Using Student Micro-credentials to Drive CTE Outcomes

STEAL THIS PRACTICE: Northwest ISD

December 16, 2021

Webinar Agenda

- **Welcome & Introductions**
- **The Why**
  - About Northwest ISD
  - CCR Goals
- **The How**
  - Embedding Micro-credentials
  - Using Activity & Exploration Data
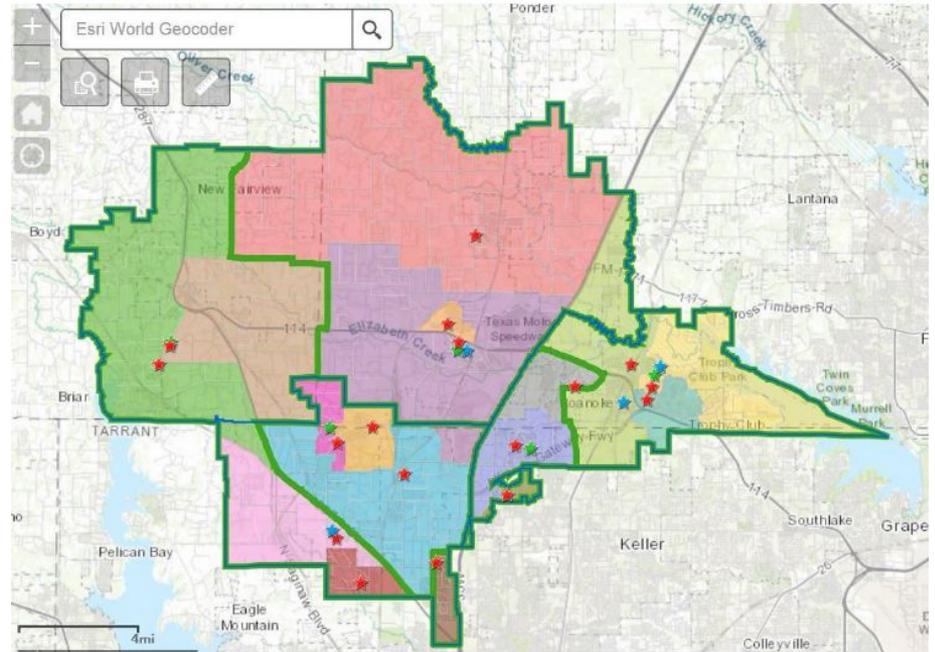- **Resource: 2021 CCR Self-Assessment**

The Why

Building a career root system and test-driving postsecondary pathways

Quick Facts: Northwest ISD

- 10th Fastest Growing School District in Texas
- 234 Square Miles
- 14 Communities
- 27,500 students → 1,300 new every year

CTE NORTHWEST ISD **Career & Technical Education**

PROFESSIONAL CAREERS

(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Adapted Physical Education Specialist
- Diagnostician
- Occupational Therapist
- School Counselor
- Health and Wellness Coordinator
- Administrator
- Instructional Materials Consultant
- Athletic Director
- Curriculum Coordinator
- Librarian
- Elementary/Secondary Teacher
- Distance Learning Coordinator

TECHNICAL CAREERS

(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Personal Trainer
- Homeschool Teacher Provider
- Dance Choreographer
- Technical Solution Provider
- Corporate Trainer
- Marketing Representative
- Resource Officer
- Recreational Director
- Special Education Paraprofessional
- Daycare Business Owner
- Preschool Teacher
- Educational Technician

ENTRY-LEVEL CAREERS

(with Program Completion)

- Community Outreach Coordinator
- Camp Assistant
- Academic Guidance Specialist
- Museum Technician
- After-School Program Assistant
- Youth Sports Coach
- Assistant Preschool Teacher
- Human Resources Assistant
- Substitute Teacher
- Instructional Assistant
- Sports Official
- Library Media Assistant

ACADEMICS

PROFESSIONAL SKILLS

EXPERIENCES

PASSION

© Mark C. Perna and TFS

EDUCATION AND COACHING

tFS
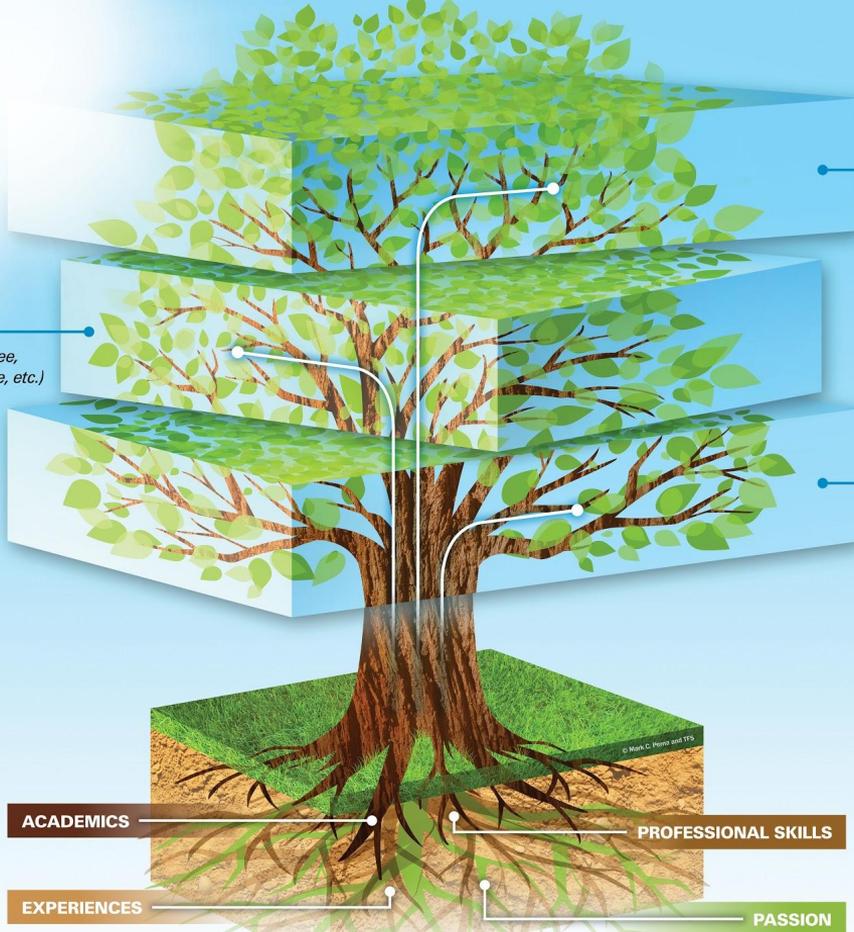
CTE NORTHWEST ISD
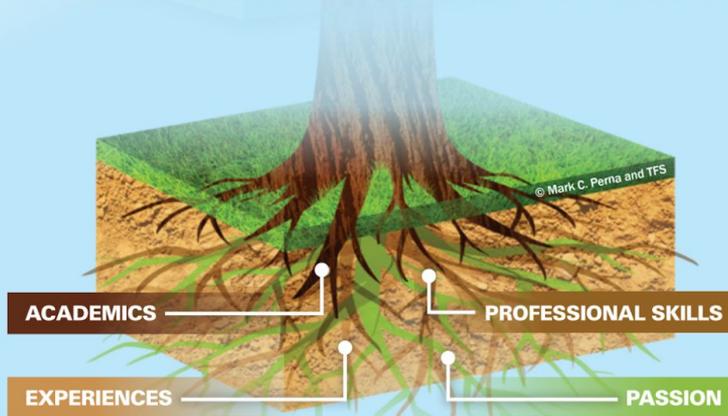**Career & Technical Education**

NAME: _____

ACADEMICS
Subjects and academic performance needed to enter the next level of education and reach career goals

EXPERIENCES
Time spent in hands-on, career-related activities: internships, apprenticeships, networking, job shadowing, volunteer opportunities, industry expert interviews, and more

PROFESSIONAL SKILLS
Personal attributes to succeed in the workplace: work ethic, communication, ability to accept feedback, confidence, leadership, flexibility, integrity, work-life balance, punctuality, stress management, and more

PASSION
Strong desire and commitment to achieve goals: resilience, perseverance, planning skills, motivation, resolve, energy, courage, grit, and more

© Mark C. Perna and TFS

ACADEMICS

PROFESSIONAL SKILLS

EXPERIENCES

PASSION

MajorClarity

Micro-credentials - Filling a Resource Gap

RESOURCE GAP

Introduction

- Personality Assessments
- List building

Exploration

- Videos and activities
- Speakers
- Job shadowing
- Career fairs

Pre-Qualification

- **Most content, work-based learning, and other offerings are geared at exploration**
- **CTE programs, college, and certifications require months- to years-long commitment**

Pursuit + Certification

- CTE programs (K12)
- College programs (Higher Ed)
- Technical certifications (K12 + Higher Ed)

MajorClarity

Micro-credentials - Student Perspective

Career Exploration

What am I interested in?

Video Interviews

Activities

Assessments

Micro-credentials

Career Planning

What would it take to enter this career?

Academic Planning

Work-Based Learning

Credentials

MajorClarity

The How

Practical uses for micro-credentials and activity data

Building a Baseline of Professional Skills

Work-Based Learning

- Internships & Career Prep
- Micro-credentials build resume, interview skills

General Employability / Soft Skills

National Technical Honor Society

The Employability Skills micro-credential was built in partnership with the National Technical Honor Society to exclusively offer MajorClarity users a free course covering the foundational knowledge and competencies of soft skills and general employability skills for students. Soft skills are an essential part of Career & College Readiness and helping prepare students for a successful future.

Course Length: 3-4 Hours
Status: Started
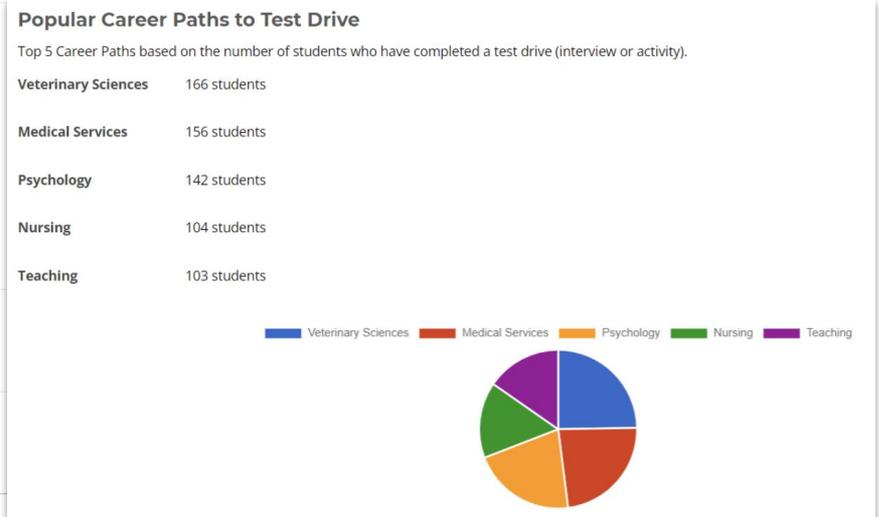**Partner:** National Technical Honor Society

MajorClarity

Enriching CTE Experience

CTE courses embed MajorClarity → **career development** portion

CCR Essential Unit Elements	
Student Career Development	*Career Tree, Research, Speakers, Roots & Branches, Daily Connection to career, Major Clarity*
Portfolio Checks & Reflections	*Plan for time to update and reflect on artifacts created during this unit.*
Professional Skills Performance Review	*Build the PSPR into the lesson/unit plan- how will students self-assess their skills? How will you plan time to have individual conversations about growth?*
Certification Prep & Practice	*Plan for practice and preparation for the certification for this course - build certification prep into curriculum purposefully*

MajorClarity

Using Data for Planning

- Personality & learning assessment results
- Activity data → projecting student interests
- Postsecondary matching

Highest Rated Career Paths

Average test drive (activity or interview) rating out of 10 for the popular Career Paths to test drive.

Personal Training	9.0/10.0
Operations Management	8.8/10.0
Graphic Design	8.6/10.0
Aviation	8.6/10.0
Electrical Trades	8.5/10.0

Popular Career Paths to Test Drive

Top 5 Career Paths based on the number of students who have completed a test drive (interview or activity).

Veterinary Sciences	166 students
Medical Services	156 students
Psychology	142 students
Nursing	104 students
Teaching	103 students

Veterinary Sciences — Medical Services — Psychology — Nursing — Teaching

Other Uses of Micro-credentials

1. Incorporating into high school **career prep/planning courses**

2. Incorporating **Soft Skills as a unit in English courses** (especially post-AP/state testing window)

3. Requiring as prerequisite for planning **post-secondary majors and search criteria**

4. Embedding in **first level pathway sequence courses** that culminate in industry placements

5. Requiring "virtual etiquette" micro-credential to students in a **digital learning** track

Free Resource: 2021 CCR Self-Audit

K-12 CCR Benchmarking Initiative

GO TO:
bit.ly/ccrbenchmarks

Domains Covered
1 - Range of Postsecondary Options
2 - Data & Key Metrics
3 - Support & Expectations
4 - Stakeholder Communication
5 - Tools & Resources

How it Works

1. Complete the self-assessment

Take the 15-20 minute survey reflecting on your school district's CCR practices

2. View your results

Receive an email with your custom report breaking down five key CCR areas

3. Get the Benchmark report

The CCR Benchmark Report will be compiled & available Jan 2022

Compare your scores to national results segmented by geography and student size

bit.ly/ccrbenchmarks

K-12 Career & College Readiness Benchmark

Your results are in

The report below is custom built for you

Not seeing your results below? Email us at **research@ccrbenchmarks.com**.

Overall CCR Score: 99.26%

The score above reflects the overall points available in all five categories of CCR best practices. You can review or retake the self-assessment here.

DETAILED RESULTS

Above 80%

#1 - Providing a Range of Postsecondary Options: 97.5%

This section focuses on access to both college and alternative postsecondary options for all students.

🔍 **Comparison: College vs. Other Postsecondary Options**

College: 95%
You scored 19/20 possible points.

Other Options: 100%
You scored 20/20 possible points.

Thank you!

MajorClarity

Questions?

Robert Rotondo - robert@majorclarity.com
Bobby Morris- JMorris@nisdtx.org
General- info@majorclarity.com