



LINKED LEARNING CONVENTION | ANAHEIM, CA | FEB. 12-14

Growing the Pie Before Cutting It



Kelly Peaton

Executive Director,
SVO Foundation

@strivesanjose



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AGENDA

- Part I
 - Session Goals and Overview
 - Who's in the room?
- Part II
 - Santa Clara County Context
 - Strive San Jose Overview
 - Question Break
- Part III
 - Frameworks for Growing the Pie
 - Question Break

Three things to get from this session

- Specific next steps for pursuing or strengthening cross-sector partnerships in your community that avoid unhealthy competition
- Knowledge of potential resources and how to find them
- The chance to avoid some mistakes

Who's in the room?

- Me!
 - My journey from wanting to be in school forever to embracing educating for careers
- You!
 - Who's in the room?
 - Sectors
 - Geography

Santa Clara County is large and fragmented

- 1.9 Million People
- 31 School Districts
- 7 Community Colleges
- 1 CSU
- Major San Jose Employers:
 - County of Santa Clara 17,800
 - Cisco Systems 14,000
 - City of San Jose 5,945
 - San Jose State University 4,300
 - Western Digital/HGST 3,000
 - eBay 2,800
 - Paypal, Inc. 2,800
 - IBM Corporation 2,800
 - Adobe Systems 2,100
 - Kaiser Permanente 2,100

Strive San Jose

- Origins and Timeline
- Structure
 - Placement within the SVO
 - District Partnerships

Strive San Jose is part of the SVO



The silicon valley **organization**

commerce
san jose



silicon valley
idea



svo
foundation



svo pac



Strive San Jose Timeline

Research
and
Planning

40 Summer
Interns

200 Summer
Interns



Summer
2015

'15-'16



Summer
2016

'16-'17



Summer
2017

'17-'18

East Side Union
High School
District
Partnership

San Jose Unified +
Campbell Union High
School District
Partnerships

MetroED
Partnership

DISTRICT PARTNERS



2015-16 Student Enrollment
7,676

2014-2015 Cohort Graduation Rate (UC/CSU Graduation rate)
87.8% (43.3%)



2015-16 Student Enrollment
26,684

2014-2015 Cohort Graduation Rate (UC/CSU Graduation rate)
83% (43.1%)



2015-16 Student Enrollment
1,661

2014-2015 Cohort Graduation Rate (UC/CSU Graduation rate)
MetroED is an all CTE high school that serves students from 6 school districts



San José Unified School District

2015-16 Student Enrollment
32,454

2014-2015 Cohort Graduation Rate (UC/CSU Graduation rate)
85.4% (46.6%)

2016-2017 School Year

WORK-BASED LEARNING



LARGE GROUP JOB SHADOWS

75 students participating

8 industry partners

6 industry sectors

INDUSTRY EVENTS

280 students participating

2 industry partners

TEACHER ADVISORY BOARDS

22 industry advisors recruited to serve on advisory boards

Question Break

Growing the Pie Before Cutting It



Parable of the Redwoods

“Competition, in this case, holds the entire species back.”

Escape the arms race

- Create a clear vision of the world you're trying to create
 - Who needs to be connected and why?
- Design partnerships around shared value

Understand the 2-sided market

Business *and* education need to be cultivated and connected



Knowledge

- Expertise in pedagogy, assessments, curriculum design

Resources

- Students
- Funding*



Knowledge

- Skills needed
- Projected demand

Resources

- Work-based learning
- Equipment
- Funding*

Curriculum Value Chain: Phases

	Curriculum Design Phase	Curriculum Application Phase	Curriculum Updating Phase
Process	<p>Qualification Standards Who defines the contents of and standards for qualifications?</p> <p>Examination Form Who gets to decide how, where, and by whom material is tested?</p> <p>Involvement Quality How many firms are represented? Are intermediary organizations involved?</p>	<p>Learning Place How much time do students/trainees spend at work vs. in the classroom?</p> <p>Workplace Training Regulation How are training quality and working conditions ensured?</p> <p>Cost Sharing Do firms participate in funding classroom and workplace education?</p> <p>Equipment Provision Do firms provide tools and machines for classroom education?</p> <p>Teacher Provision How many classroom teachers have practical experience?</p> <p>Examination How much of the exam is practical? Where does it take place? Who is allowed to grade exams?</p>	<p>Information Gathering Do surveys measure employers' and employees' satisfaction and success with CTE qualifications?</p> <p>Update Timing Who defines when curricula should be revised?</p>

How we think about preparing business

- Understanding constraints
- Understanding priorities/desires
 - Volunteering, donating, internships
- CSR or HR?
- Growing involvement over time

How we think about preparing education

- Understanding constraints
- Understanding how their expectations differ from industry
- Working to make interactions between industry and education valuable
- Moving from a compliance mindset to a proactive mindset

How we think about connections

- Information flow
- Values
- Good examples from elsewhere
 - DPS CareerConnect
- Shared value
- Customer service
- Common language
 - WBL Continuum is a good start

STUDENT ENROLLMENT BY INDUSTRY SECTOR

241	Agriculture & Natural Resources	 	1028	Health Science & Medical Technology	  
2666	Arts, Media & Entertainment	  	790	Hospitality, Tourism & Recreation	  
704	Building Trades & Construction	  	1446	Info & Communication Technologies	   
420	Business & Finance		0	Marketing Sales & Services	
339	Education, Child Development & Family Services	  	287	Manufacturing & Product Development	
0	Energy, Environment & Utilities		219	Public Services	 
1200	Engineering & Architecture	   	385	Transportation	 
57	Fashion & Interior Design		133	Work Experience Education	 

Estimated enrollment for the 2017-2018 School Year

Pitfalls, Mistakes, Distractions, Dead-Ends

- It's hard to escape an arms race
- It's easy to pursue activities

Question Break

Future

- Datazone
- Regional collaboration
- Talent Pipeline Management
- Middle schools and community colleges

Make a Plan

- Specific (you can say whether or not you have done them) actions with deadlines
- Potential hurdles that could prevent you from achieving your goals
- How you will overcome any hurdles
- Share with the person sitting next to you
 - Bonus – share contact information and text/email each other on the deadline to ask if your new friend has done it



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Thank you!

[Linkedlearning.org](https://linkedlearning.org)

References

- From bright spots to a system: Measuring education-employment linkage in Colorado career and technical education <https://www.research-collection.ethz.ch/handle/20.500.11850/123041>
- The Elephant in the Brain by Kevin Simler and Robin Hanson
- Strive Annual Report <https://www.thesvo.com/strive-san-jose-annual-report>
- Denver Public Schools Career Connect <http://www.dpsscarrerconnect.org/>
- Talent Pipeline Management <https://tools.thetalentsupplychain.org/>
- Photo credit: [2012-02-04 02-05 Capitola, Big Basin 122 Redwoods State Park](#) Allie Caulfield