

EM Career Readiness Outcomes



2009-2011 KeyTrain Pre-Tests (Pilot Phase)

PHASE DESCRIPTION	Students Served	Math	Average Scores Reading	Locating Information	Average Score Outcome
Pilot phase began in December 2009-2011. 100 Sophomores from each school system in Catawba County.	820	3.70	4.10	3.60	Silver
Results measured from the following Sophomore High Schools students:	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Bandys, Fred T. Foard, St. Stephens, Maiden, Bunker Hill High Schools Newton Conover High School Hickory High School, HCAM Challenger Early College </div> <div style="margin-left: 20px; text-align: center;"> Range of Scores: 1 (low) to 6, 7 (highest) </div>				

Average hours = 80 per year

2012 KeyTrain Pre-Tests (Full Implementation)

CVCC HRD provided planning, preparation and on site pre-assessment assistance to the three public school systems in Catawba County through the Education Matters initiative. Every 10th grade High School student in Catawba County took the KeyTrain pre-assessment in 2012. In prior years only 300 10th grade students were tested. During the full implementation phase a total of 72 CVCC staff hours were dedicated in support of Education Matters with training for high school staff and testing of over 1,700 students.

PHASE DESCRIPTION	Students Served	Math	Average Scoring Reading	Locating Information	Average Score Outcome
End of Pilot phase--All Sophomores pre-tested.	1712	4.10	4.11	4.03	Silver
Results measured from the following Sophomore High Schools students:	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Bandys, Fred T. Foard, St. Stephens, Maiden, Bunker Hill High Schools Newton Conover High School Hickory High School, HCAM Challenger Early College </div> <div style="margin-left: 20px; text-align: center;"> Range of Scores: 1 (low) to 6, 7 (highest) </div>				

2012 WorkKeys & CRC (Pilot Phase)

PHASE DESCRIPTION	Students Participating	Bronze	Silver	Gold	Average Score Outcome
WorkKeys Testing for select schools along with the DPI testing mandate	99	7	52	36	Silver
Results measured from the following Senior High Schools students:	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Challenger HCAM Hickory High School </div> <div style="margin-left: 20px; text-align: center;"> Students received CRC's at the Bronze, Silver & Gold Levels. Four students did not receive certification. </div>				

2013 WorkKeys & CRC (Pilot Phase)

PHASE DESCRIPTION	Students Participating	Bronze	Silver	Gold	Average Score Outcome
WorkKeys Testing for all schools along with the DPI testing mandate	70	5	35	23	Silver
Results measured from the following Senior High Schools students:	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Bandys, Fred T. Foard, St. Stephens, Maiden, Bunker Hill High Schools Newton Conover High School, HCAM Hickory High School </div> <div style="margin-left: 20px; text-align: center;"> Students received CRC's at the Bronze, Silver & Gold Levels. Seven students did not receive certification. </div>				

(Note: Challenger will be tested in May 2013)

The majority of seniors scored at the county standard of Silver, but were higher than average in Gold certification.



CATAWBA COUNTY
**CHAMPIONS
OF EDUCATION**

We mean business when it comes to education.

Champions of Education Quarterly Breakfast



**EDUCATION
MATTERS**
IN CATAWBA VALLEY

March 13, 2013 Crowne Plaza Hotel, Hickory, NC

Education Matters Initiative Update

Education Matters is an initiative of Catawba Valley Community College, developed by the college president, local business and government leaders, and school administrators to increase the value of education and educational attainment in Catawba County.

The purpose of the initiative is to build partnerships with our school systems, community college, universities, local government and business and industry to provide a comprehensive community-based approach to integrate education and career awareness in our schools. The intent is to help students understand the importance of their courses as they work towards high school graduation, plus the postsecondary education and training necessary to secure employment in our area.

Launched in August 2009, Education Matters is now in its fourth year and has begun full implementation with high school sophomores, while continuing the pilot phase of the program with current juniors and seniors. Education Matters is currently working with approximately **2,312 high school students** in nine high schools across Catawba County. In addition, the Education Matters initiative started this past fall at CVCC with pilot programs that include Early Childhood Education, Photography, Graphic Arts, and Emergency Medical Science.

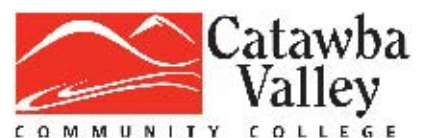
CVCC Human Resource Development staff work with high schools to conduct KeyTrain and WorkKeys assessments. During the **pilot phase 820 students** in

Catawba County took KeyTrain assessments, with an additional **1,712 sophomores** this year. WorkKeys assessments have been given to **169 seniors** earning **Career Readiness Certificates** at the following levels: **59 Gold, 87 Silver, and 12 Bronze**. High school juniors create College & Career Ready Portfolios complete with resumes, cover letter, career goals, examples of work, awards, and letters of recommendation.

More than **150 businesses** have signed on with the goal to support and increase the value of education in the Catawba Valley by helping students understand the importance of earning a high school diploma plus the postsecondary education and training needed specific to their industry. Many of our business partners engage with students by participating in job fairs, offering internship opportunities, serving as mentors, visiting classrooms, hosting on-site field trips, conducting mock interviews, and providing career workshops.



CVCC's HRD Tammy Buff administers the KeyTrain pre-assessment to a St. Stephen's 10th grade student.



**Champions of Education
and Education Matters are
initiatives of Catawba Valley
Community College Student
& Community Engagement**

Education Matters to Hickory Young Professionals

Hickory Young Professionals (HYP) has partnered with Education Matters in Catawba Valley to work together to build and strengthen the importance of education in our community and to make a positive impact on our students. Over the last two years HYP members have made great strides by recruiting new business partners to join Education Matters, participating in the Education Matters Career Prep Conferences, and serving as mentors in the Lunch Buddy program for middle school students.

They have also gotten involved in special school-related events such as the Future Business Leaders of America (FBLA) Regional Conference and other activities as needs arise.

HYP continues to build the partnership with a commitment to serve in one or more of the following areas:

- ◆ Business Partner Recruitment
- ◆ Lunch Buddy Mentoring
- ◆ Hanging with HYP at the Education Matters Career Prep Conference
- ◆ School Events & Activities



Meredith Ross, owner of The Hickory Tree Consignment, talks about creating and owning a business at the FBLA Regional Conference for high school and middle school students.



Hanging out with HYP: Hickory Young Professionals offer advice to seniors during Career Prep Conference in October.

To learn more about Hickory Young Professionals, visit their website at www.hickoryhyp.com.

Education Matters *EXTREME* STEM Tour

Highlighting Science, Technology, Engineering and Math (STEM) Careers through Education Matters Partnership

What is the Education Matters *EXTREME* STEM Tour? It is 3,257 eighth graders learning about STEM careers through behind-the-scenes tours in business and industry, while additionally learning about local post-secondary education and training through Catawba Valley Community College, the NC Center for Engineering Technologies, and the military. Each middle school gets a full day of Science, Technology, Engineering and Math (STEM) "The experience: **PRICELESS!**"

How did it come about? As a recipient of a Golden LEAF Foundation grant, Catawba County Schools (CCS) was required to introduce 8th graders to STEM careers. With the Education Matters partnership in place, and over 150 business partners committed to supporting education, CCS contacted Education Matters to create a plan. Taking 8th graders into businesses to meet people in various levels/positions, while getting to see the work environment, is an innovative way to introduce the students to STEM careers.

With months of planning and an "extreme" schedule, the ***EXTREME* STEM Tour** was created. The goal was for 8th grade students to be more aware of local opportunities in STEM careers as well as the specific skills and training required. The students learned the importance of taking higher levels of math and science coursework while in high school to be prepared for postsecondary training or entry into a STEM career.



A Grandview student tests his skills as a surgeon while using the DaVinci Machine at Frye Regional Medical Center.

The first **Education Matters *EXTREME* STEM Tour** was such a success that the experience now includes all 8th graders in Hickory Public Schools, Newton-Conover City Schools and Catawba County Schools. Alexander County Schools and Burke County are developing similar behind-the-scenes tours for their students based on the ***EXTREME* STEM Tour** model.

Businesses that participated in the ***EXTREME* STEM Tour 2012-2013** include Benco Steel, Catawba County EcoComplex, Catawba Valley Medical Center, Century Furniture, Charlotte Charter Jet,



Concept Frames tells students how they use math and science in their industry.

City of Conover Wastewater Treatment Facility, City of Hickory Water Facility and Wastewater Treatment Facility, Commercial Fabricators, CommScope, Concept Frames, Corning Cable Systems, Deluxe Printing, Duke Energy, Ethan Allen, Flowers Baking Co. of Newton, Frye Regional Medical Center, General Dynamics, GKN Driveline, Graystone Eye, Hickory Business Furniture, Klingspor Abrasives, LEE Industries, Manufacturing Solutions Center, National Guard, NC Center for Engineering Technologies, Performance Food-IFH, Sarstedt, Shurtape Technologies, Turbocoating, Vanguard Furniture, von Drehle Corporation, Western Piedmont Council of Governments, and ZF Lemforder.



ZF Lemforder talks to students about the Quality Lab and the precision in advanced manufacturing.



Jacobs Fork visits Ethan Allen to learn about furniture design and manufacturing.

Career Prep Conference Gives Seniors Employability Training

Education Matters held its second Career Prep Conference in October to provide high school seniors with employability training to prepare them for when they graduate. Over 150 students attended workshops led by

HR professionals from the NC Dept. of Commerce Division of Workforce Solutions, Patrick Harper & Dixon, Performance Food-IFH, and The Jackson Group on the topics of "Survivor Career Skills: First Impressions, Job Interviews & More!" and "Getting Your Resume to the Top of the Pile."

Education Matters business partners met with students one-on-one and conducted mock interviews and reviewed the students' Career Ready Portfolios under the direction of CVCC's Human Resource Development Department.

Hickory Young Professionals (HYP) came out in full force to offer advice and to talk to the students about their personal career paths and the challenges of getting their first full-time job.

The CVCC Career Center staff and high school Career Development Coordinators conducted a team-based activity called "Career Planning Matters!" They talked with the seniors about the resources available to help them choose a career as well as the benefits of planning and setting educational goals along the way.

In addition, the students attended a "mini" college fair where they learned about local education and training opportunities from ASU, CVCC, CVCC Innovation Center, LRU, and NC CET.



Education Matters business partners conduct a mock interview and portfolio reviews with high school seniors during the Career Prep Conference.

Contact Information

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