

How Can Students Tap into the Hidden Internship/Job Market?



In
partnership
with



SPEAKER

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CAREER LAUNCH MISSION

We help our partner schools strategically increase students' social capital, accelerate career readiness, and enhance professional communication skills.



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HIGHLIGHTS WE'LL COVER

- Career Technical Education at Campbell Union High School District
- What is the Hidden/Internship Job Market?
- Importance of Teaching Professional Relationship-Building Skills
- Implementation and Outcomes

CTE at CUHSD Embedding Career Launch



Digital Filmmaking



Culinary



Engineering Design



Computer Programming



Intro to Business/Accounting



Work Experience

Work Based Learning Continuum

WORK BASED LEARNING- An education strategy that links classroom instruction to work-related experiences, aims to increase students' technical skills and knowledge, and helps shape career decision making.

career experience- Workplace tour • Guest speaker • Career fair • Visit parents at work

career engagement- • Informational interview • Job shadow • Virtual exchange with a partner (begin student reflection)

career exposure- • Integrated project with multiple interactions with professionals • Student-run enterprise with partner involvement • Virtual enterprise or other extended online interactions with partners • Projects with partners through industry student organizations • Service learning and social enterprises with partners • Compensated internship connected to curriculum (expand student reflection, assessment of student learning)

career exploration- • Internship required for credential or entry to occupation • Apprenticeship • Clinical experience • On-the-job training • Work experience

Why Work-Based Learning?

Intermediate Engineering Design (Concentrator, Capstone) 12 Elements of a High Quality CTE Program

Essential Element 5		High-Quality, Integrated Curriculum and Instruction		
Citation	Sub-element	Not Yet in Practice (0 points)	Emerging Practice (1 point)	Quality Practice (2 points)
<ul style="list-style-type: none"> Real & Simulated Work-Based Learning Experiences Industry-Specific Expertise & Experts 	5f	Work Based Learning (WBL) is not embedded in the curriculum and assignments of CTE programs and pathways do not make progress through the continuum of real and simulated work-based learning experiences.	Work Based Learning (WBL) is weakly embedded in the curriculum and assignments in all CTE programs and all pathways make some progress through the continuum of real and simulated work-based learning experiences.	Work Based Learning (WBL) is adequately embedded in the curriculum and assignments in all CTE programs and all pathways progress through the continuum of real and simulated work-based learning experiences.
<ul style="list-style-type: none"> Real & Simulated Work-based Learning Experiences Industry-Specific Expertise & Experts 	5g	WBL does not include informal assessment and documentation of student performance in the workplace	WBL includes informal assessment and documentation of student performance in the workplace	WBL includes formalized assessment and documentation of student performance in the workplace
<ul style="list-style-type: none"> Real & Simulated Work-Based Learning Experiences Industry-Specific Expertise & Experts 	5h	CTE programs do not provide opportunities for pupils to access pre- apprenticeships and/or internships	CTE programs provide limited opportunities for pupils to access pre- apprenticeships and/or internships	CTE programs provide adequate opportunities for pupils to access pre- apprenticeships and internships
<ul style="list-style-type: none"> Programs of Study Preparation for Entry-Level Employment or Continued Study in the Same Sector 	5i	CTE programs do not lead to entry-level employment, postsecondary education or training, an industry-recognized credential, or degree in the same industry sector.	Some CTE programs lead to entry-level employment, postsecondary education or training, an industry-recognized credential, or degree in the same industry sector.	Most CTE programs lead to entry-level employment, postsecondary education or training, an industry-recognized credential, or degree in the same industry sector.

Work Based Learning (WBL) is embedded in the curriculum and assignments in all CTE programs and all pathways progress through the continuum of real and simulated work-based learning experiences.

WBL includes formalized assessment and documentation of student performance in the workplace; and/or orientation for workplace supervisors and students

All CTE programs provide extensive opportunities for pupils to access pre- apprenticeships and/or internships

All CTE programs lead to entry-level employment, postsecondary education or training, an industry-recognized credential, or degree in the same industry sector.

LEA follows up with all CTE completers one year after high school to collect data on their postsecondary choices (continued study or entry-level employment in the same field) as a measure of the success of the program.

We are here

Goal is here

Alignment with CTE Career Readiness Goals

- Supporting students to increase career exposure and work-based learning opportunities
- Teaching Students to Self-Advocate
- Leveling the playing field for first-generation students
- Foster relationships with local employers

When you hear the words “social capital” what do you think about?

On a scale of 0–10, how important would you say social capital is for your students? Why do you feel that way?

Social Capital

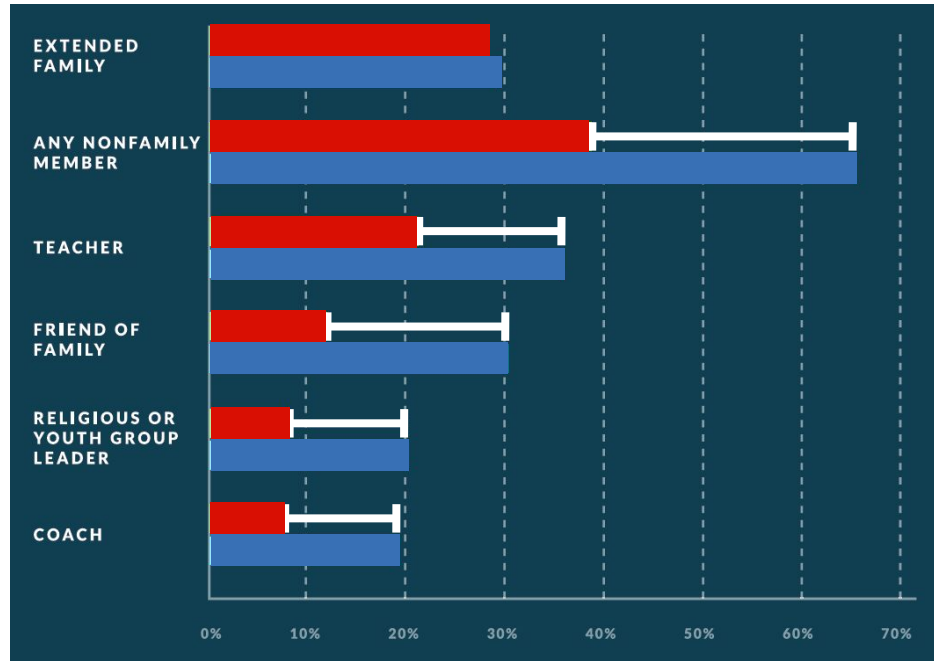


People's access to and ability to mobilize human connections that might help them further their potential and their goals, as those goals emerge and inevitably shift over time.

- The Christensen Institute

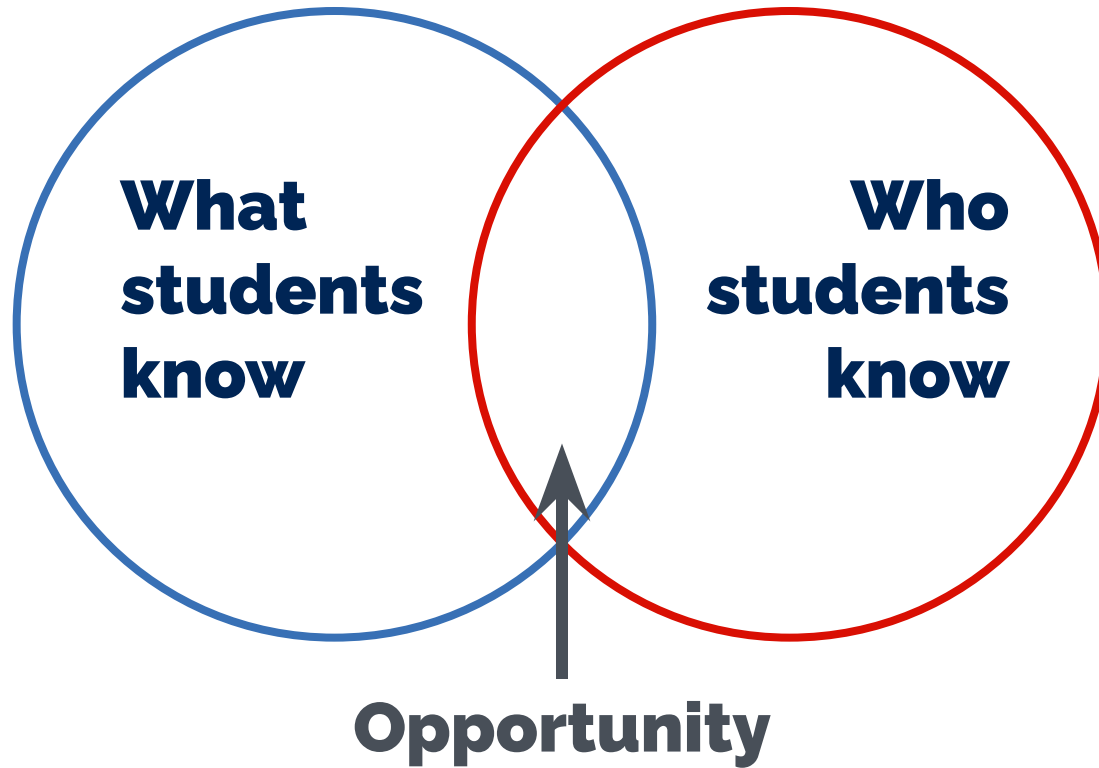


Students' networks vary by income → unequal access to informal mentors



Youth from bottom
25% socioeconomic
status based on family
income

Youth from top 25%
socioeconomic status
based on family income



Why teach about social capital?





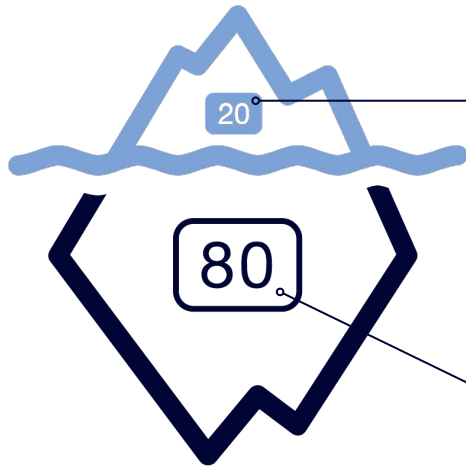
QUESTION



What percentage of jobs are found through networking?



Most students don't realize...



Only 20% of jobs & internships are advertised

80% are filled in the hidden job market



 Audience Question

**When did you learn about the
hidden job market?**

Who helped you get to where you are today?

Who have you helped?

What did that help look like?



~~Informational Interviews~~

Career Conversations

~~Networking~~

Relationship Building

“Give a student a fish, feed them for a day. Teach a student how to fish, feed them for a lifetime”

- Proverb



Student Outcomes

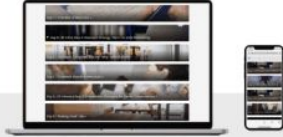




Table Share

How are you currently building bridges between students & industry professionals to help students land opportunities?

Micro Learning
VIDEOS DELIVERED VIA TEXT
MESSAGE & EMAIL



**Interactive
Workbooks**



Certification
FOR TEACHERS & STAFF



**Employability Skills
Assessment**



Implementation
Embed into Core Curriculum
Embed into CTE Curriculum
Embed into Electives (Internship/WBL Course, AVID, Career Prep, etc.)
Embed into Special Ed
Embed into Alternative Ed
Enrichment Programming



Coming Soon



Strong Ties

People you know very well

Weak Ties

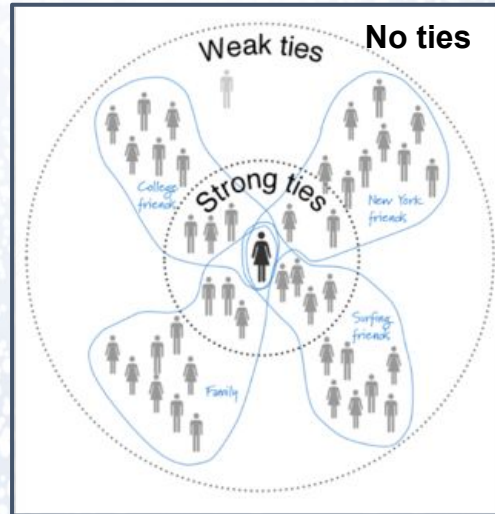
People who you interact less often or haven't seen in a long time

Loose Ties

People who you haven't met but likely could be introduced to by a strong or weak tie

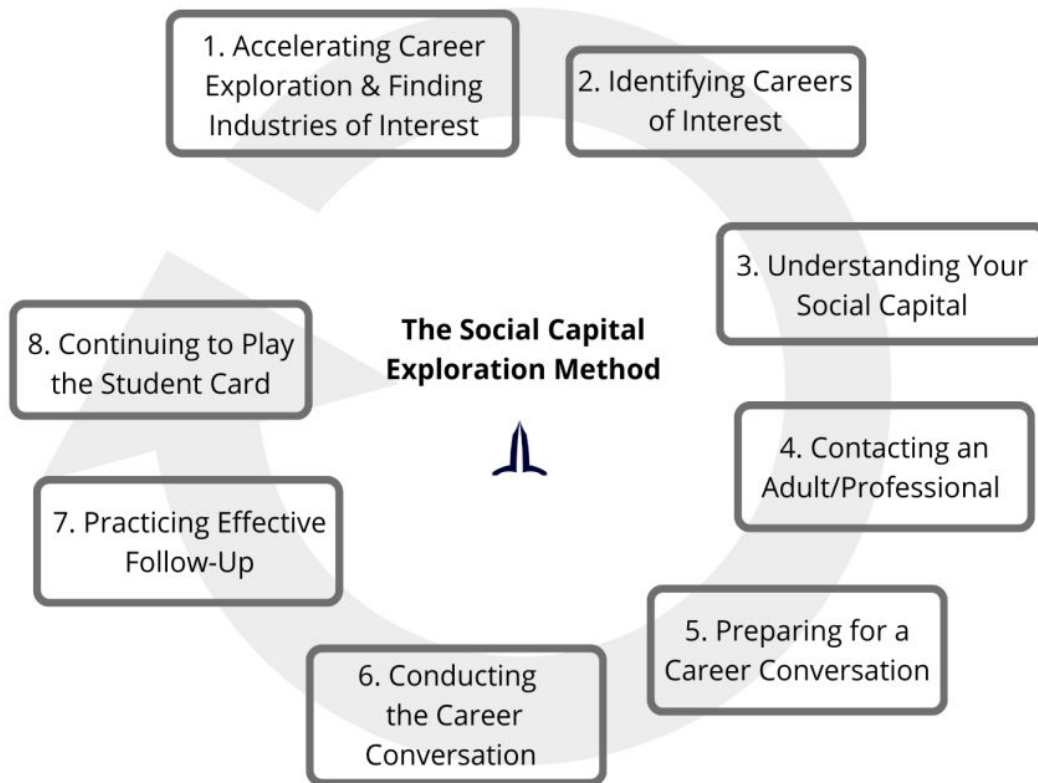
No Ties

No relationship at all



SOCIAL CAPITAL EXPLORATION METHOD

Workbook Page: 11



Work-based Learning - Career Launch (Turner)

Est: Teacher Prep Time 1-2 additional hours

Est: Class Time 12 weeks (variable)

Available as Canvas Assignment/Module: Y

Cost: ?

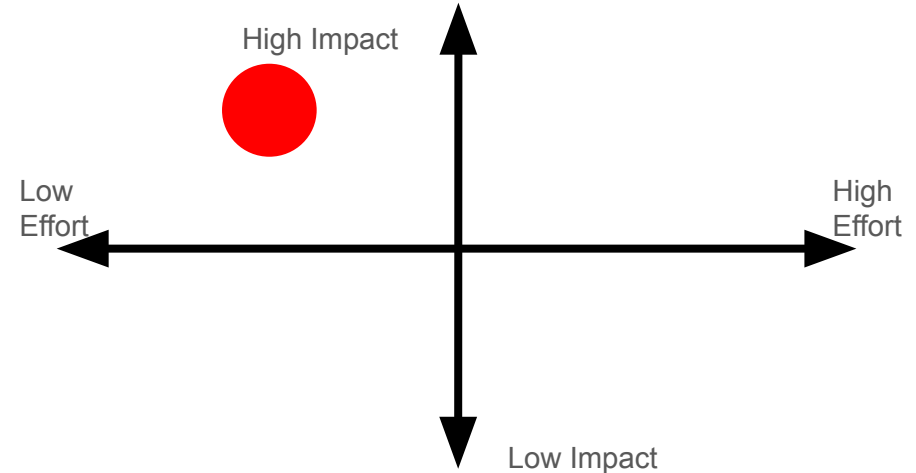
How funded: District Budget (Bari)

Partner Organization(s): Career Launch

This a prebuilt curriculum with online resources and a workbook. Students explore different careers and industries. They learn about social capital and create a professional, personal email address. With the email address they practice professional communication and reach out to various professionals asking for an interview. Students conduct the interview and learn about the professional's career path, company culture, or college experience.

Type: (choose any that apply)

- | | |
|--|---|
| <input checked="" type="checkbox"/> Assignment | <input type="checkbox"/> Speaker |
| <input type="checkbox"/> Project | <input type="checkbox"/> Internship |
| <input type="checkbox"/> Discussion | <input type="checkbox"/> Skills training |
| <input type="checkbox"/> Program | <input type="checkbox"/> Demonstration |
| <input type="checkbox"/> Field Trip | <input type="checkbox"/> Activity |
| <input checked="" type="checkbox"/> Program | <input checked="" type="checkbox"/> Other |



Steven Turner Testimonial



CAREER LAUNCH METHOD

A confidence-building, scaffolded approach for students to...

- 1) Explore career paths and options
- 2) Enhance their professional communication skills
- 3) Create work-based learning opportunities and increase strategic social capital



Launch Your Career Curriculum



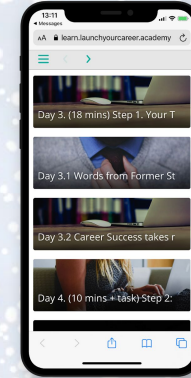
Career Launch Method™©

STEP 1 **Discernment:** Prioritize the Organizations
You Want to Work For

STEP 2

STEP 3

STEP 4



Career Launch Method™©

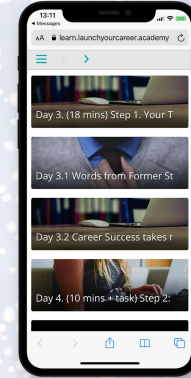
STEP 1

STEP 2

Strategic Research: Discover Professionals Who Can Be Helpful to You

STEP 3

STEP 4



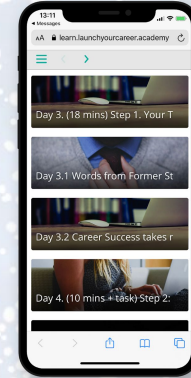
Career Launch Method™©

STEP 1

STEP 2

STEP 3 Professional Brand: Enhance Your
Online Reputation

STEP 4



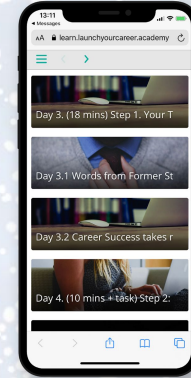
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STEP 1

STEP 2

STEP 3

STEP 4 **Outreach:** How to Play the Student Card
to Set Up Career Conversations



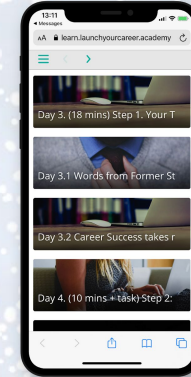
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STEP 5 **Preparation: Strategies and Best Practices for Career Conversations**

STEP 6

STEP 7

STEP 8



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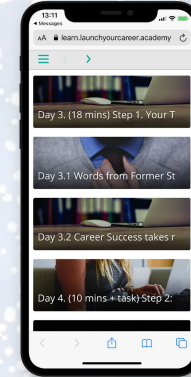
STEP 5

STEP 6

Advanced Preparation: Turning Career Conversations into Interviews, Recommendations, and Referrals

STEP 7

STEP 8



Career Launch Method™©

STEP 5

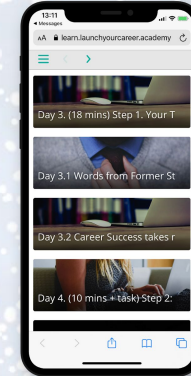
STEP 6

STEP 7

**Effective Follow-up: Differentiate Yourself
and Build Long-Term Relationships**

STEP 8

MacBook Pro



Structure and support for external
consultants for Senior Year Capstone Project

Flexible Implementation Options

Unit Delivery

Everyday for 2 weeks

Month-long Delivery

Twice per week

Semester-long Delivery

Once a week
(~ 12 weeks)



1.37/per student



Average number of Career Conversations
completed during the program

Listen to Tiglad speak about their Career Launch experience...





94%

of students report **greater confidence** in understanding how to create relationships with professionals from scratch



Though Career Launch was daunting at first, I really enjoyed the conversations I had with professionals in the industries I'm interested in.



**Madeline
C.**





94%

of students report **greater confidence** in knowing how to effectively follow up and sustain relationships with professionals.

“ Career launch has given me the confidence to reach other to companies I want to work at, and see what it takes to get to that spot. ”

**Skyler
V.**





83%

of students reported **gains** in cultivating a growth mindset and being comfortable with ambiguity.



**It was a good way to see how easy it is
to talk to people with my dream job**



**Luigi
R.**





It opened new doors to new opportunities



**Akshar
P.**





Helped me feel more comfortable about going into the engineering field where finding a job to use your degree seems shrouded or exclusive unless you have connections.



**Lleyton
H.**



Scaling Social Capital Curriculum at CUHSD

Budget: Strategic Improvement of Career Exploration to Achieve Post-Secondary Success (SICEAPSS) Grant

Board Approval Process:

- Turn-key curriculum for CTE teachers to embed
- Effective for ALL students, particularly first-gen students
- Brought physical workbooks to share with board members



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Workbook Raffle

