



**Phase
1A**

The following activities highlights goals to pursue and questions to ask at each step of the process of developing a more robust, comprehensive career readiness program for your school in a format meant to be accessible and user-friendly. While it does not provide a step-by-step how-to for each activity, the resource links offer further detailed guidance, practical examples, and case studies.

ACTIVITY

Engage with local employers, business association, chamber of commerce, and higher ed institutions

PURPOSES

- Develop relationships and identify potential partners
- Understand the skills employers are looking for
- Ensure goals are relevant
- Analyze local labor market data

QUESTIONS TO ASK

- What relationships do we need to develop?
- What are growing industries/ services with high-need job opportunities?
- What can each potential partner contribute?
- What challenges and opportunities do we face?
- What career paths will have the most impact on young peoples' lives?

ACTIVITY RESOURCES

Internet Resources

- [Engaging employers \(CTE\)](#)
- [Work-and-Learn in Action: Successful Strategies for Employers](#) (National Network of Business and Industry Associations)

Examples

- [West Virginia Alignment Between CTE Programs and the Labor Market](#)
- [Columbus Ohio](#) (New Skills Ready Network)
- [Nashville, TN](#) (New Skills Ready Network)
- [PA Career Ready Skills Toolkit](#)

ACTIVITY

Evaluate current school-based offerings and capacities

PURPOSES

- Determine whether current CTE/ career-focus programs meet workforce needs
- Assess school resources and capacity to expand current offerings

QUESTIONS TO ASK

- Do current programs align with today's skills? With local workforce needs?
- Who will champion this work?
- What kind of planning and implementation team do we need?
- What human resources do we have (faculty, staff, community)? What skills do we need to grow?
- What are our material resources? How can we grow resources (e.g. funding) and/or repurpose underused spaces

ACTIVITY RESOURCES

Internet Resources

[Work-based Learning Manual \(FHI360\)](#)

[Evidence-Based Approaches to Designing Effective Career and Technical Education Programs \(EdResearch\)](#)

[Forging Futures: The Next Generation of Pathways \(EdStrategy\)](#)

[How To Use Data To Build Next Generation Career & Technical Education \(SchoolLinks\)](#)

[Accelerate ED \(Resources and Reports\)](#)

Examples

[ReVISION CTE workbook \(Nebraska\)](#) [annual ReFRESH CTE self-evaluation worksheet \(Nebraska\)](#)

ACTIVITY

Assess student interest and engagement

PURPOSES

- Find out how many and which students are benefiting
- Map existing career activities (internships, CTE courses, guest speakers) and analyze who is participating
- Survey student interests
- Analyze academic and employability gaps

QUESTIONS TO ASK

- How many students are involved? Who is left out or overlooked?
- How do student interests correlate with local workforce needs?
- How aware are parents/ families of existing career paths and opportunities?
- What do test and attendance data indicate about readiness for proposed pathways?
- What CTE programs could increase student engagement?

ACTIVITY RESOURCES

Internet Resources

- [Cluster-by-Cluster Edition: The National Career Clusters Framework Career Interest Survey \(Advance CTE\)](#)

Examples

- [CTE in Ohio: In-Demand Jobs and CTE Pathways Alignment Map and Crosswalk Project \(AIR\)](#)
- [Maryland Career and Technical Education Needs Assessment](#)