Learning outcomes:

• Explain what labor market information is and the benefit to using it in career advising and development
• Locate labor market information in your state/community
• Determine what resources you need to discuss labor market information with audiences
• Explore how to integrate labor market information in your career advising efforts
Siemens Foundation Identifies Challenges

Siemens Foundation

- 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
Siemens Foundation Identifies Challenges

Siemens supports Advance CTE work to identify solutions

Strategies for Attracting Students to High-quality CTE

Advance CTE, supported by the Siemens Foundation:

• Commissioned focus groups
• Conducted a national survey
• Explored attitudes of parents and students currently involved in CTE
• Report issued in April 2017
Siemens Foundation Identifies Challenges
Siemens supports Advance CTE work to identify solutions
The Value and Promise of CTE Survey provides insight

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

<table>
<thead>
<tr>
<th>Trust Completely</th>
<th>Trust Somewhat</th>
</tr>
</thead>
<tbody>
<tr>
<td>School counselor</td>
<td>38% 83%</td>
</tr>
<tr>
<td>Teacher(s)</td>
<td>33% 81%</td>
</tr>
<tr>
<td>CTE students or alumni</td>
<td>32% 77%</td>
</tr>
<tr>
<td>College/university reps</td>
<td>29% 74%</td>
</tr>
<tr>
<td>Principal</td>
<td>27% 71%</td>
</tr>
<tr>
<td>State Department of Education</td>
<td>22% 59%</td>
</tr>
<tr>
<td>Superintendent</td>
<td>18% 58%</td>
</tr>
</tbody>
</table>

What is the preferred method of learning more information about CTE?

- 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%)
Siemens Corporation Identifies Challenges

Siemens supports Advance CTE work to identify solutions

The Value and Promise of CTE Survey provides insight

Training Developed for School Counselors

How to support school counselors?

• Partner with ASCA and ACTE
• Create an advisory committee
• Develop a one-day training for school counselors delivered throughout the country
• Launch at ASCA and ACTE national conferences
• Host trainings throughout the country
• Develop webinar series based on workshop

www.careertech.org

@CTEWorks
Trends that Impact the Current and Emerging Workforce

Workforce Changes

Knowledge Economy

Skill (aligned with need)

Wage (equal to median)

Demand (occupation growth)
Skills Gap in the U.S.

Skills that workers possess

Skills that employers need

• 53% of all careers 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


“A Stronger Nation” Lumina Foundation (strongernation.luminafoundation.org)
Trends and Perceptions to Keep in Mind About Post Secondary Education
Senior Self Reporting Exit Surveys are Sometimes Not Accurate

- Ex.
  - 80% of graduating class indicated they would be attending a post-secondary institution
  - National Clearinghouse Data indicated that only 53% were starting in the fall after graduation
    - Almost ½ of graduates did not go on to attend any form of post secondary education

Is the Goal to Get into 4 Year College?

Completion Rate of Students Who Started a Bachelor’s Program in 2010

- 60% Completed Bachelor’s after 6 years
- 40% Started but did not complete

Where did they go?!

The six-year graduation rate was higher for females than for males (63% vs. 57%).

https://nces.ed.gov/programs/coe/indicator_ctr.asp

www.careertech.org   @CTEWorks
Does Bachelor's Degree = Workforce Ready?

$1.4 trillion in student debt

½ U.S. adults regret earned degrees

6 million jobs at risk from degree inflation

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?

<table>
<thead>
<tr>
<th>Category</th>
<th>High School or Less</th>
<th>Some College/Associate’s Degree</th>
<th>Certification</th>
<th>Bachelor’s Degree or Higher</th>
<th>Workforce or Military</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTE Parents</td>
<td>11%</td>
<td>19%</td>
<td>5%</td>
<td>61%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>CTE Students</td>
<td>5%</td>
<td>9%</td>
<td>9%</td>
<td>62%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Prospective Parents</td>
<td>5%</td>
<td>5%</td>
<td>17%</td>
<td>61%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Prospective Students</td>
<td>5%</td>
<td>5%</td>
<td>13%</td>
<td>64%</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>


More Education *Usually* Equates to Higher Wages

- Median earnings increase with each level of educational attainment
- Median earnings of a high school diploma holder is $36,000, while a BA holder makes $62,000 and graduate degree $80,000

https://cew.georgetown.edu/cew-reports/5rules/

But....
Majors Matter

The difference in annual median earnings between the highest and lowest paying BA's is $39,000

Less Education Can be Worth More

- 28% of associate’s degree holders and many workers with one year certificates, earn more than the average BA holder
  - Associate’s degree holders in STEM and health care earn more than bachelor degree holders in liberal arts
- Some bachelor’s degree holders earn more than the average worker with a graduate degree

Five Rules of the College and Career Game (May 2018): https://cew.georgetown.edu/cew-reports/5rules/

www.careertech.org  ADVANCE CTE  @CTEWorks
It’s Not About Discouraging a BA

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

Staying Current with Your Local Labor Market Information
Industries with most growth in “good jobs” since 1991

- Leisure and hospitality and personal services - gained 1,380,000
- Healthcare services - gained 1,330,000
- Financial consulting/business services - gained 980,000
- Education services - gained 260,000
- Government services - gained 70,000

State-specific Analysis

• Wyoming, New Jersey and Maryland have the largest share of “good jobs” for workers without BAs.

• Utah saw the largest gains in the country of blue collar “good jobs” for non-BA holders.

• States in the West and northern Plains saw the largest gains of “good jobs” in skilled-service industries
  • Arizona, Montana, Idaho, North Dakota.

• Associate’s degree holders in Minnesota increased their share of “good jobs” by 31%.


“Good Jobs” Without a Four-Year Degree

• “Good jobs” pay an average of $55,000 per year, and a minimum of $35,000.

• New “good jobs” are going to workers with some college education and associate’s degrees rather than workers with high school diplomas.

• There are 30 million “good jobs” that pay for workers without a BA and 36 million for those with a BA or higher.

• The manufacturing, transportation, and utilities industries remain a major source of “good jobs” for workers without a BA.

Some of the most impactful data can be found right in your own state!

**State Departments of Labor**
www.dol.gov/whd/contacts/state_of.htm

**State Departments of Education**
https://www2.ed.gov/about/contacts/state/index.html

**CareerOnestop.org**
How It Can Make A Difference for Our Students
Give each student as much **ADVANTAGE** as we can as he or she enters into adulthood.

PK-12 Industry IHE’s = Strong Career Development System!
Advisory Boards with Targeted Local Industry Partners and Area Colleges Create Options!
School Counselor Role

And make sure our students know that this will likely change several times in their lives...and that’s OK!

Learning That Works Resource Center

https://www.careertech.org/resource-center
Thank You

• Follow up contact: Katie Fitzgerald, kfitzgerald@careertech.org