



Board Meeting Date: October 24, 2023

Title: CTE Advisory Updates

Type: Discussion

Presenter(s): Dr. Anne Marie Leland, Community Education and Strategic Partnerships Director; Amal Abdikadir - EHS Student; Thomas Kouchoukos - EHS Student; Dan Dorson - Flight Services Manager, Sentera; Faisal Kaleem - Professor, Department of Computer Science and Cybersecurity - Metro State; Molly Doyle or Joel Crandall - MnTech; Shannon Seaver - EHS Faculty and CTE Co-Lead; and Jodi Rameriz - EHS Faculty and CTE Co-Lead

Description: Edina Public Schools values the contribution of our vast strategic partnerships that represent a range of stakeholders. This report and presentation will focus on strategic partnerships that have been developed through the lens of Career and Technical Education (CTE). Our strategic partnerships that support Edina Public Schools' CTE programming provide guidance, input, and recommendations to help shape and improve our work. (See attachment A for the Welcome to the CTE Advisory Board slide deck).

The CTE Advisory Council is made up of members from business, higher education, government, community-based organizations, Edina Public Schools administration and staff, and Edina High School students. Our members represent fourteen career clusters: Architecture & Construction; Arts, Audio/Video Technology & Communications; Business and Finance; Consumer Services; Education; Education & Training; Environmental Science; Government & Public Administration; Health Science; Hospitality & Tourism; Information Technology; Manufacturing; Marketing/Lodging; and Transportation, Distribution, & Logistics.

Business, Higher Education, Government, and Community Organization Members

1. Bocar Kane, EPS parent, owner - AMKA Safety
2. Scott Neal, City Manager - City of Edina
3. Matthew O'Connell, Cordia Energy
4. Vlad Griskevicius, Associate Dean, Undergraduate Program, Carlson Foundation Chaired Professor of Marketing - U of MN Carlson School of Management
5. Erica Allenburg, EPS School Board Chair
6. Kathy Rendleman, Executive Director - Edina Ed Fund
7. Lesley Farnham, Director of Recruiting and Retention - English Rose Suites
8. Hanane Kachman, Workforce Development Operations Manager - Fairview Health Services
9. Joy Bodin, President - Hennepin Technical College

10. Dustin Rehkamp, Architect - Leo A Daly
11. Faisal Kaleem, Professor, Department of Computer Science and Cybersecurity - Metro State
12. Dan Dorson, Flight Services Project Manager - Sentera
13. Dietrich Nissen, Founder & CEO - Inherited Stories
14. Josh Cram, EHS graduate
15. Rebecca Stearns, Recruiter - Polar Semiconductor
16. Joyce Ester, President - Normandale Community College
17. Kari Kuhn, Product Designer - United Healthcare
18. Alicia Olson-Stilzuk, Academy College
19. Gail O’Kane, Vice President of Academic Affairs - Minneapolis College
20. Rick Murphy, Owner - Murphy Automotive
21. Avani Shah, Normandale Community College
22. Logan Hershey, Financial Advisor - RBC Wealth
23. Bob Albertson, Entrepreneur
24. Patrick McDougle, Senior Director of Engineering - Thuma,
25. James Houston, Inclusion and Diversity Consultant - Xcel Energy
26. Joseph Barisonzi, Crew Advisor - Izaak Walton League
27. Tim O’Neill, Regional Labor Market Analyst - MN Department of Employment and Economic Development
28. Tim DeWaard, Arctic Wolf

Edina Public School Members

29. Erica Allenburg, Chair - EPS School Board
30. Dr. Stacie Stanley, Superintendent
31. Shannon Seaver, CTE Co-Lead - EHS Faculty
32. Jodi Rameriz, CTE Co-Lead - EHS Faculty
33. Paul Paetzel, Principal - EHS
34. Dr. Randy Smasal, Assistant Superintendent
35. Dr. Anne Marie Leland, Community Education & Strategic Partnerships Director
36. Jody D. St. Hubert, Teaching and Learning Director
37. Joanne Karch, Assistant Director Student Support Services
38. Laura Phongsavath, Youth Career Exploration and Pathways Manager
39. Dr. Cheryl Gunness, Community Involvement Coordinator
40. Sarah Irons, Family and Consumer Science - EHS Faculty
41. Kourtnee Baukol, Family and Consumer Science - EHS Faculty

Edina High School Student Members

42. Mina Bhargava
43. Shaili Modi
44. Shaurya Pathak
45. Tommy Kouchoukos
46. Aditya Suresh
47. Amal Abdikadir
48. Shaurya Pathak
49. John Fernandes

Subcommittees in the following areas formed in September 2023 will work to align CTE courses and programs with higher education and industry trends. These subcommittees are:

- **Education/Higher Ed Alignment:** Focus on issues related to Work Based Learning and Dual Credit/Articulation partnerships with post-secondary. They will also advise on

current classes and make suggestions for future classes or skills to be embedded in current classes.

- **Teacher Growth & Development:** Advise on professional development and network for companies to provide professional development with their current employee pool.
- **Talent Development based on In-Demand Careers:** Focus on what area industry advisories see as current and future career skills and needs.
- **Promotion/Marketing:** Focus on teacher recruitment and retention. In addition, they will focus on fundraising and volunteer recruitment to lead and help with student participation in STEM activities.

On October 17, 2023, three 11th grade EHS students, Mitchell Koch, Thomas Kouchoukos, Amal Abdikadir were invited to attend an MnTech Jumpstart networking event. This event provided these individuals with professional networking opportunities to develop critical skills in areas such as:

- Communication - Students must learn how to clearly and succinctly introduce themselves and articulate their background, interests, and goals when networking. This requires being prepared with an "elevator pitch."
- Confidence - Students build confidence by practicing self-introduction and engagement with professionals in a low-stakes environment. This allows them to become more comfortable networking.
- Making Connections - Students learn how to initiate conversations and build rapport with potential contacts. Networking is focused on relationship-building.
- Professional Etiquette - Students gain experience interacting professionally, with proper conduct and attire for business settings.
- Self-Promotion - Students must highlight their own skills, accomplishments and value proposition when networking. This promotes their personal brand.
- Active Listening - Students learn to focus on others' messages and respond meaningfully during networking conversations.
- Follow Up Skills - Students understand the need to collect contact information and follow up after networking to foster ongoing relationships.
- Providing networking practice helps students polish this blend of communication, relationship-building, and professional branding skills. Gaining this experience early on builds confidence and readiness to leverage connections for internships, jobs, and career advancement.

Students learned best practices for crafting elevator pitches and introducing themselves effectively in professional settings. They then had the chance to put their training into action through a speed networking session with approximately 50 professionals representing various companies, such as SPS Commerce, Infinite Campus, Beacon Hill Technology Staffing Group, US Bank, Target, and CHS.

This real-world experience allowed students to make connections and gain visibility with potential future employers in a low-pressure environment. Feedback from participants was extremely positive regarding our students' poise, engagement, and professionalism. Opportunities like this that leverage partners like MnTech give students invaluable exposure to corporate networking and a jumpstart on developing their professional brands. The students represented our school admirably and gained skills that will serve them well in internship and job searches down the road. We are grateful to MnTech for providing this career growth experience.

Class speakers: Inviting industry professionals across sectors to speak during our flex hour career enrichment series is aimed at expanding students' awareness of potential career pathways. By hearing firsthand from engineers, technicians, data scientists, cybersecurity

analysts, and other experts, students gain exposure to the wide range of opportunities available with technology-oriented skill sets. Speakers share insightful perspectives on day-to-day responsibilities, what drew them to the role, helpful background experiences, the evolving landscape of their field, and advice for those interested in the industry. Interacting with professionals provides students a valuable insider's view of careers they may not have previously considered. It sparks their curiosity to explore new areas of interest, and helps make future career decisions more informed. Exposing students to a diverse range of professionals and career journeys opens their eyes to possibilities and expands their thinking as they plan for life after graduation.

Internships and Related Research

In addition to the CTE Advisory Council, internships and garnering other student work experiences have been led through a variety of staff, resources, and partnerships:

- The Youth Skills Training grant program, led by Cheryl Gunness, Laura Phongsavath, and Shannon Seaver, is successfully forming partnerships with businesses to create internships for students in the area of computer science.
- Lindsey Smaka, EHS faculty overseeing Global Scholars is working with 10 high school students who are linking their credentials to the [Credly](#) platform and will be creating LinkedIn profiles showcasing their skills.
- Internship definitions and essential elements standardization and an audit of current EHS student internships and credentials is being led by an internal EPS leadership team consisting Dr. Smasal, Assistant Superintendent; Daphne Edwards, Marketing; Dr. Anne Marie Leland, Community Education and Strategic Partnerships Director; Jody D. St. Hubert, Teaching and Learning Director; and Andy Beaton, Strategic Projects Director.
- Laura Phongsavath is creating a webpage for potential EPS strategic partnerships to find out more information about becoming a partner of the district.
- Cheryl Gunness worked with Adam Coles, a Connecticut College student through an Internship to create a compendium of college career programs. This information helps us understand better what colleges are providing students for career experiences. (See attachment B for Adam Coles' slide deck)

Achievements

The two CTE Co-Leads, Shannon Seaver and Jodi Rameriz are providing exemplary models of excellence for students and staff. Here is a list of their most recent accomplishments:

- Jodi Ramirez -
 - Working with Flying Cloud and Thunderbird Academy for students to gain hands-on experiences within the aviation field.
 - Completed several levels of Cybersecurity certifications.
 - Providing Coaching to teachers statewide for Equity through Code Savvy.
 - Facilitated a win in 2022-2023 for the student Architecture Construction Engineering (ACE) Mentor Twin Cities Competition.
 - Facilitating the Student Space Experiments Program and recently sent off the winning EPS experiment from 2022-2023 to Nanoracks (vendor who packages up the experiments for SpaceX) in Houston and working on 2023-2024 SSEP experiments with EHS students.
- Shannon Seaver -
 - Won the Tekne Educator of the Year Award for 2023-2024.
 - Represents EPS on the Hennepin County Workforce Innovation and Opportunities Act Board.
 - Providing Coaching to teachers statewide for Equity through Code Savvy.
 - Selected as a 2023-2024 CTE Fellow by the MN Association of CTE.

- Providing professional development for EPS teachers and collaborating with Minnetonka, Bloomington, and EPS on using AI to improve their workload and will be featured through TedX Edina on Computer Science - Risk Taking and AI.

Recommendation: N/A

Desired Outcomes from the Board: Please review the information and come prepared with your questions.

Attachments:

1. Attachment A - Welcome to the CTE Advisory Board slide deck
2. Attachment B - Adam Coles' College Career Programs slide deck