



RECRUITING ALPHAS: BUILDING YOUR CTE ADVISORY COMMITTEE

VIRGINIA DEPARTMENT OF EDUCATION

SESSION INFORMATION

- **Please put all questions in the Q&A**
- **Use “speaker view” for the best experience**
- **All sessions are being recorded**
- **Complete the survey at the end of the session for PD points – please do not leave the Zoom**

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LEARNING AND YOUTH
APPRENTICESHIP PROGRAMS**

**LOWNDES COUNTY SCHOOLS,
GEORGIA**





RECRUITING ALPHAS: BUILDING YOUR CTE ADVISORY COMMITTEE



VIRGINIA DEPARTMENT OF EDUCATION



Recruiting Alpha's: How to Build a Dynamic Advisory Committee



LOWNDES HIGH SCHOOL
— Work-Based Learning —

Locally GROWN & Nationally KNOWN!

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<https://sites.google.com/lowndes.k12.ga.us/lhs-wbl>

What is an Advisory Board?

An advisory board is a structured and collaborative method for organizations to engage with external advisors. Advisory boards act as a sounding board for either the owners, directors or shareholders of an entity.

A well structured advisory board with best practice principles allows people in the organization to test their strategic thinking and access expertise or connections that may not be readily available via other means.

What are Advisory Boards Roles and Responsibilities? (2022, April 13). Advisory Board Centre.

<https://www.advisoryboardcentre.com/insight/what-are-the-advisory-board-roles-and-responsibilities/>

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What is the role of an Advisory Board?

Provide new insights and advice to solve problems or explore new opportunities by stimulating robust, high-quality conversations.

The role of an advisory board is not to make decisions, but rather to provide current knowledge, critical thinking and analysis to increase the confidence of the decision-makers who represent the company.

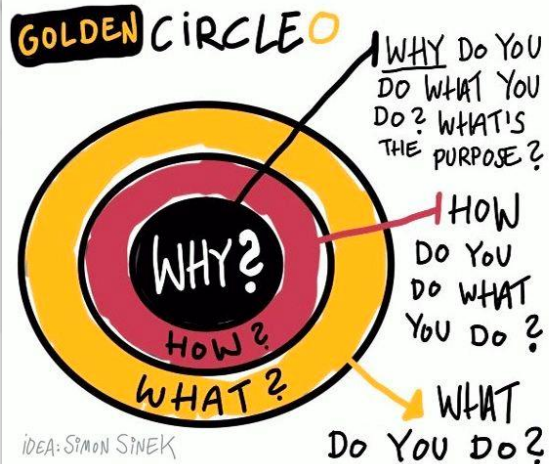
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First Steps: Start With 'Why'

People don't buy WHAT you do, they buy WHY you do it. And WHAT you do simply proves what you believe.



START WITH WHY

HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION

SIMON SINEK

WITH A NEW PREFACE AND AFTERWORD



WHY

What is My 'Why'?

- **To make Lowndes County better!**
 - Current Residents & Prospects
 - Some call this 'vision'
- **Better for:**
 - Living
 - Working
 - Building
 - Investing
 - Playing
 - Growing
 - Staying
 - Learning

First Steps: 'Show' Them Your Why

- Have a vision to 'pitch'
 - Have an 'Elevator Speech'
 - 30-45 seconds
 - Practice it!
 - Have variations
 - It **CANNOT** be Philanthropic
 - Why?
 - No '**empty adjectives**'
 - Show them why it matters (don't tell them)
 - Have Data

First Steps: “Show Them”

- Know your program and its contribution to your community
- Know your County and its Data
 - know your industries
 - know the workforce needs
 - know your employment numbers
 - know econ. dev. numbers
 - know your school system
 - know your students
 - know the ‘norms’/‘outcomes’

First Steps: “Show Them”

Work-Based Learning Fall 2022 Semester:

Students: **160** Avg Wage: **\$10.87**

Hours Worked: **60,807.42**

Wages Earned: **\$662,438.49**

Avg. Student Earnings: **\$4,292.96**

Work-Based Learning Spring 2023:

Students: **248** Avg Wage: **\$10.72**

Hours Worked: **87,631.64**

Wages Earned: **\$950,795.25**

Avg. Student Earnings: **\$4,140.26**

FY22-23

Wages Earned:

\$1,613,233.74

FY22-23

Economic Impact

of Wages Earned:

\$6,452,934.96

First Steps: "Show Them"



First Steps: "Show Them"

School Year	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	
Year of Leadership	1	2	3	4	5	6	
Fall Enrollment	51	112	125	132	160	187	
Spring Enrollment	122	197	191	247	248	292	
Fall Avg. Hourly Wage	\$8.26	\$8.79	\$8.98	\$9.83	\$10.87	\$11.22	
Spring Avg. Hourly Wage	\$8.31	\$8.73	\$9.06	\$10.41	\$10.72	\$11.40	
Fall Avg Student Earnings	\$2,642.94	\$2,776.91	\$3,032.83	\$3,766.71	\$4,292.96	\$4,589.42	
Spring Avg Student Earnings	\$2,922.47	\$2,777.38	\$3,420.63	\$4,202.02	\$4,140.26	\$4,650.62	
Fall Total Hours	16,318.41	34,751.00	40,518.03	49,029.32	60,807.26	71,262	
Spring Total Hours	42,905.03	34,751.00	70,190.75	97,287.52	87,631.64	112,150	
Fall Total Wages	\$134,790.09	\$305,461.29	\$365,506.44	\$448,733.69	\$662,438.49	\$742,956.76	
Spring Total Wages	\$356,540.80	\$547,143.13	\$647,376.88	\$944,392.86	\$950,795.25	\$1,164,977.37	
Yearly Raw Wages	\$491,330.89	\$852,604.42	\$1,012,883.32	\$1,393,126.55	\$1,613,233.74	\$1,907,934.13	
Fall Econ Impact	\$539,160.36	\$1,221,845.16	\$1,462,025.76	\$1,794,934.76	\$2,649,753.96	\$2,971,827.04	
Spring Econ Impact	\$1,426,163.20	\$2,188,572.52	\$2,589,507.52	\$3,777,571.44	\$3,803,181.00	\$4,659,909.49	
Yearly Econ Impact	\$1,965,323.56	\$3,410,417.68	\$4,051,533.28	\$5,572,506.20	\$6,452,934.96	\$7,631,736.53	
Total Econ. Impact	\$21,452,715.68	Total Enrollments					
Raw Wages Earned	173	309	316	379	408	479	
	\$5,363,178.92						
Enrollment % Increase		79%	2%	20%	8%	17%	

First Steps:

- My 'How' (mission) is:

Local Development through access to talent and talent retention

- *Workforce Development*: Training/Educating the Future Workforce
 - *Talent Retention*: Early access to talent & keeping it local)
- *Economic Development*: The result of Workforce Dev. + Talent Retention
- Advisory Board Helps me with the 'What'.

First Steps: Think 'Alpha'

- **Who to Recruit**

- Mayor
- County Commissioner
- Police Chief
- Chamber President
- Post-Secondary Rep's.
- Guidance Counselor
- Federal Legislatures
 - Congressman/House Rep's.
- State Legislatures
- Econ. Dev. Authority
- Employers
 - Largest Local Emp.
- Impact People in the Community
- Civic Club Presidents

My Advisory Board

Member Name	Company/Institution/Agency	Area of Representation
Amanda Johnson	Bridge Builders	Education/Private Sector
Bill Slaughter (County Commissioner)	Lowndes County Government	Government
Brett Herlocker	South Georgia Turf Management	Ag/private sector
Charles White	US Rep Austin Scott, Area Representative	Government/ Local Stakeholder
Christie Moore, Chamber President	Valdosta Chamber of Commerce	Industry/Economic Development
Elton Dixon	ENAY Coaching	Education/Counseling (Private Sector)
Erica Cooper (Head Guidance Counselor)	Lowndes High School	Education/Career Counseling
Joel Hunt	Hunt Industries	Fabrication (Private Sector)
Lynne Wilson	CTAE Resource Network	Georgia Educational Leadership / Local Stakeholder
Malinda Taylor	Studio8 Design	Architecture & Drafting/Private Sector
Ryan Dixon	PineGrove Middle School	Feeder School Guidance Counselor
Sammy Watson (Board Chairman)	SJW & Associates	Business & Finance (Private Sector)
Scott James Matheson (Mayor)	Valdosta City	Government/Economic Development
Shamonti Rizer	Wiregrass Technical College	Post Secondary Education
Stan Crance	Valdosta Lowndes Development Authority	Economic Development

First Steps: Employers/Partners

1. Start with one at a time

- Share your vision

2. Make it great!

- Spend all of your energy making this partnership work
 - Empower them
 - Don't waste their time
 - Promote their involvement
 - **Offer Student Employment through WBL!**

3. Leverage your success

- Speak, present, market this partnership
- Make sure competitors know about it - 'You're missing out!'

4. Add one/two partners a year

Things to AVOID:

1. No large group pitches before proof of concept

- Individual meetings allow you to control perception of your program
- Make everyone the 'ALPHA'

Our perception of 'the pitch':



How 'the pitch' is actually received:



People watching others during your pitch:



Things to AVOID:

2. Do not 'oversell'

- Be honest
- Express limitations
- Express benefits

3. Do not market 'cheap labor' (market 'the solution')

- Not the vision of a productive program
- Tend to be more exploitative than partnering

4. Do not market 'short term' gains

- What happens when the 'short-term' doesn't develop quickly enough

5. Do not leverage philanthropy or altruism

- What happens when the generosity/selflessness wears off?

Things to DO:

1. Think strategic!

- Think about partners who have a large stake in your community
- If pairing with WBL, who would benefit from an apprentice

2. Leverage 'being first'

- Competitive Advantage ('First to Market')

3. Leverage 'past successes' with future prospects

- Especially with competitors
- Especially within industry
- Successful partnerships will be your best recruiters
 - Both the students and the employers

Things to DO:

4. Highlight long-term advantages for the community

- Employee pipeline
- Employee retention
- Workforce Development
- Economic Development

5. Market, Market, Market

- If you do not talk about your program, who will?
- Speak/Present any- and everywhere*
 - Radio, Conferences, Civic meetings, etc.

6. Cultivate relationships

- Chamber of Commerce
- Rotary
- Kiwanis
- CTE Program Teachers
- CTE Program Advisory Boards
- Post-secondary institutions

*Once proof of concept is established, speaking to large groups is encouraged

Recruiting Worksheet:

[Link to PDF](#)

[Link to Document](#)

**Building Dynamic Advisory Committees:
Brainstorming Worksheet for Recruiting**

(Your Name/School Name here)



Chamber President:

Economic Dev. Contact:

Mayor:

County Commissioner:

Who are the impact people in your community? (Think Alpha's)

What are the main industries in your community?

Who 'runs the show' in these industries? (not necessarily who owns them)

What makes your community special/different?

**What is the normal outcome for high school graduates in your community?
(College, Military, Trade School, Workforce)**

Which 'One' employer will you target first to sit on your Advisory Board?

Sample Elevator Pitch:

[Link to PDF](#)

Recruiting Alpha's - WBL/YAP Elevator Speech



Scenario - A Cold Call with no research into the company and/or a Chance Meeting

Hello, my name is Jason Van Nus, and I am the Director of Work-Based Learning & Youth Apprenticeship for Lowndes County Schools. Can I have one minute of your time to tell you a little bit about my program?

(if answered, "No" - I give them a business card and tell them to contact me if they are ever open to an out-of-the-box, no extra-cost solution to their workforce issues.)

(if answered, "Yes"):

Great, thank you for your time. I run a program responsible for placing LHS students with local employers and industry. As an employer, you undoubtedly have experienced times when the pool of workers is insufficient, much like what we're experiencing now, where there are more jobs than willing workers. That's where my program can help! I can give you a substantial competitive advantage over other people in your industry seeking the same type of workers, especially regarding employee recruitment and retention. Most employers, probably even yourself, are looking to the post-secondary level to hire employees--and don't even think about the talent in the local high school. This practice is especially true in industries that are experiencing a critical labor shortage. So I say, 'If the pond has no fish, find another pond!'

What if you begin to target students just a few years before your competitors? Think about it, as soon as a student nears graduation from a college or trade school, everyone who needs that employee begins to recruit them--you are on the same playing field as everyone else. But what if that student already worked for you--because you targeted and invested in them while they were in high school. Now that student has been working for you for two years. They are onboarded into your culture and are on your payroll. By partnering with my program at the high school level, you can jump the line, so to speak, and identify and target the best and the brightest students, who will be your industry's future employees before your competitors even know that they exist.

I would love to meet with you to discuss this competitive advantage and how my program can help you solve your workforce issues.

(Give them a business card)

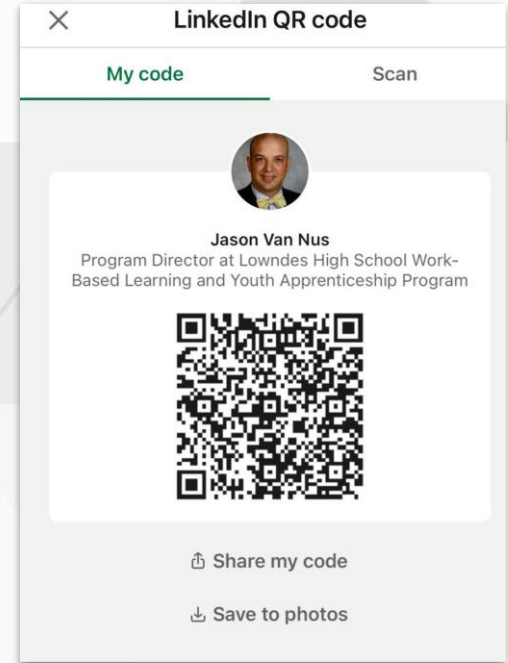
Questions or Thoughts?

- **Please contact me if you have any questions or need any help with implementation of these strategies.**

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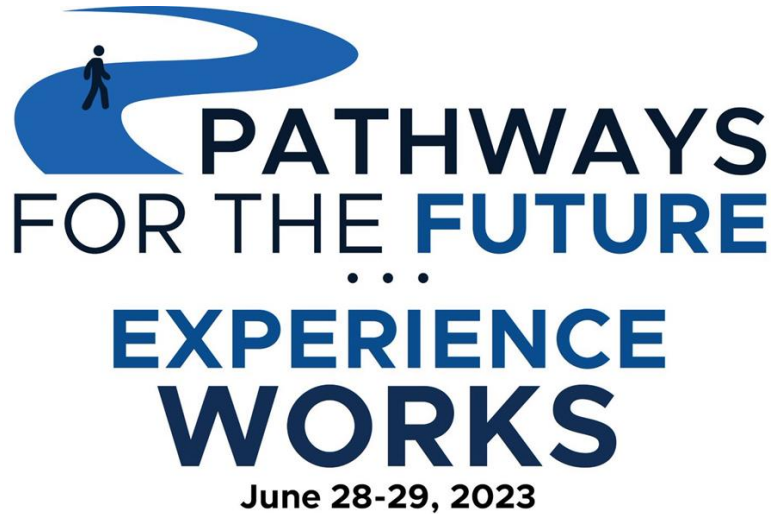
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Zoom session