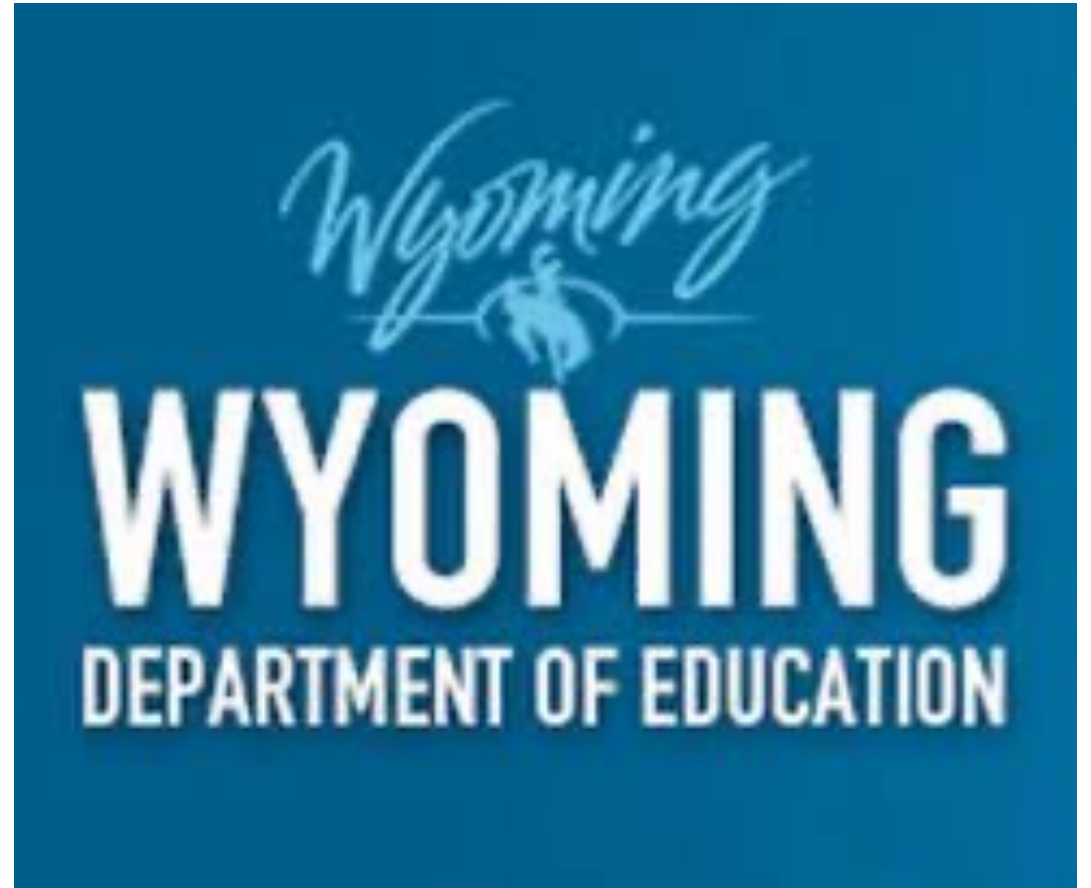


## SUPPORT PROGRAMS



# ALLOW A TEACHER TO COMPLETE AN EXTERNSHIP WITH YOUR ORGANIZATION

- Teachers are Paid by WDE to Work With Industry
- Exposes Teachers to Job Skill Needs
- Creates Relationships With B&I
- Makes Teachers More Prepared



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## OTHER CRITICAL WYOMING CTE ISSUES:

- University of Wyoming CTE Teacher Preparation Program
- Professional Industry Certifications:
  - Industry Experienced Teachers
- Perkins V Federal Funding

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## TAKEAWAYS:

- To create a talent pool capable of filling the skills gap, we have to work together.

## KEY TAKEAWAYS

- When Business and Industry leaders advocate for advancing Career and Technical Education, we see a more rapid response.
  - Business and Industry Leaders Have to Speak Out to School Boards.
- Wyoming is in the perfect spot to shift the focus to CTE.
    - Strong Legislative Support.
    - CTE Emphasis by Governor Gordon.
    - Department of Education that has made CTE a top priority.

# THANK YOU!

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