



CITY OF

PORTLAND, OREGON

Office of the Mayor

Mayor Sam Adams

1221 S.W. Fourth Avenue, Suite 340

Portland, Oregon 97204-1994

(503) 823-4142

FAX: (503) 823-3588

E: samadams@portlandoregon.gov

www.mayorsamadams.com

REPORT TO COUNCIL

December 13, 2012

To: Portland City Council

Subject: Accept the Report on Emerging Business Leaders Program: Career Learning Opportunities for Portland Public School Students

This report outlines the series of career learning opportunities for Portland Public School students. The program is intended to encourage students to thoughtfully consider future career opportunities. It was developed by a team that includes representatives from Portland Public Schools, Worksystems Inc., Portland Workforce Alliance, and the Mayor's Education team.

The report outlines the three different opportunities that businesses, business representatives, and students can take part in. These include:

- Emerging Business Leaders Guest Speakers
- Emerging Business Leaders Tours
- Mayor's Innovators Competition

The report highlights the importance of continuing to support initiatives and programs that engage business leaders with students.

RECOMMENDS:

That the Council accept the report.

Respectfully submitted,

Mayor Sam Adams
City of Portland



EMERGING Business LEADERS PROGRAM:

Career Learning Opportunities for Portland Public Schools Students

The City of Portland, Mayor Sam Adams and Portland Public Schools are collaborating on a series of career learning opportunities for PPS students. The program is intended to engage students and encourage them to thoughtfully consider future career opportunities.

The Emerging Business Leaders Program will focus on three specific career learning opportunities: Guest Speakers, Tours, and the Mayor's Innovators Competition. Schools will utilize Worksystems' BizConnect, a regional database program, and the Portland Workforce Alliance to facilitate connections between students, schools, and industry/business partners.

EBLP GUEST SPEAKERS:

The EBLP Guest Speakers will be comprised of a variety of industry, business, and community professionals who will share their stories with students. Schools will use the BizConnect database system to identify and connect with potential guest speakers. The visit may take place at the school in a classroom or career center.

The goal is for students to hear, firsthand, from a current practitioner in the field about a particular occupation, the necessary preparation, required knowledge, and other interesting facts about the career area. Students often have unrealistic expectations about careers and workplace requirements, so this is an opportunity to give them a glimpse of what careers are really like. Demonstrations and hands-on activities are encouraged, if applicable. Web videos are also excellent tools.

The EBLP Guest Speakers will work with all Portland Public High Schools during the 2012-13 school year. EBLP speakers are asked to give up to two presentations during the 2012-13 school year. The visit will typically last from 30 to 90 minutes.

RESPONSIBILITIES:

The student will:	The school will:	The employer will
<ul style="list-style-type: none">• Be briefed and prepared for the visit.• Be familiar with the topic of discussion.• Display polite and courteous behavior.• Ask relevant and thoughtful questions prepared in advance.• Complete an evaluation and other documentation.	<ul style="list-style-type: none">• Provide a primary point of contact to schedule and organize the speaking engagement• Communicate the goals for the presentation• Prepare students for the visit and help them develop relevant questions.• Administer and collect evaluations and other relevant documentation.	<ul style="list-style-type: none">• Describe his/her occupation, education, background, and training.• Discuss parts of their job they like best/least.• Discuss future outlook for the occupational area.• Share general salary range making certain to include entry-level wage information.• Discuss career paths, education and training needed to perform jobs within the organization.• Describe a typical work day.• Answer students questions.• Complete an evaluation of the experience.

EBLP TOURS:

EBLP Tours provide an opportunity for students to explore careers and the world of work by visiting businesses where they will observe and ask questions about careers, skills and tasks performed by the companies. Schools will use Worksystems' BizConnect database system and the Portland Workforce Alliance to identify and connect with potential tour hosts.

The goal is to introduce students to the scope of potential career opportunities in Portland by allowing them to view a firm's daily routines and activities. Tour activities may include a general overview of the organization, products, career paths, and education/training requirements; a walking tour of the business, including product demonstrations and company projects; and time for Q&A. Tours are also an opportunity for businesses to market what they have to offer...students tell their peers and parents, expanding the network of community connections for the business.

EBLP Tours will be offered to Benson and Grant High Schools during the 2012-13 school year. EBLP businesses are asked to host one tour during the school year. Tours typically last two hours, and the group size will include approximately 25-30 students.

Value proposition for Business:

- Students will be exposed to the scope of opportunities within Portland industries, thus increasing their awareness of potential career paths and allowing students to better plan for the future.
- Business can market what they offer – students tell their peers and their parents, expanding the network of connections that business has to the community
- Acknowledgement of business as active-community partner on education and youth issues ultimately, this will result in a more diverse and better qualified workforce.

RESPONSIBILITIES:

The student will:	The school will:	The employer will
<ul style="list-style-type: none">• Be briefed and prepared for the visit.• Be familiar with the organization's purpose and functions.• Obtain parental/guardian permission to participate.• Dress appropriately.• Display polite and courteous behavior.• Ask relevant and thoughtful questions prepared in advance.• Complete an evaluation and other documentation.	<ul style="list-style-type: none">• Provide a point of contact to work with the business to organize the tour, including date, time, location, etc.• Communicate the goals for the tour.• Organize transportation to and from the tour.• Prepare students for the visit and help them develop relevant questions.• Administer and collect evaluations and other relevant documentation.	<ul style="list-style-type: none">• Provide a primary point of contact to work with the school to organize the tour, including date, time, location, etc.• Identify appropriate individuals within the organization to participate.• Give an orientation about the company with general information about its operation.• Explain the departments and how they relate to the organization.• Discuss career paths, education, and training needed to perform jobs within the organization.• Share general salary range making certain to include entry-level wage information.• Provide a site tour of the business.• Answer students questions.• Complete an evaluation of the experience.

THE MAYOR'S INNOVATORS COMPETITION:

The Mayor's Innovators Competition is an intensive activity that combines project-based activities, career learning, and group problem-solving. Business professionals are tasked with identifying an industry-related project, case study, or problem for students to gather and analyze data, determine an action plan, and present their project findings or propose a plan for reducing or eliminating the problem. At the end of the semester, industry partners will review the student projects and choose a winning team.

The goal of the competition is to engage students in applying their classroom learning to real-life, work related projects and/or problems and to provide the opportunity for students to develop a deeper knowledge and insight into specific industries in the Portland area. The competition enables business leaders to educate students about their firm and/or industry, and reinforce the value of education; and industry has the opportunity to leverage students' fresh perspectives, creativity, and motivation as a resource.

Schools will recruit teacher leaders to facilitate classroom activities and lead students through the process to complete the project/problem solving activity. Industry partners will collaborate with teacher leaders to provide resources, information and support to enable students to complete the competition activities.

The Mayor's Innovators Competition will be piloted at Benson High School during the 2012-13 school year. Areas of focus include (but are not limited to) Arts & Communication (Graphic Design, Broadcasting), Health Services, Building Construction, Electrical Engineering Technology, Manufacturing Technology, and Transportation Technology.

Value proposition for Business:

- Visibility and recognition for businesses' commitment to community and youth.
- Opportunity to educate youth about diversity of types of jobs/occupations and opportunities available within one firm and/or industry
- Industry has the opportunity to leverage students' fresh perspectives, creativity, and motivation as a resource
- Project reinforces the value of education by enabling students to connect the dots between the classroom and the workplace, creating a more educated workforce
- Industry can begin recruitment/retention of a future pipeline of employees with a tie to Portland
- Youth develop deeper knowledge and insight into what is happening within a specific target industry

RESPONSIBILITIES:

The student will:	The school will:	The business will:
<ul style="list-style-type: none">• Submit an application to participate in the competition• Attend an orientation meeting plus final team presentation/competition.• Actively participate with the team in developing a storyboard, action plan work schedule.• Prepare and present the team's project findings or plan for reducing or eliminating the problem.• Complete an evaluation of the experience.	<ul style="list-style-type: none">• Identify 1 teacher leader per industry to facilitate the competition through their classes• Recruit a minimum of 2 project teams of 3-5 students to compete per industry area• Attend the fall meet and greet event, and 1-2 related meetings during the school year• Help the team develop a storyboard, action plan and work schedule• Provide coaching support for the team• Complete an evaluation and provide feedback to event organizers• May attend the final team presentation/ competition.• Administer and collect evaluations and other relevant documentation.• Complete an evaluation	<ul style="list-style-type: none">• Identify 1 representative to serve on the Innovator's Competition Council and attend 2 meetings during the semester.• Attend the fall meet and greet event• Develop and present the project, case study, or problem to students.• Provide resources, information and support to enable students to complete the competition activities.• Answer student questions.• Observe and evaluate student team presentations and identify a winning team.• Complete an evaluation of the experience.

Agenda No.
REPORT NO.
 Title

Accept Report and testimony on Career and Technical Education and the Emerging Business Leaders program. (Report)

INTRODUCED BY Commissioner/Auditor: Mayor Sam Adams	CLERK USE: DATE FILED <u>DEC 14 2012</u>
COMMISSIONER APPROVAL Mayor—Finance and Administration - Adams <i>Sam Adams</i> Position 1/Utilities - Fritz Position 2/Works - Fish Position 3/Affairs - Saltzman Position 4/Safety - Leonard	LaVonne Griffin-Valade Auditor of the City of Portland By: <i>[Signature]</i> Deputy
BUREAU APPROVAL Bureau: Office of the Mayor Bureau Head: Mayor Sam Adams	ACTION TAKEN: <div style="font-size: 1.5em; font-weight: bold;">DEC 19 2012 ACCEPTED</div>
Prepared by: Kali Ladd Date Prepared: December 12, 2012	
Financial Impact & Public Involvement Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/>	
Council Meeting Date December 19, 2012	
City Attorney Approval: required for contract, code, easement, franchise, charter, Comp Plan	

AGENDA
TIME CERTAIN <input checked="" type="checkbox"/> Start time: 9:30 am Total amount of time needed: 15 minutes (for presentation, testimony and discussion)
CONSENT <input type="checkbox"/>
REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	✓	
2. Fish	2. Fish	✓	
3. Saltzman	3. Saltzman	✓	
4. Leonard	4. Leonard	✓	
Adams	Adams	✓	