



Employer Lunch & Learn

March 12th, 2024

12:00pm-12:45pm



Join us virtually to hear the latest ways in which employers
are engaging with local students and schools

Featuring...

Carrie Bendix Executive Director,
SW MN Private Industry Council

- Building a Strong Workforce through Work-Based Learning

Eriann Faris CTE Project Coordinator,
SWWC Service Cooperative

- LYFT Career Pathways/ Innovation grants
- Business engagement spectrum

Kelly Rickert Youth Career Connector,
SW MN Private Industry Council

- Opportunities for employers to engage with youth
- Tips and tricks on youth engagement

TODAY'S AGENDA

- BUILDING A STRONG WORKFORCE THROUGH WORK-BASED LEARNING
 - LAUNCH YOUR FUTURE TODAY (LYFT) CAREER PATHWAYS AND GRANT FUNDING
 - BUSINESS ENGAGEMENT SPECTRUM
 - OPPORTUNITIES FOR EMPLOYERS TO ENGAGE WITH STUDENTS
 - TIPS & TRICKS FOR ENGAGING WITH STUDENTS
-

UNDERSTANDING OUR REGIONAL ECONOMY

WORKFORCE SHORTAGES ARE NOT GOING AWAY.

- From 2010-2022 - Population declined by 3% and labor force participation declined by 6.7%.
- The majority of our students leave the area to go to college.
- Recent [study](#) showed only 25% of our students having meaningful work in southwest Minnesota 6 years after graduation.

Priorities from Stakeholder Survey

1. Workforce Shortages
(72% great extent; 22% moderate)
2. Limited awareness of/exposure to local careers/jobs
(47% great extent; 38% moderate)
3. Youth out-migration
(43% great extent/40% moderate)
4. Workforce skill gaps
(38% great extent/45% moderate)

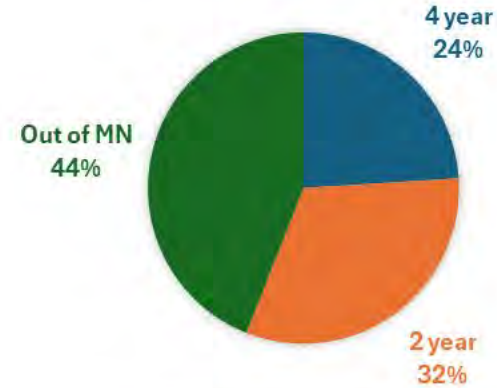
WHERE DO STUDENTS GO?

Of 2022 Students Enrolling in College the Fall after High School Graduation

Institution	State	Upper Minnesota Valley Economic Development Region
Ridgewater College	MN	46
Lake Area Technical College	SD	36
South Dakota State University	SD	27
North Dakota State University-Main Campus	ND	25
Alexandria Technical & Community College	MN	21
Minnesota West Community and Technical College	MN	20
Southwest Minnesota State University	MN	13

GRADUATION CLASS 2022 THOSE WHO ENROLLED IN COLLEGE

UPPER MINNESOTA VALLEY



Note: 39% of the high school students did not enroll in college, compared to 21% in 2017.

REGIONAL WORKFORCE STRATEGIES



- *Students want to learn about careers through experience!*
- *CTE Concentrators and Work-Based Learning are Key!*

- Increase high school student's understanding of and exposure to regional occupations in demand.
- Expand the number of skilled workers through sector-based career pathway approaches in key industries.
- Provide training and assistance to help businesses retain and attract the diverse workforce they need now and into the future.



LYFT

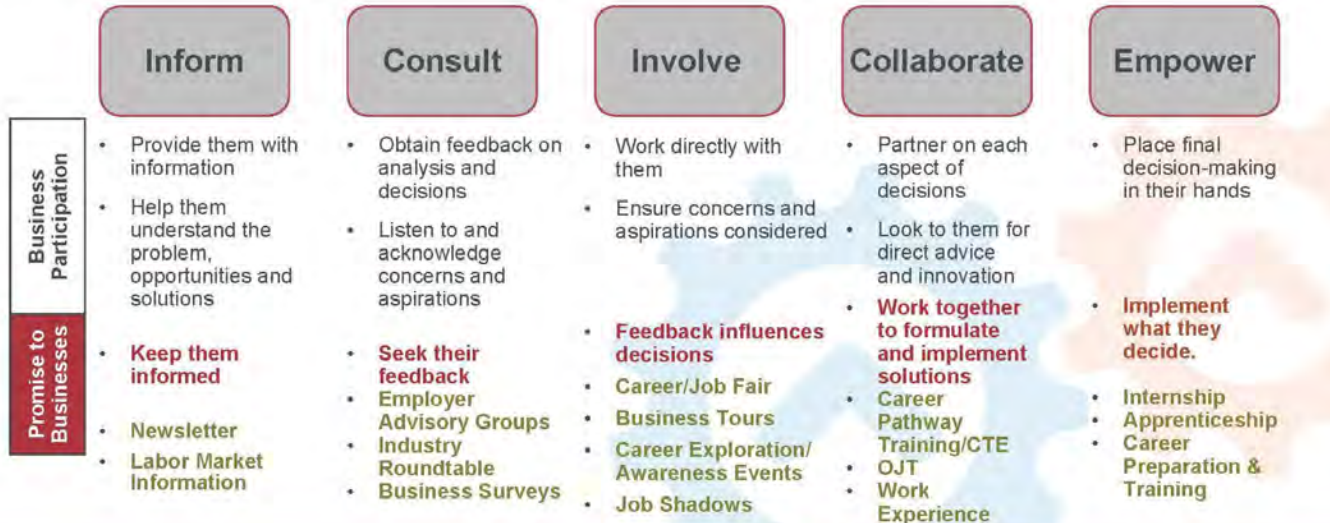
CAREER PATHWAYS

Launch Your Future Today

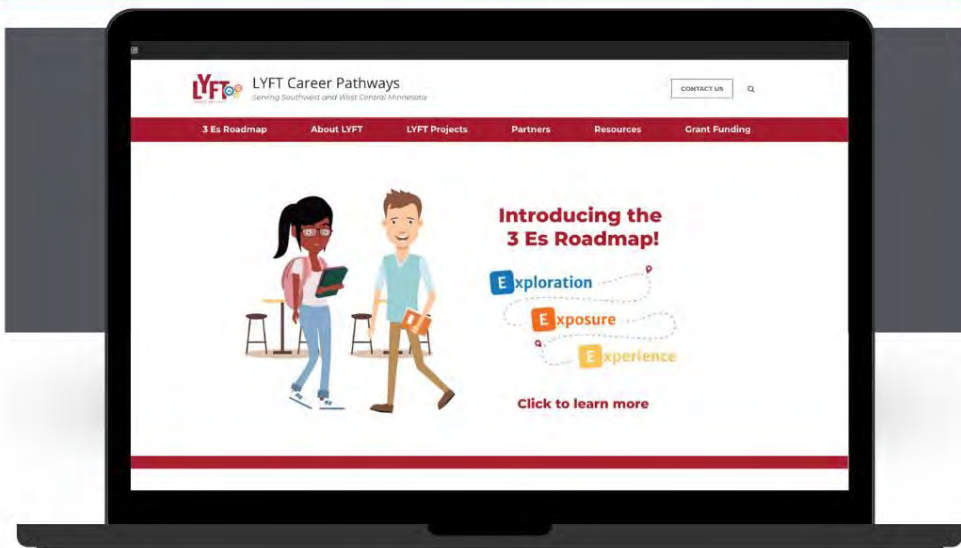


Business Engagement Spectrum for Career and Technical Education Courses

This tool shows different levels of engagement on a spectrum from “inform” to “empower,” with businesses having higher degrees of influence over decisions made as the engagement levels move toward empower. There are many factors and situations that determine the degree of engagement, so there is no right or wrong placement on the spectrum.



CHECK OUT OUR *New Website!*



www.lyftpathways.org



@LYFTPathways



@LYFTPathways



(507) 537-2271



lyft@swwc.org



Tour of Manufacturing



CAREER EXPLORATION

How can we help you?



HUMAN SERVICES & EDUCATION



AGRICULTURE, FOOD, & NATURAL RESOURCES



BUSINESS, MANAGEMENT, & ADMINISTRATION

AS YOUTH CAREER CONNECTORS, WE ARE HERE TO HELP YOU ORGANIZE AND CREATE WORK-BASED LEARNING OPPORTUNITIES FOR YOUR STUDENTS. BELOW ARE JUST A FEW OF THE MANY THINGS WE CAN HELP YOU SET UP THIS SCHOOL YEAR.

JOB SHADOWS

STUDENT IS PAIRED WITH AN EMPLOYEE OF A PARTNER BUSINESS AND FOLLOWS THAT EMPLOYEE DURING MUCH OF A REGULAR WORKDAY.

BUSINESS TOURS

SMALL GROUPS OF STUDENTS VISIT A WORKPLACE, LEARN ABOUT THE BUSINESS AND OCCUPATIONS, MEET EMPLOYEES, ASK QUESTIONS AND OBSERVE WORK IN PROGRESS.

GUEST SPEAKERS

STUDENTS LISTEN TO A PRESENTATION GIVEN BY AN OCCUPATIONAL/INDUSTRY PROFESSIONAL TO LEARN ABOUT THE INDUSTRY, CAREER OPTIONS WITHIN THE INDUSTRY AND THE SPECIFICS OF PARTICULAR OCCUPATIONS

CAREER READINESS PRESENTATIONS

PIC STAFF WILL TAKE STUDENTS THROUGH A VARIETY OF CAREER READINESS ACTIVITIES INCLUDING CAREER INTEREST ASSESSMENTS, RESUME BUILDING, MOCK INTERVIEWS, ELEVATOR SPEECHES AND INTERPERSONAL SKILLS.

Contact us today

OSCAR MARTINEZ

omartinez@swmnpic.org
507-829-1213

KELLY RICKERT

krickert@swmnpic.org
507-706-1600

DANIEL DEBATES

ddebates@swmnpic.org
507-829-4031

**SOUTHWEST MINNESOTA
PRIVATE INDUSTRY COUNCIL**
Equal Opportunity Employer and Program Provider



ENGINEERING & MANUFACTURING



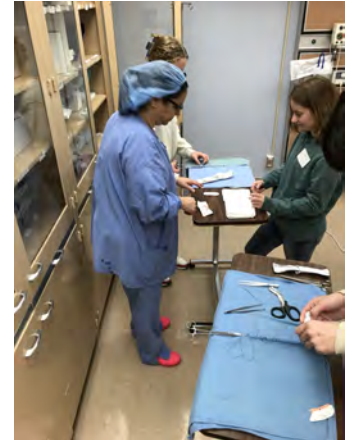
ARTS, COMMUNICATIONS & INFORMATION SYSTEMS



HEALTH SCIENCE TECHNOLOGY



Tour of Healthcare Careers



Attention
EMPLOYERS & COMMUNITY LEADERS



STAY CONNECTED

WITH SWMNPIC & YOUTH CAREER CONNECTOR EVENTS

Use the QR code to register for one or more of our upcoming events.

Or find these events and opportunities on our webpage:
www.swmnpic.org



Lac qui Parle Career Fair – April 24, 2024 A career fair for 7th – 12th grades from Lac qui Parle Valley High School. This event will occur from 1:00 p.m. to 3:00 p.m. at Lac qui Parle High School.

YMIC Business Tour Day – April 29, 2024 This event allows juniors from six area high schools (Yellow Medicine East, Minneota, Canby, Renville County West, Dawson-Boyd, and Lakeview) to explore what local careers Marshall has to offer.

Summer Work Experience

A program enabling eligible high school students to gain valuable work experience and an opportunity to promote your positions. Students learn job-specific and soft skills and are guided by a Youth Employment specialist that supports them in securing a local job placement.

Summer Internships

Connecting eligible high school students with a business where students can explore a variety of careers within the business and learn some industry specific skills in STEM careers.

Tips and Tricks for working with Youth:

- Students appreciate hands-on activities
- Connection with the student as an individual
- Sharing stories and specific examples
- Genuine enthusiasm or “why” of your career
- Employer resources for specific events
 - Job Shadows
 - Guest Speaking
 - Exploration Events
 - Career Fair



We understand that sometimes engaging with students at a career fair can be frustrating. Below are some useful tips and tricks to use during today's event.

DURING THE EVENT

- Stand up either in front or behind your booth to make yourself look approachable.
- Invite the students to come over and talk to you
- Emphasize more than just the career options and pay.
- Talk to the students about what life would be like if they worked for you.
- SMILE!

QUESTIONS TO ASK STUDENTS

Below are some introductory questions to start the conversation with students.

- What is your favorite class and why?
 - Relate it to a job at your company
- Have you ever seen (point at something on your table) before?
 - What do you think it does?
- Have you heard of our company/school before?
 - What do you know?
 - What type of careers do you think we have here?

Thank you for participating today!

Contact Information



Carrie Bendix, Executive Director
SWMNPIC

cbendix@swmnpic.org

Eriann Faris, CTE Project Coordinator
SWWC Service Cooperative

Eriann.Faris@swsc.org

Kelly Rickert, Youth Career Connector
SWMNPIC

krickert@swmnpic.org
