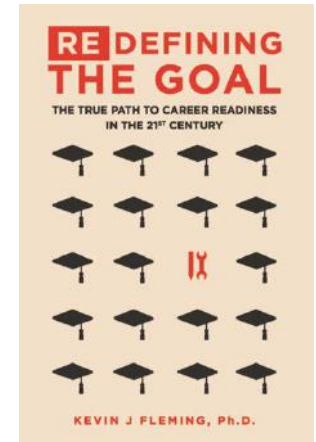
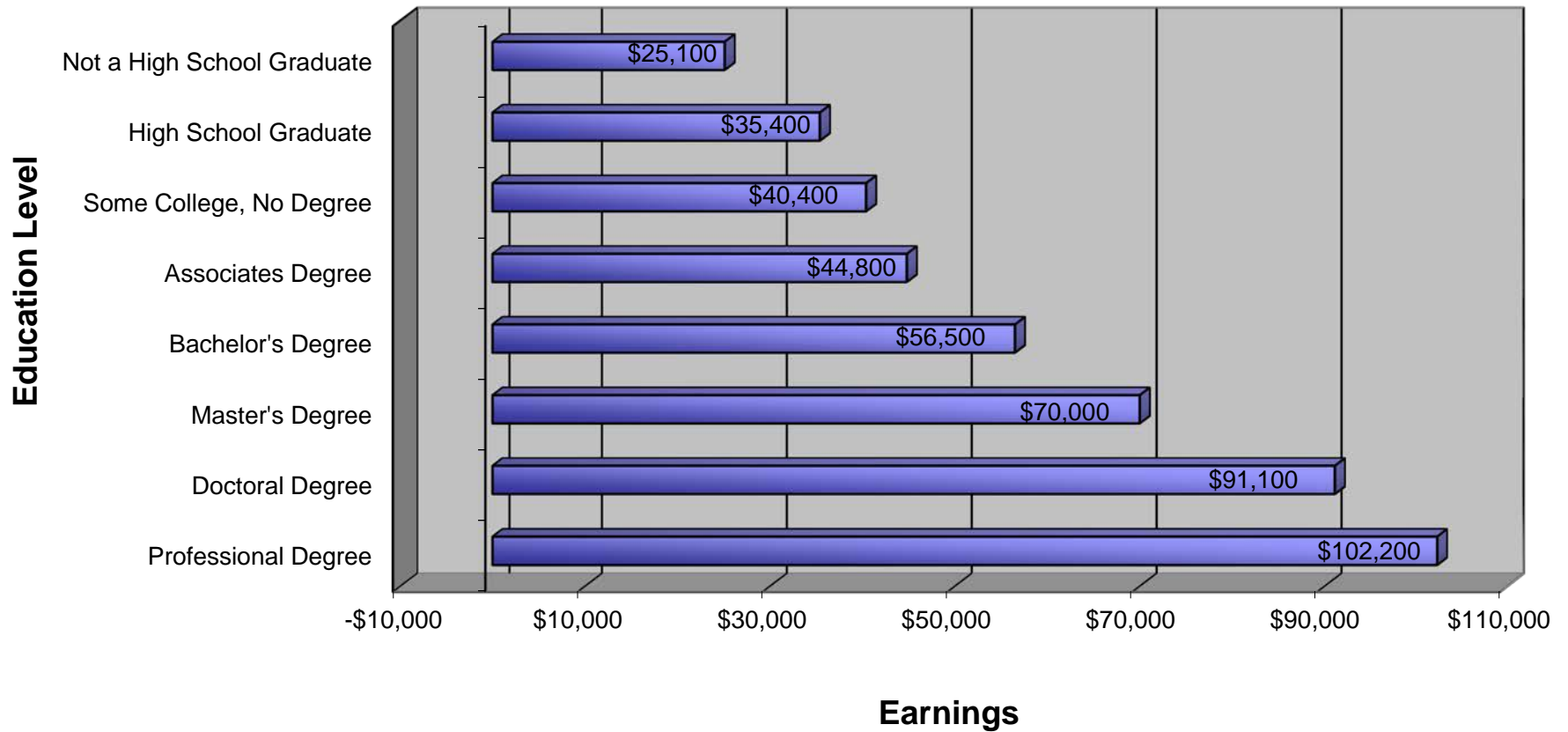


(Re)Defining the Goal



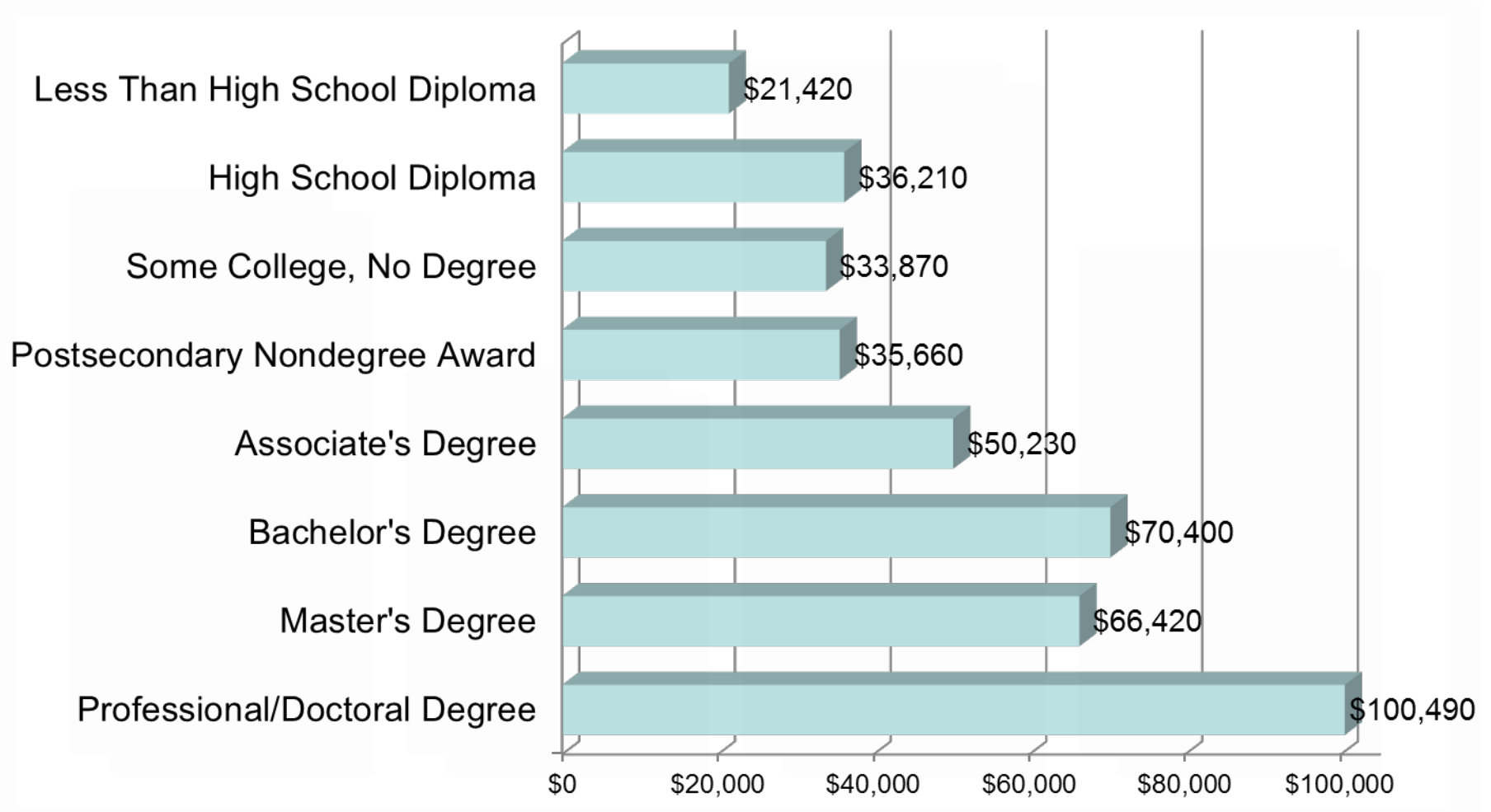
Kevin J Fleming, Ph.D.
March 2017

OLD USA Median Annual Earnings by Education



NEW USA Median Annual Earnings by Education

(Just getting into to college, or earning a Masters Degree, no longer carries an economic benefit)





40-60%

Don't play the One-Way-to-Win game

www.TelosES.com

California's Neglected Majority:
The Case for Skilled Technicians

There has been a long held belief that a completed postsecondary education correlated to a greater gross income. Evolving for almost forty years, this "college for all" philosophy created a paradigm that directed parents and educators to encourage high school graduates to enroll in college in pursuit of potential job security, social mobility, and financial prosperity.

Kevin J. Fleming

Most Jobs in the Workplace are Middle Skilled: (e.g. the Health Care Industry)



1 : 2 : 7 Ratio

This Ratio is True Across **ALL** Industries except for 2...

Our Workforce Has Changed

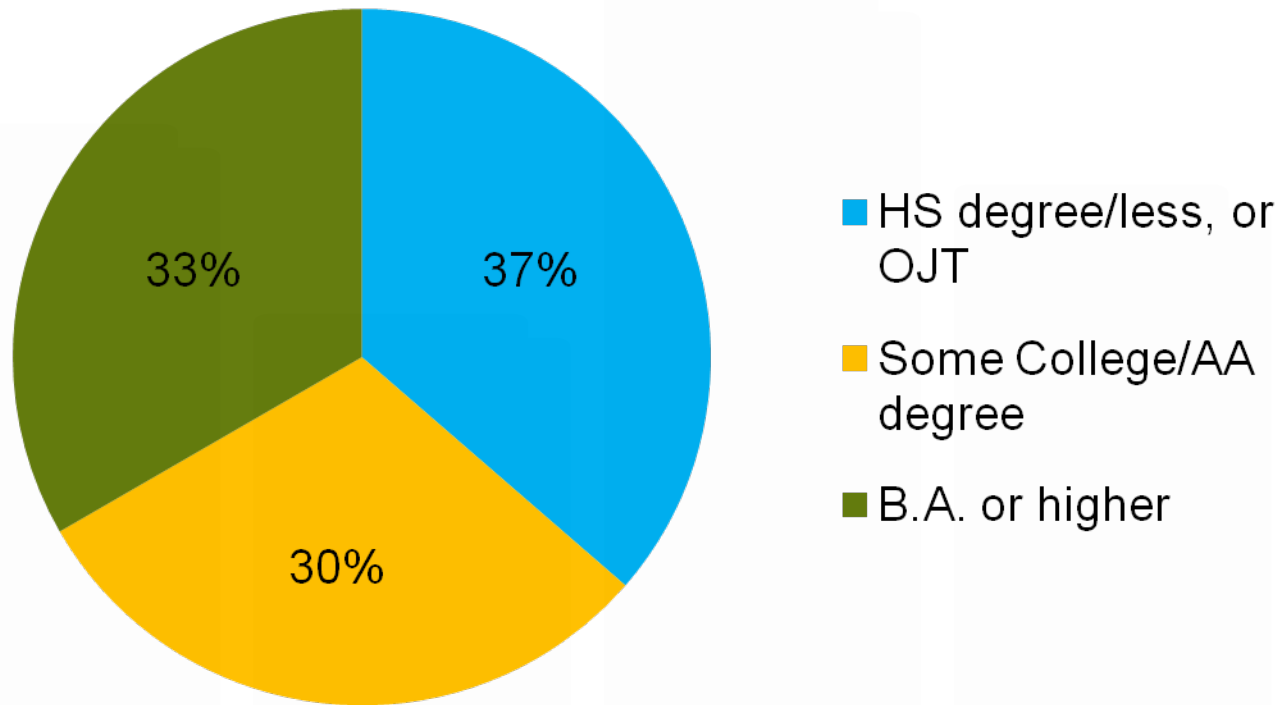
1960



2010



According to Harvard... Most jobs will not require a BA

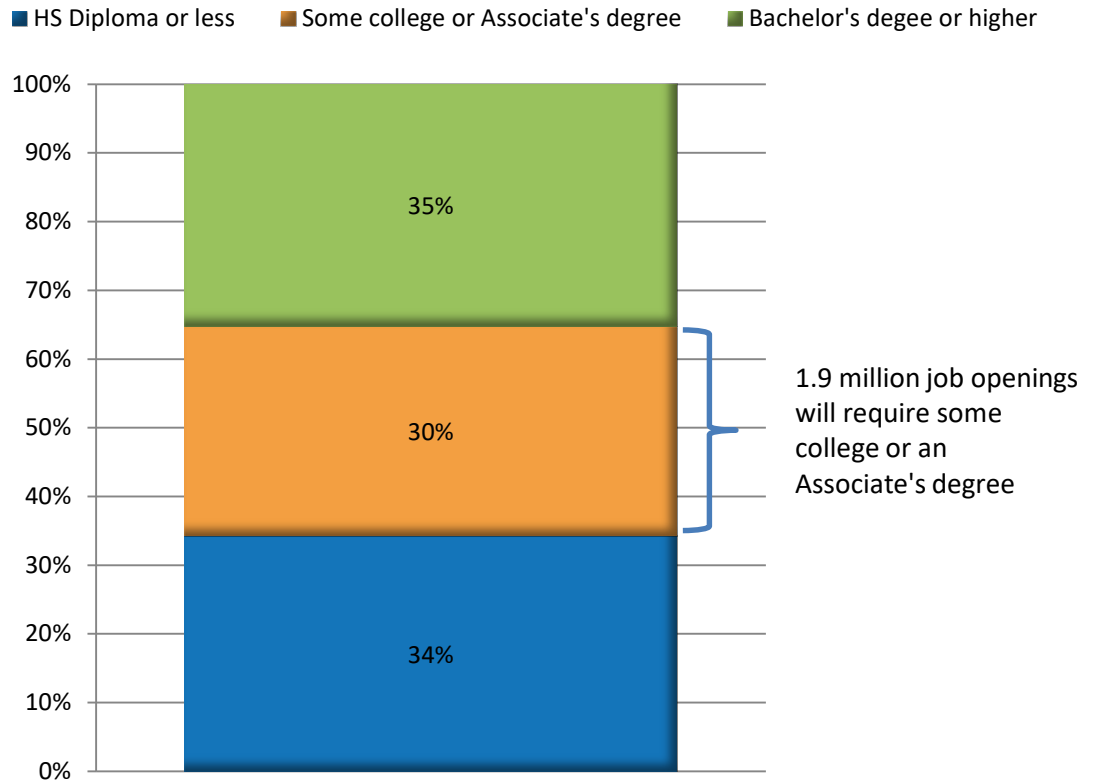


Source: March CPS data, various years; Center on Education and the Workforce forecast of educational demand to 2018, as reported in Pathways to Prosperity (Harvard, February, 2011)

CA's goal:

California needs
1 million more
AA, certificates, or
industry-valued
credentials.

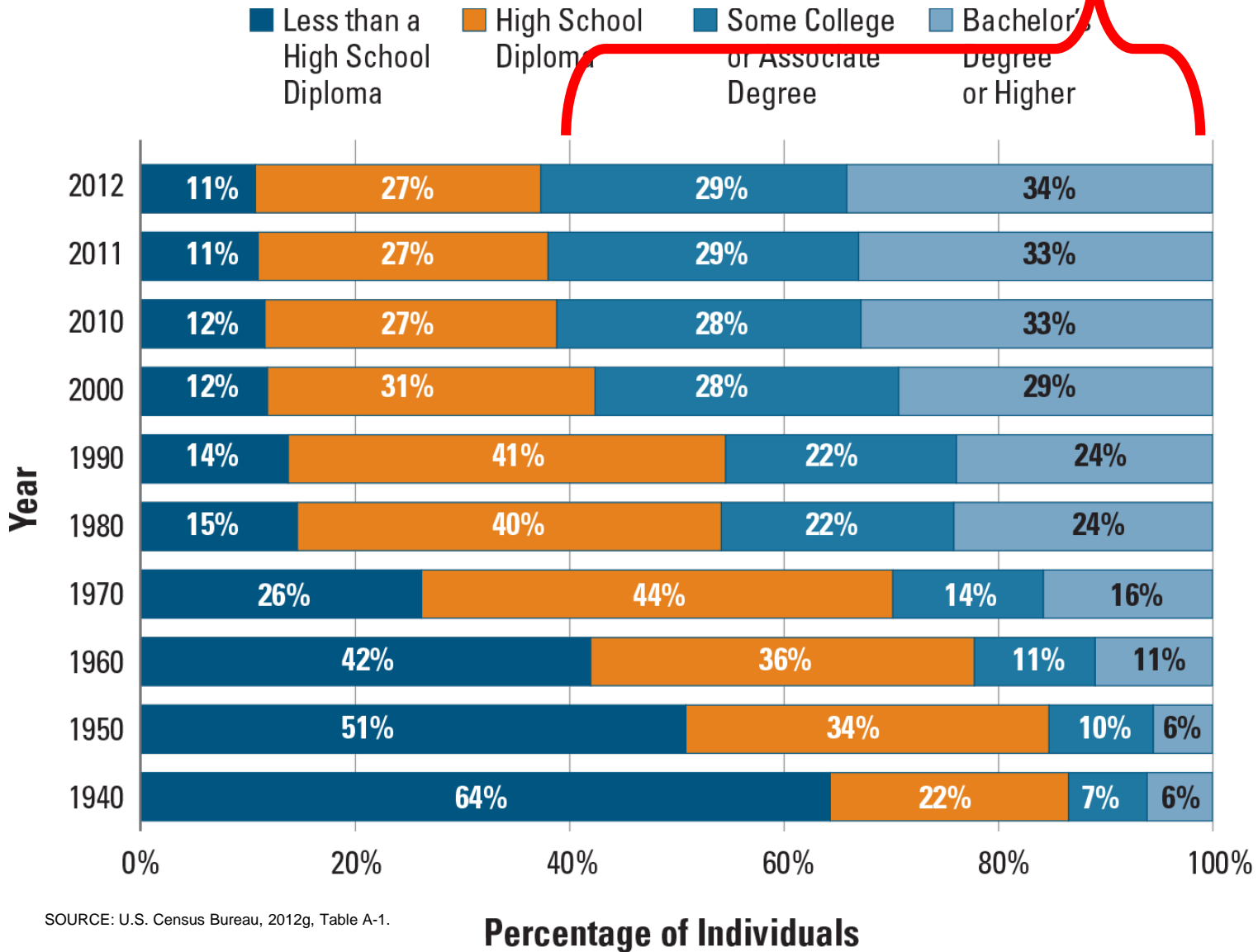
California's Job Openings by Education Level 2015-2025



Data source: Georgetown University Center on Education and the Workforce, "Recover: Job Growth and Education Requirements Through 2020," State Report, June 2013.

Analysis: Collaborative Economics

Education Level of Individuals Ages 25 to 34, 1940–2012



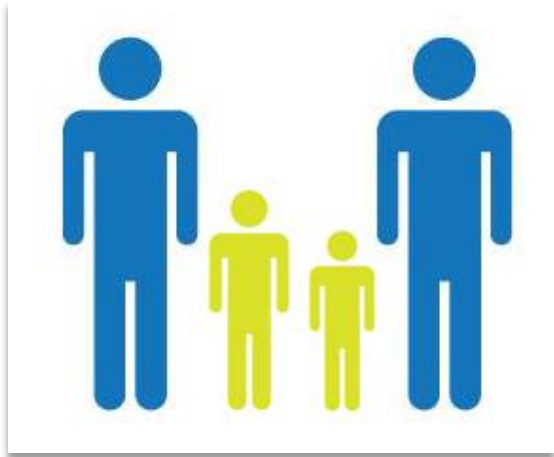
Career Technical Education: the Path Out of Poverty

\$60,771

(\$29.22/hour)

2-parent household with
1 working adult & 2 children

Source: CA Budget Project



\$66,000

AA – Career Technical Education
5-years later

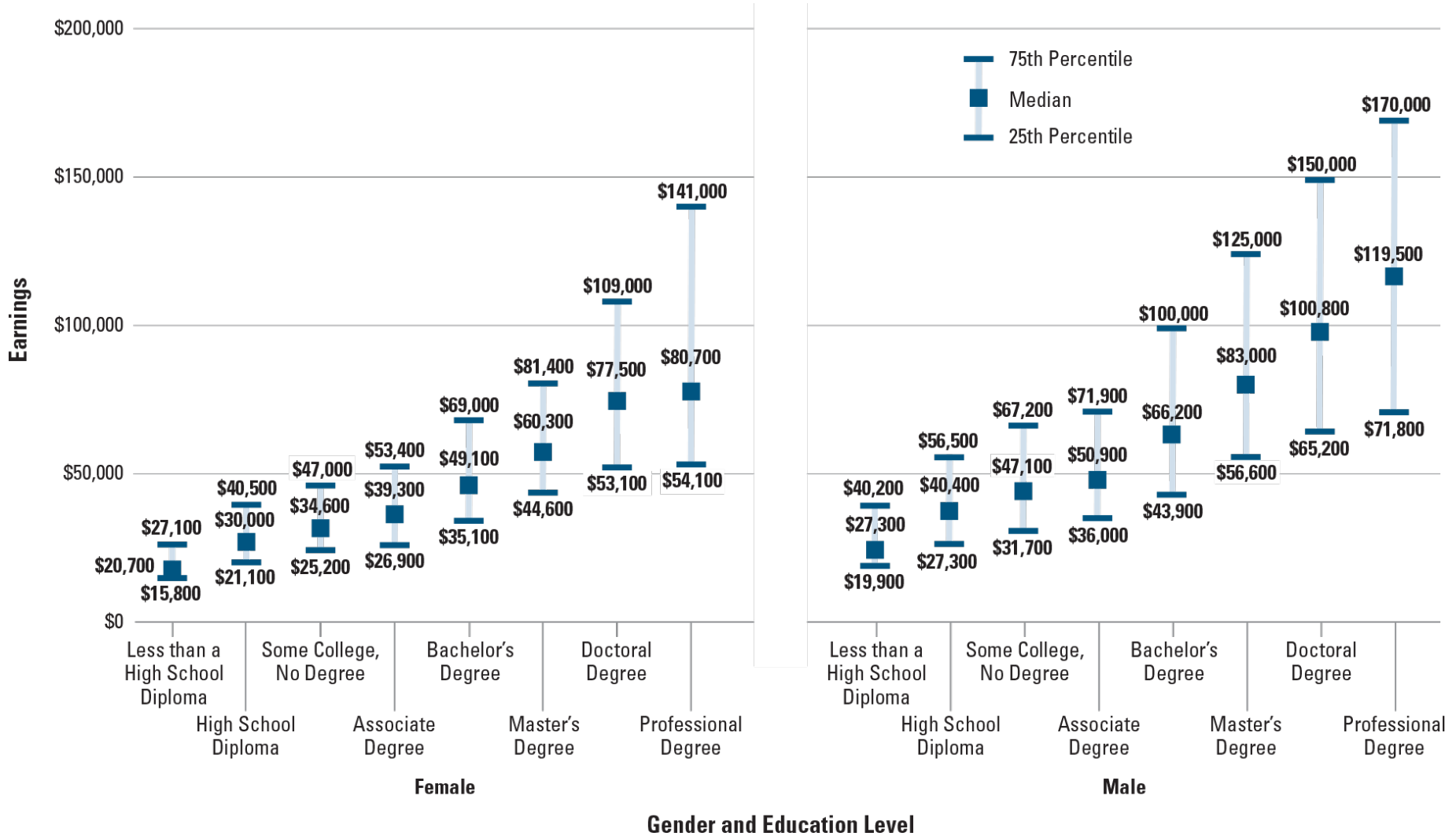
Source: Salary Surfer, 112 CA Community Colleges

\$38,500

AA - General Education
5-years later

Source: Salary Surfer, 112 CA Community Colleges

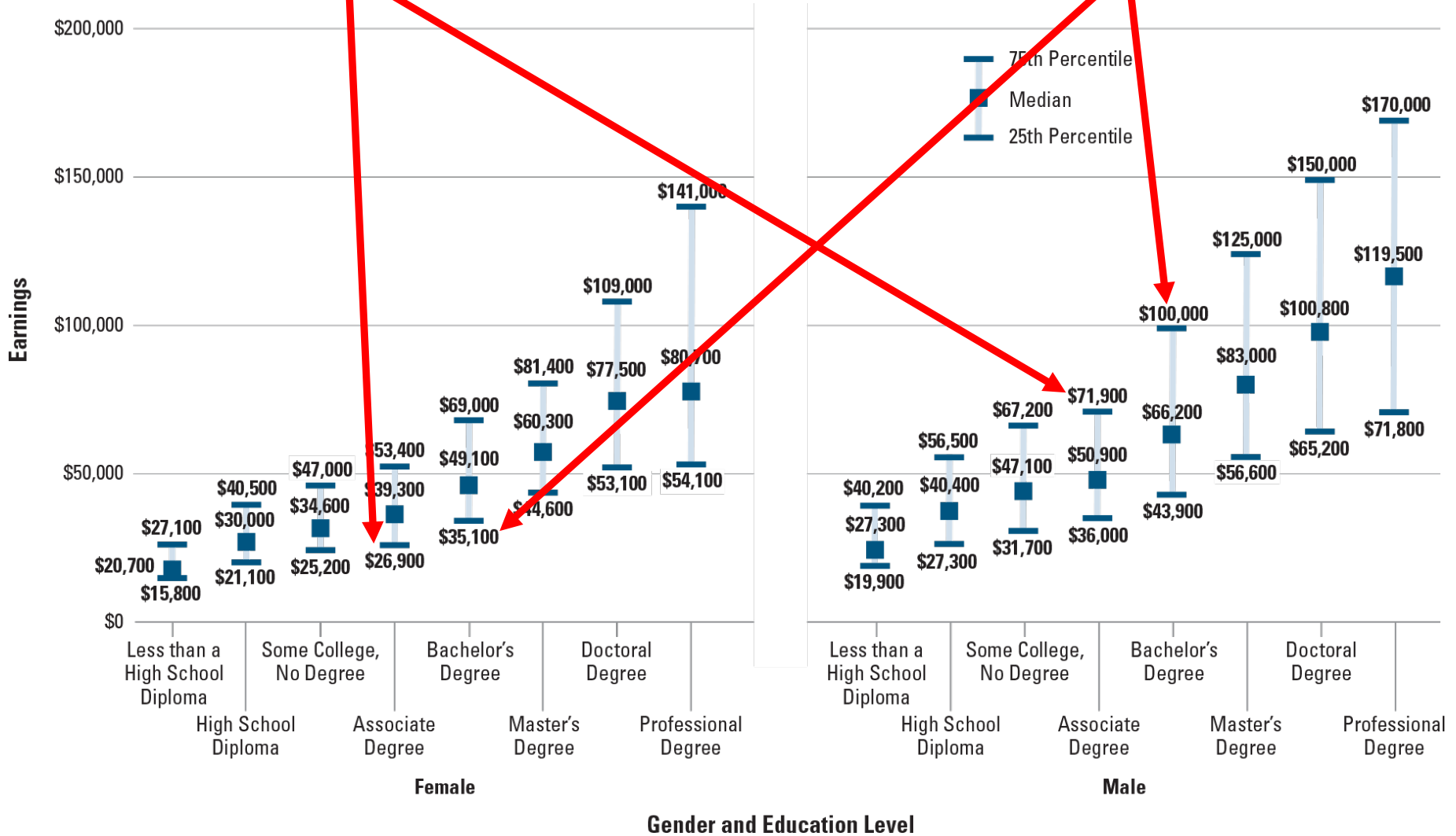
Median, 25th Percentile, and 75th Percentile Earnings of Full-Time Year-Round Workers Ages 25 and Older, by Gender and Education Level



Sources: The College Board, *Education Pays 2013*, Figure 1.5; U.S. Census Bureau, 2012, Table PINC-03; U.S. Census Bureau, 2012a; calculations by the authors

AA/AS recipients
\$26,900 - \$71,900

BA/BS recipients
\$35,100 - \$100,000





SUCCESS
IN THE NEW ECONOMY
HOW PROSPECTIVE COLLEGE STUDENTS CAN GAIN A COMPETITIVE ADVANTAGE

This video helps a broader audience begin to understand preparation today for tomorrow's labor market realities. The end result is a compelling case for students to explore career choices early, make informed decisions when declaring their college education goal, and to consider technical skill acquisition, real-world application and academics (career technical programs) in tandem with a classic education. This balanced approach to life and learning results in a well-educated and employed workforce.

Available at: www.TelosES.com

4 SKILLS AND STEPS

written & narrated by
KEVIN J. FLEMING

Lesson Plans available at:
www.TelosES.com

Preparing for Life After High School: 4 Skills & 4 Steps to a Successful Career



Topic: The 4 Skills (*Lesson 1 of 4*)

Common Core Standards:

- CCSS.ELA-Literacy.RST.7 Integrate and evaluate multiple sources of information presented in diverse formats and media in order to address a question or solve a problem.
- CCSS.ELA-Literacy.SL.6-12.1 Engage effectively in a range of collaborative discussions with diverse partners on topics, texts, and issues, building on others' ideas and expressing their own clearly.
- CCSS.ELA-Literacy.W.8-12.2 Write informative/explanatory texts to examine a topic and convey ideas, concepts, and information through the selection, organization, and analysis of relevant content.
- CCSS.ELA-Literacy.RH.11-12.2 Determine the central ideas or information of a primary or secondary source; provide an accurate summary that makes clear the relationships among the key details and ideas.
- CCSS.ELA-Literacy.W.8-12.7 Conduct short research projects to answer a question, drawing on several sources and generating additional related, focused questions that allow for multiple avenues of exploration. (*Extension Lesson Only*)

Overview

Students need four different skills to help make them successful in finding and keeping a career. Having a combination of academic skills, life skills, employability skills, and technical skills is important to help you get and keep a job.

Learning Outcomes

At the end of this lesson, students will be able to:

- Understand the four skills that are necessary for employment: academic skills, life skills, employability skills, and technical skills.
- Work in a group to provide examples of the four skills.
- Complete a worksheet with different examples of skills in each of the four categories. (*Middle School Only*)
- Work in a group to discuss why an employer wants to hire people who have these skills (*High School Only*).
- Work in a group to plan a way for students to gain these skills. (*High School Only*)



Materials

- Computer with internet access for teacher with projection capabilities
- Projector and screen
- 4 Skills Video
- Set of worksheets "Four Skills" for the class (*Middle or High School Version*)
- White board and markers

Academic Vocabulary

- **Academic Skills:** Skills and knowledge gained during your education, such as reading or solving a math problem.
- **Life Skills:** Skills necessary for life, such as balancing a budget, good nutrition, and determination.
- **Employability Skills:** Skills employers expect you to have, such as being able to work in a group or meet a deadline.
- **Technical Skills:** Skills specific to a particular job, such as being able to fix a broken car, program a computer, or operate on a patient.

What Can You Make?

Occupation	Salary	Education
Computer Programmer	\$75,000	4-year degree
Mechanic	\$32,000	High school diploma
Accountant	\$50,000	4-year degree
Garbage Truck Driver	\$30,000	High school diploma
Quality Engineer	\$68,000	4-year degree
Carpenter	\$43,000	High school diploma
Nurse	\$57,000	4-year degree
Lawyer	\$120,000	4-year degree

Lesson Procedure

1. The teacher will introduce the lesson by showing the video "Four Skills, Four Steps to Success."
2. The teacher will have a group discussion about the video. The student will ask the class to identify the four skills and the four steps. The teacher will also ask the students to identify the four skills and the four steps.
3. The teacher will have the students work in groups to identify the four skills and the four steps. The teacher will also ask the students to identify the four skills and the four steps.
4. The students will write a one-paragraph profile and send the class to see if they can identify the four skills and the four steps.
5. The students will write a one-paragraph profile and send the class to see if they can identify the four skills and the four steps.

Sample Ten Year Plans

Pet Shop Manager (Middle School)

1. Finish Middle School (work on Academic and Life Skills)
2. Apply for a job at a pet store (work on Employability and Life Skills)
3. Get a job at a pet store (work on Academic and Life Skills)
4. Get a job at a pet store (work on Academic and Life Skills)
5. Get a job at a pet store (work on Academic and Life Skills)
6. Get a job at a pet store (work on Academic and Life Skills)
7. Apply for Manager Position at Pet Store (work on Employability Skills, Employment and Technical Skills)

Supply Chain Technician (High School)

1. Attend High School (work on Academic and Life Skills)
2. Attend college (work on Academic and Life Skills)
3. Attend college (work on Academic and Life Skills)
4. Attend college (work on Academic and Life Skills)
5. Attend college (work on Academic and Life Skills)
6. Attend college (work on Academic and Life Skills)
7. Attend college (work on Academic and Life Skills)
8. Attend college (work on Academic and Life Skills)
9. Attend college (work on Academic and Life Skills)
10. Attend college (work on Academic and Life Skills)
11. Attend college (work on Academic and Life Skills)
12. Attend college (work on Academic and Life Skills)

10-YEAR PLAN

Academic Skills, Life Skills, Employability Skills, Technical Skills

THE INSUFFICIENT DEGREE



ELIMINATING UNDEREMPLOYMENT
WITH
SKILL-BASED EDUCATION PLANS

Created for Counselors and Teachers to (re)think how we create student educational plans
www.TelosES.com

6 Steps to True Career Readiness:

1. Self Exploration. (Ask: “What do you love to do,” as well as “What are you good at doing?”)
2. Career Exploration (Ask: “What can you get paid to do?”, “What occupations/industries are a high priority and/or are emerging?”)
3. Discuss & verify alignment between career goal and personality/skills
4. Set a tentative career goal
5. Education/Training research: Investigate & verify multiple paths to initial goal (work experience, job shadowing, interviews, apprenticeships)
6. Establish a skills-based educational plan





INFORMATIONAL INTERVIEW





FOLLOW YOUR
PASSION



“Let me make this as clear as possible,

When you work hard at something you become good at it.

When you become good at doing something, you will enjoy it more.

When you enjoy doing something, there is a very good chance you will become passionate or more passionate about it

When you are good at something, passionate and work even harder to excel and be the best at it, good things happen.

Don't follow your passions, follow your effort. It will lead you to your passions and to success, however you define it.”

- Mark Cuban



REDEFINING THE GOAL

THE TRUE PATH TO CAREER READINESS
IN THE 21ST CENTURY



KEVIN J FLEMING, Ph.D.

- ✓ Career-Ready paradigm shift
- ✓ Labor market realities
- ✓ Proven Practices
- ✓ Recommendations for schools, policies, counselors, & individual action
- ✓ Career Readiness blueprint
- ✓ Guide for Parents
- ✓ Guide for Students

KEVIN J FLEMING, Ph.D.



Also available on Amazon.com

Both in softcover and for Kindle

www.TelosES.com

Want to help change the world?

Or, at least change the way your colleagues view CTE and Career Readiness?



Producer of the viral animation video “*Success in the New Economy*,” and author of the bestseller, “*(Re)Defining the Goal*,” Dr. Fleming is a passionate advocate for ensuring all students enter the labor market with a competitive advantage.

Email me if you are seeking a keynote address or professional development training, or even if you just have a good joke worth sharing:

Kevin@TelosES.com

 @KevinFlemingPhD

www.TelosES.com

Kevin.Fleming@NorcoCollege.edu

Linked 

