

*Below is the meeting summary for the third Education Focus Group meeting. The purpose of this meeting is to select approximately three objectives for each goal established at the second meeting. All of the Focus Group information will be incorporated into the Community Strategic Plan document which will be considered by the Board of Supervisors later this year.*

**Meeting Date:** 4/4/16

**Recorder:** Ashley King

**Meeting Location:** Northside High School

**Number of Participants:** 18

**Number of Small Groups:** 3

**Host:** Dr. Killough, Roanoke County Public Schools Superintendent

**Lead Staff:** Ken Nicely, Rebecca Owens

**Staff Facilitators:** Laurie Gearheart and Audrey Palmer

\* \* \* \* \*

**Topics with Top Three Goals**

**Topic 1: Paths to Success**

- Goal 1. Educate public, schools, parents and students on skill gaps and job information (i.e. job needs, salaries, etc.)
- Goal 2. Rebranding image of community colleges and technical education
- Goal 3. Create and promote diverse methods of technical / career / humanities and arts training and academics

**Topic 2: Community Involvement and Partnerships**

- Goal 1. Promote / introduce students and adults to challenges of community activities and service learning opportunities (Experiential Education – service learning, volunteering, job shadowing, and internships)
- Goal 2. Create public / private / education partnerships
- Goal 3. Adequate funding

**Topic 3: Continuum of High Quality Education**

- Goal 1. Promote education opportunities in the Roanoke Valley
- Goal 2. Attract and retain high quality teachers, faculty and researchers
- Goal 3. Emphasize career counseling (K-Adult)

## **Objective Development: All Objectives Discussed for Each Goal**

### **Topic 1: Paths to Success**

*Goal 1. Educate public, schools, parents and students on skill gaps and job information (i.e. job needs, salaries, etc.) in Roanoke Valley*

Objective 1: Enlist software specialists to create an online job clearinghouse, i.e., information regarding job skills, income, training/education necessities. (ex. [www.dreamitdoitvirginia.com](http://www.dreamitdoitvirginia.com))

Objective 2: Produce career fairs and programs individualized for elementary, middle school, high school, and continuing education adults.

Objective 3: Utilize social/local media to showcase success stories, job opportunities, collaboration between business, etc.

*Goal 2. Rebranding image of community colleges and technical education*

Objective 1: Publish images and information of today's community colleges and technical education in more cultural relevant media to change the perspective of technical careers.

Objective 2: Bring more focus to technical institutions and colleges within the Roanoke Valley (ex. certifications and apprenticeships).

Objective 3: Create new mottos/marketing focus that is not an extension of high school, but a bridge to one's future.

*Goal 3. Create and promote diverse methods of technical / career / humanities and arts training and academics*

Objective 1: Create and expand internships/job shadowing/cooperative education including profit and not-for-profit companies.

Objective 2: Enhance STEAM-H programming in K-12 to include summer/after school opportunities.

Objective 3: Create and expand Burton for additional CTE/Humanities and Arts (K-12) opportunities, offer on-site training programs with local businesses, and coordinate association programs with local colleges.

### **Topic 2: Community Involvement and Partnerships**

*Goal 1. Promote / introduce students and adults to challenges of community activities and service learning opportunities (Experiential Education – service learning, volunteering, job shadowing, and internships)*

Objective 1: Survey, research and identify existing and new job and volunteer opportunities to foster collaboration between schools, business, and communities.

Objective 2: Enhance and promote existing EE programs that might be underutilized.

Objective 3: Develop and promote new programs in an effort to focus on career fields in high need and community involvement.

*Goal 2. Create public / private / education partnerships*

Objective 1: Continuously survey the business community to identify necessary skills needed (soft and hard, people and technical) for entry into the job force.

Objective 2: Collaborate with School Administration and Counselors to promote and identify pathways to fill job needs and enrichment.

Objective 3: Collaborate with School Administration to develop a curriculum and to hire specialized instructors based on employers' needs.

*Goal 3. Adequate funding*

Objective 1: Research grant opportunities for technical, humanities and arts education to include summer, after school, and other enrichment opportunities (grant writer).

Objective 2: Coordinate schools with employers with specific job skills needs, and have them provide necessary equipment and/or staff, as well as adequate funding (CCAP).

Objective 3: Host a regional/state/national Skills-USA competition which brings revenue and visibility to our community.

**Topic 3: Continuum of High Quality Education**

*Goal 1. Promote education opportunities in the Roanoke Valley*

Objective 1: Expand CCAP program for Roanoke County students and promote success of community college system.

Objective 2: Increase resources to support exceptional students and adults (gifted and people with disabilities and low income).

Objective 3: A - Partner with business/industry to invest in high-tech facilities, equipment, and staff in schools and higher education (VWCC).

B – Support and work with RHEC to align programs to job needs.

C – Partner with higher education for workforce retraining.

*Goal 2. Attract and retain high quality teachers, faculty and researchers*

Objective 1: Allocate funds to meet market demands by competing against other districts, but also other career options.

Objective 2: Partner with higher education (VWCC, RHEC, Hollins, Roanoke, VT, and Jefferson), business, and school system to develop learning opportunities and experiences for area faculty, and keep people connected to the valley.

Objective 3: Allocate funding to reduce class size.

*Goal 3. Emphasize career counseling (K-Adult)*

Objective 1: Identify current and future job market needs in Roanoke region.

Objective 2: Use RVTV and other media to educate the community about needs and opportunities.

Objective 3: Partner with school system, higher education, and business to facilitate job shadowing, mentorships, and internships.

## **Objective Development: Group Consensus on Top Three Objectives for Each Goal**

### **Topic 1: Paths to Success**

*Goal 1. Educate public, schools, parents and students on skill gaps and job information (i.e. job needs, salaries, etc.) in Roanoke Valley*

Objective 1: Enlist software specialists to create an online job clearinghouse, i.e., information regarding job skills, income, training/education necessities. (ex. [www.dreamitdoitvirginia.com](http://www.dreamitdoitvirginia.com))

Objective 2: Produce career fairs and programs individualized for elementary, middle school, high school, and continuing education adults.

Objective 3: Utilize social/local media to showcase success stories, job opportunities, collaboration between business, etc.

*Goal 2. Rebranding image of community colleges and technical education*

Objective 1: Publish images and information of today's community colleges and technical education in more cultural relevant media to change the perspective of technical careers.

Objective 2: Bring more focus to technical institutions and colleges within the Roanoke Valley (ex. certifications and apprenticeships).

Objective 3: Create new mottos/marketing focus that is not an extension of high school, but a bridge to one's future.

*Goal 3. Create and promote diverse methods of technical / career / humanities and arts training and academics*

Objective 1: Create and expand internships/job shadowing/cooperative education including profit and not-for-profit companies.

Objective 2: Enhance STEAM-H programming in K-12 to include summer/after school opportunities.

Objective 3: Create and expand Burton for additional CTE/Humanities and Arts (K-12) opportunities, offer on-site training programs with local businesses, and coordinate association programs with local colleges.

### Topic 2: Community Involvement and Partnerships

*Goal 1. Promote / introduce students and adults to challenges of community activities and service learning opportunities (Experiential Education – service learning, volunteering, job shadowing, and internships)*

Objective 1: Survey, research and identify existing and new job and volunteer opportunities to foster collaboration between schools, business, and communities.

Objective 2: Enhance and promote existing EE programs that might be underutilized.

Objective 3: Develop and promote new programs in an effort to focus on career fields in high need and community involvement.

*Goal 2. Create public / private / education partnerships*

Objective 1: Continuously survey the business community to identify necessary skills needed (soft and hard, people and technical) for entry into the job force.

Objective 2: Collaborate with School Administration and Counselors to promote and identify pathways to fill job needs and enrichment.

Objective 3: Collaborate with School Administration to develop a curriculum and to hire specialized instructors based on employers' needs.

*Goal 3. Adequate funding*

Objective 1: Research grant opportunities for technical, humanities and arts education to include summer, after school, and other enrichment opportunities (grant writer).

Objective 2: Coordinate schools with employers with specific job skills needs, and have them provide necessary equipment and/or staff, as well as adequate funding (CCAP).

Objective 3: Host a regional/state/national Skills-USA competition which brings revenue and visibility to our community.

### Topic 3: Continuum of High Quality Education

*Goal 1. Promote education opportunities in the Roanoke Valley*

Objective 1: Expand CCAP program for Roanoke County students and promote success of community college system.

Objective 2: Increase resources to support exceptional students and adults (gifted and people with disabilities and low income).

Objective 3: A - Partner with business/industry to invest in high-tech facilities, equipment, and staff in schools and higher education (VWCC).

B – Support and work with RHEC to align programs to job needs.

C – Partner with higher education for workforce retraining.

*Goal 2. Attract and retain high quality teachers, faculty and researchers*

Objective 1: Allocate funds to meet market demands by competing against other districts, but also other career options.

Objective 2: Partner with higher education (VWCC, RHEC, Hollins, Roanoke, VT, and Jefferson), business, and school system to develop learning opportunities and experiences for area faculty, and keep people connected to the valley.

Objective 3: Allocate funding to reduce class size.

*Goal 3. Emphasize career counseling (K-Adult)*

Objective 1: Identify current and future job market needs in Roanoke region.

Objective 2: Use RVTV and other media to educate the community about needs and opportunities.

Objective 3: Partner with school system, higher education, and business to facilitate job shadowing, mentorships, and internships.