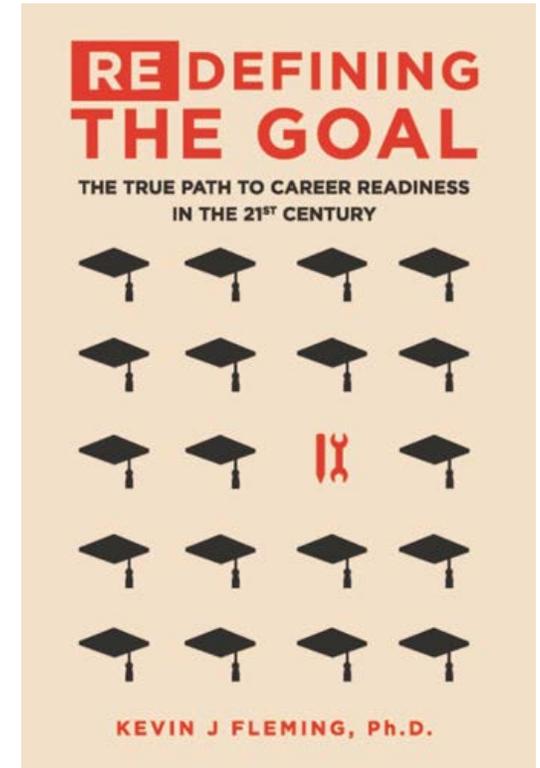


(Re)Defining the Goal

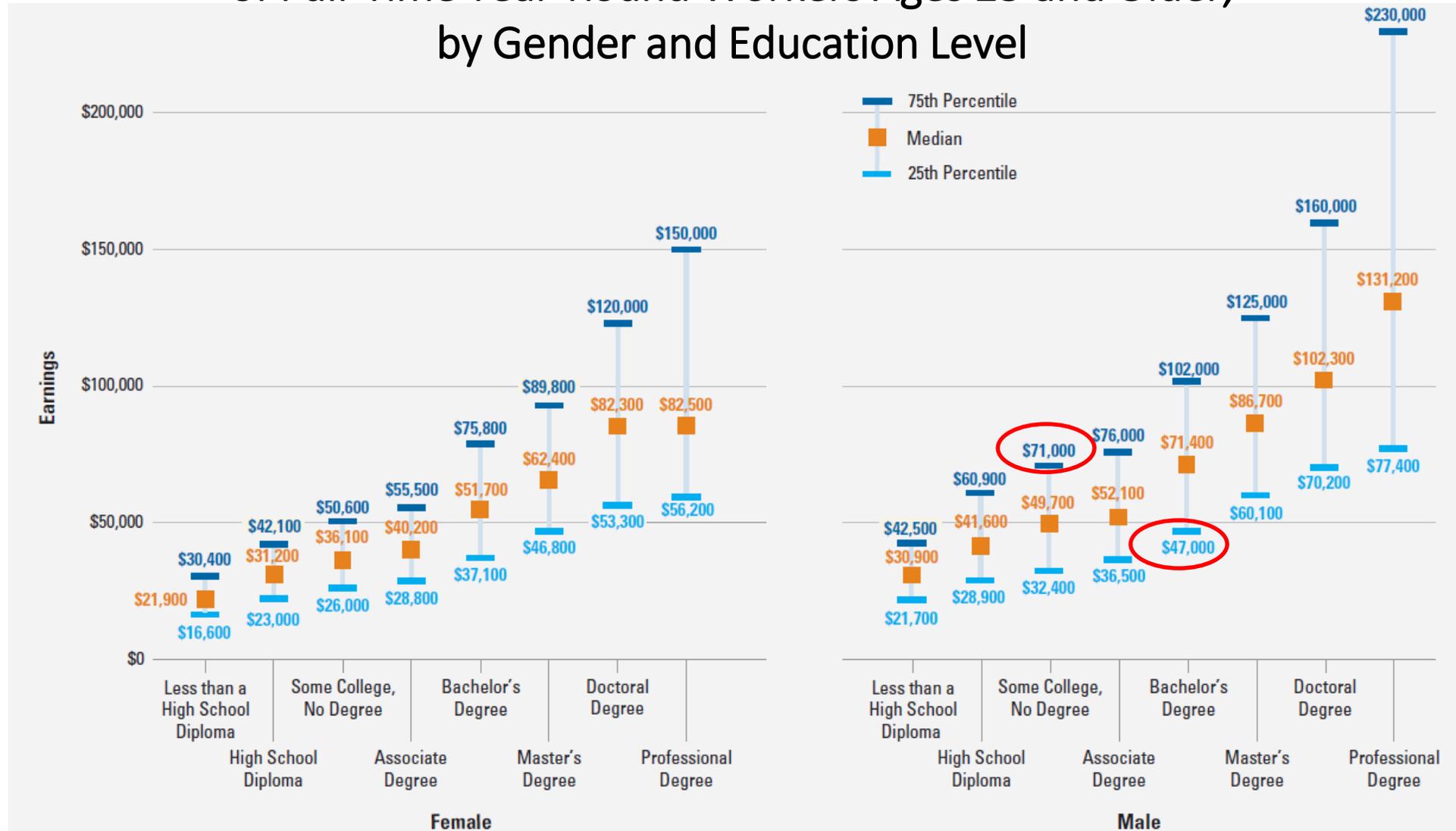


USA Median Annual Earnings by Education



Source: Occupational Employment Statistics program, U.S. Bureau of Labor Statistics 2015. http://www.bls.gov/emp/ep_table_education_summary.htm

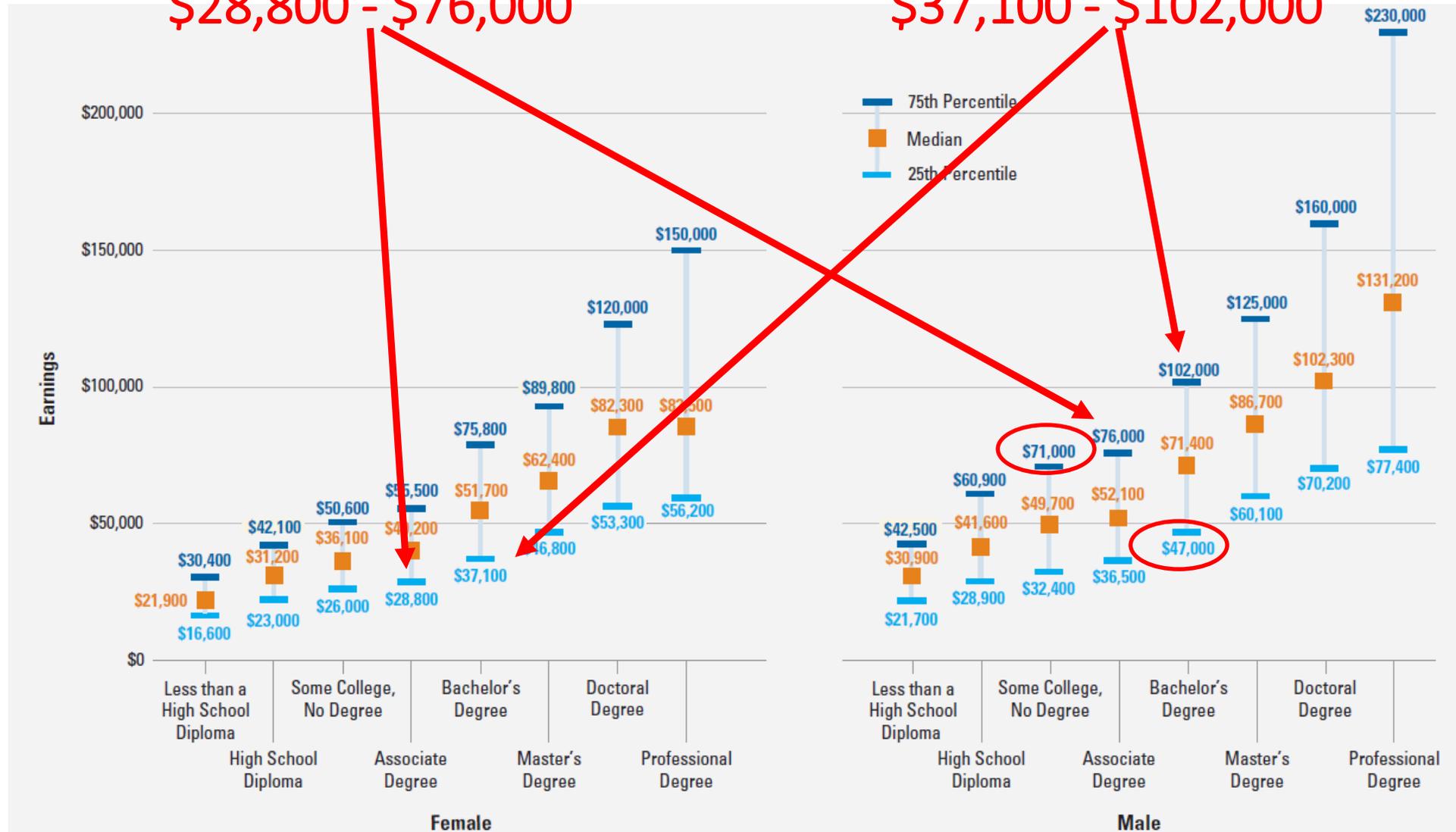
Median, 25th Percentile, and 75th Percentile Earnings of Full-Time Year-Round Workers Ages 25 and Older, by Gender and Education Level



Sources: The College Board, *Education Pays 2016*, Figure 2.5; U.S. Census Bureau, 2015, Table PINC-03; calculations by the authors

AA/AS recipients
\$28,800 - \$76,000

BA/BS recipients
\$37,100 - \$102,000



Sources: The College Board, *Education Pays 2016*, Figure 2.5; U.S. Census Bureau, 2015, Table PINC-03; calculations by the authors

The Fate of 20 Ninth Graders (Nationally)

6 drop out (30%)

6 graduate & go to work (30%)

8 Enroll in college (40%)

4 Drop out (20%)

4 Graduate in five years (20%)

2 Take “gray collar” jobs, nationally (10%)

2 Win the one-way-to-win game (10%)



55-70%

Don't play the One-Way-to-Win game
Don't directly enroll into any form of higher education



education counts

but a liberal education &
workforce training must be
combined in the 21st century



30% of associate degree holders have higher annual earnings than 4-yr grads

S U C C E S S

IN THE NEW ECONOMY

HOW PROSPECTIVE COLLEGE STUDENTS CAN GAIN A COMPETITIVE ADVANTAGE

www.KevinJFleming.com

Share “4 Skills & 4 Steps” with your students



4 **SKILLS** **AND** **STEPS**

written & narrated by
KEVIN J. FLEMING

www.KevinJFleming.com



**FLIPPING
THE COLLEGE
DECISION-MAKING
PARADIGM**

GAP: TRUE CAREER COUNSELING

WHEN ASKED TO RANK 12 INFLUENCES ON
FUTURE CAREER DECISIONS, 23,000 HIGH
SCHOOL STUDENTS PUT "COUNSELING"
LAST WITH ONLY THREE PERCENT (MI/SkillsUSA)



Why we need better career preparation:

- 7,000 students drop out of high school every day
- 6.5 million young adults not in school or working
- \$1.7 trillion in higher education student loan debt
- 43% of recent college grads either underemployed or unemployed
- 39% of ALL college students require remediation
- America spends over \$3.7B each year to provide community college remediation for recent high school graduates
- Only 50% of all college students graduate with a post secondary degree
- Only a third of the labor market requires a BA or higher
- 71% of college students work while in school
- Yet 58% of employers report that graduates are not adequately prepared for work

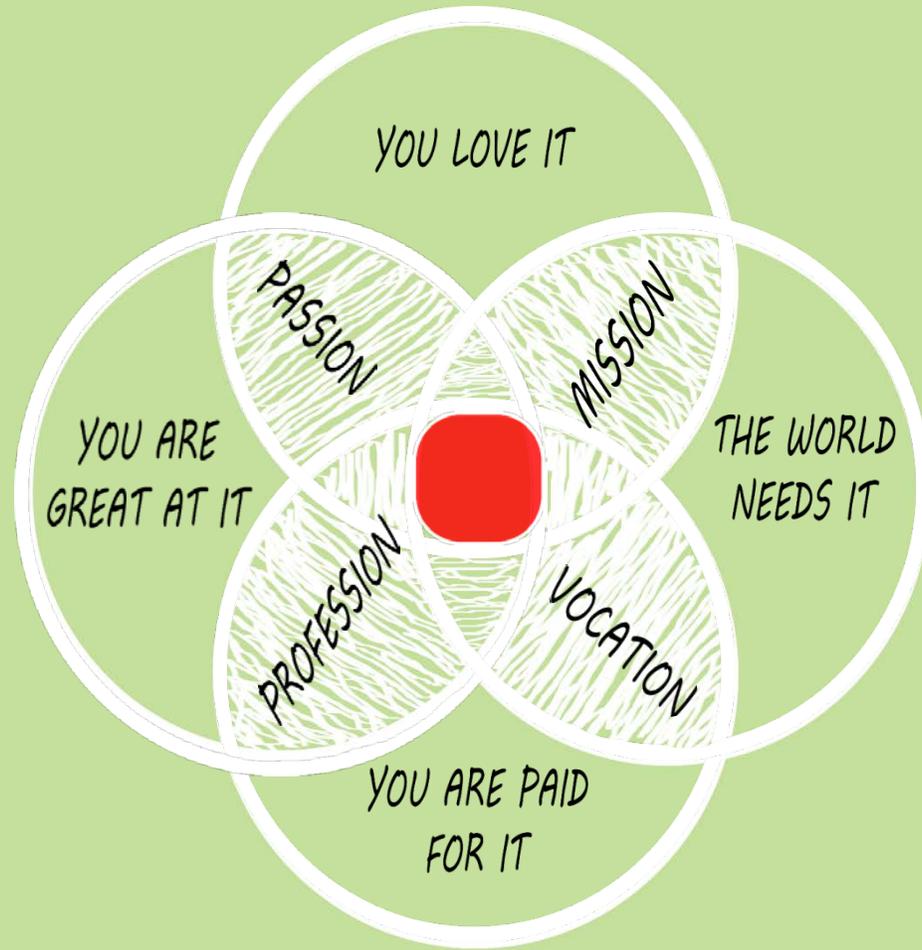


www.DreamCatcherProgram.com



YOU WERE DESIGNED TO FLY HIGHER





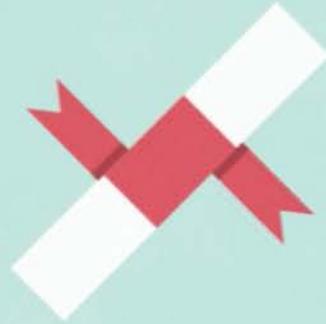
 -PURPOSE

6 Steps to Career Success:

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



THE INSUFFICIENT DEGREE



ELIMINATING UNDEREMPLOYMENT
WITH
SKILL-BASED EDUCATION PLANS

www.KevinJFleming.com

Five
The ~~Three~~ "Rs"

Reading

Writing

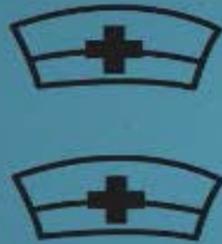
Arithmetic

Relevance

Reality



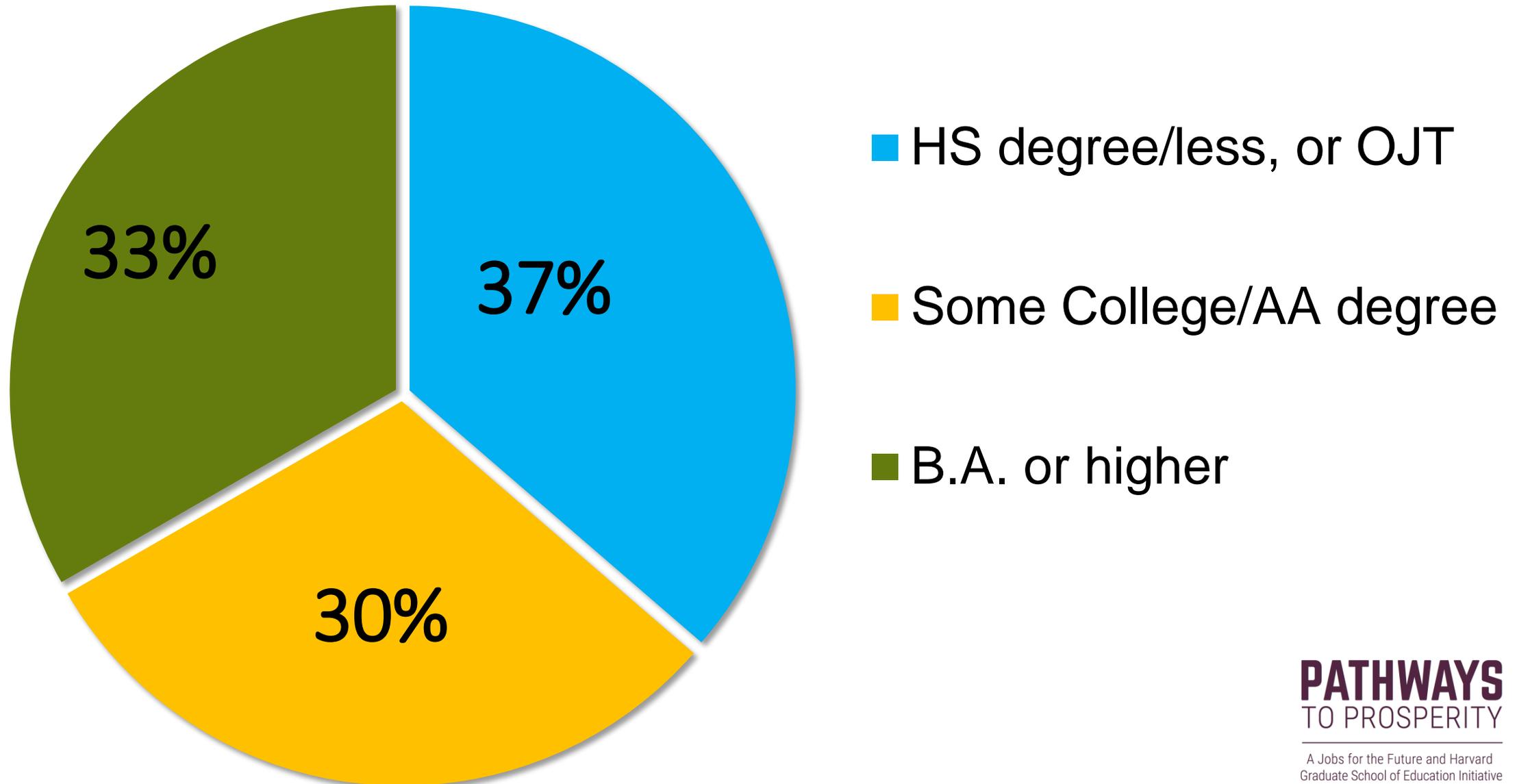
Most Jobs in the Workplace are Middle Skilled: (e.g. Health Care)



1 : 2 : 7 Ratio

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

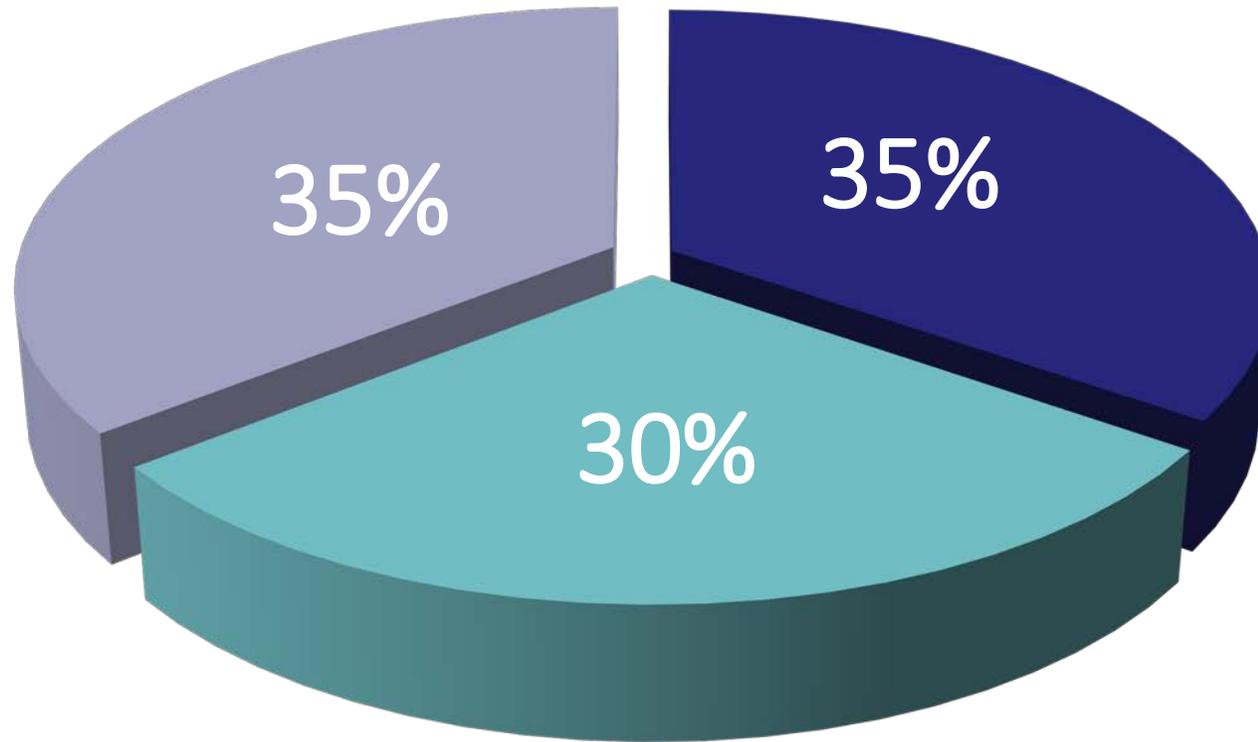
Most jobs will not require a BA



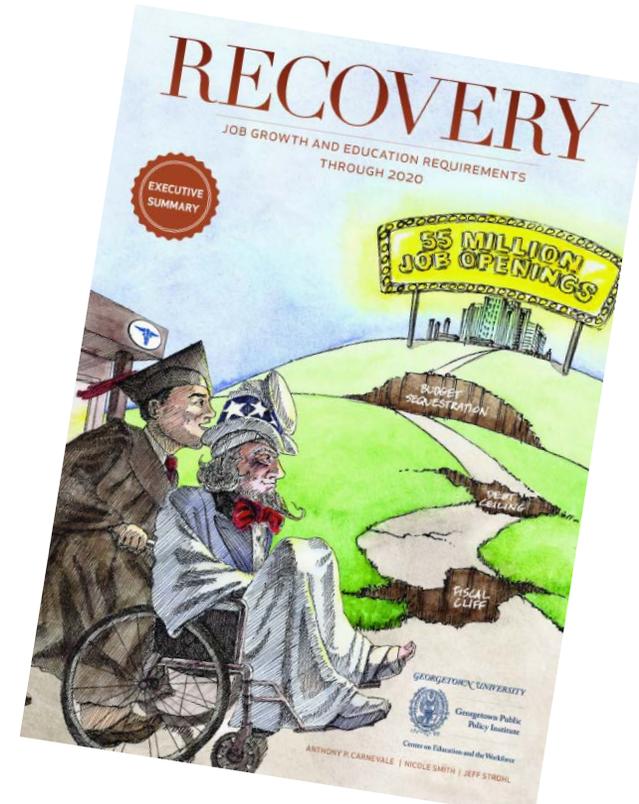
PATHWAYS
TO PROSPERITY

A Jobs for the Future and Harvard
Graduate School of Education Initiative

Percentage of Job Openings by Educational Obtainment in the year 2025



- bachelor's degree+
- AA/AS or certificate
- high school, OJT



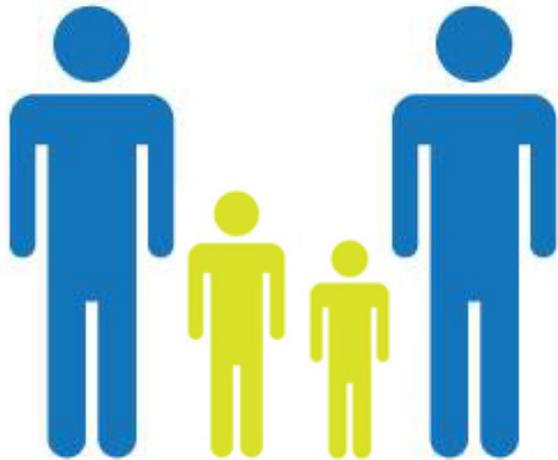
Career Technical Education: the Path Out of Poverty

\$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

Industry Certifications: True Employability Currency

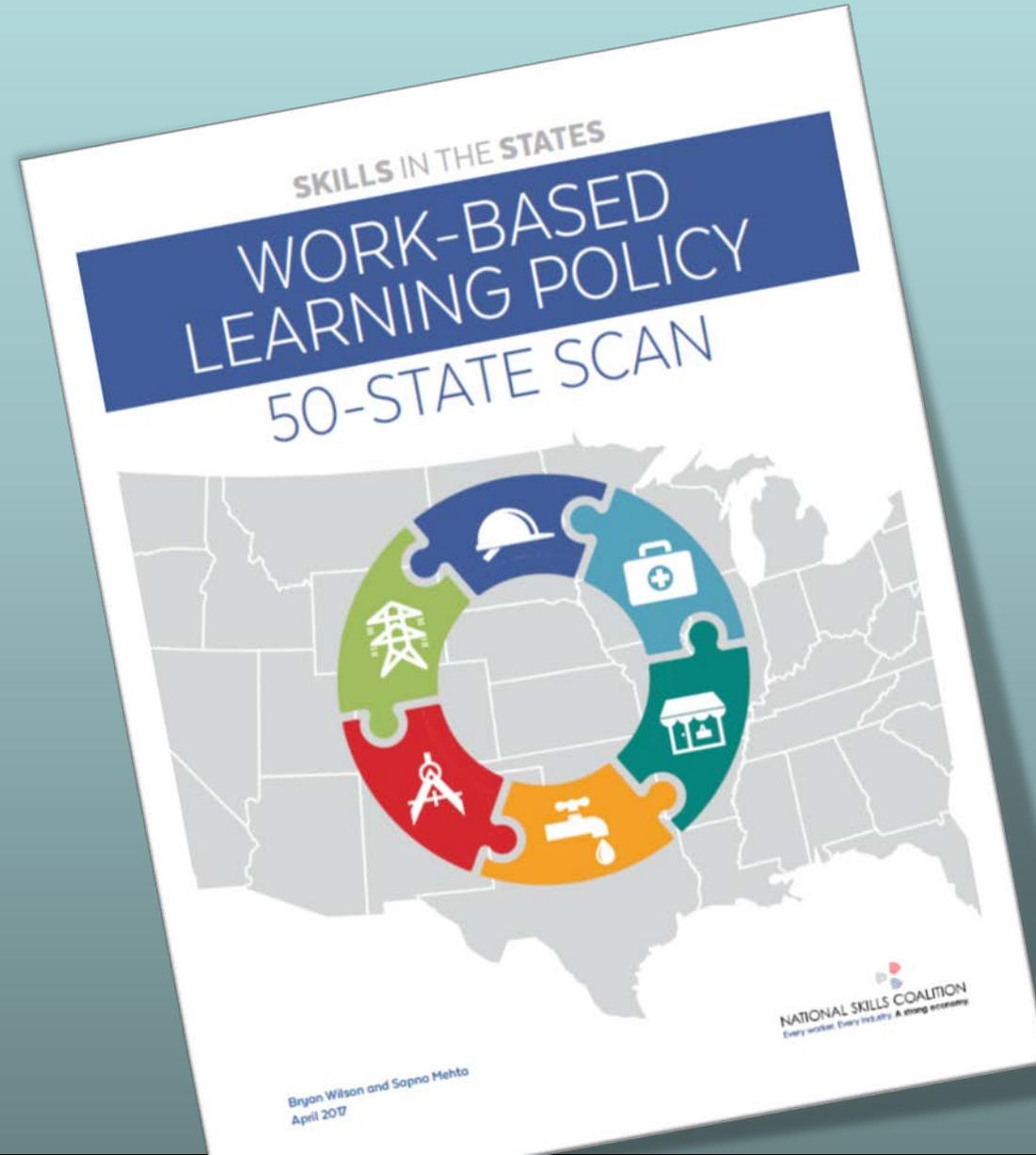
SUCCESS IN THE TECH ECONOMY

presented by

CompTIA.

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Play the Game. Change the Rules.



WORK-BASED LEARNING POLICY

50-STATE SCAN



Bryan Wilson and Sapno Mehta
April 2017

NATIONAL SKILLS CENTER
Every Worker. Every Industry. A 4

✓ MICHIGAN

WORK-BASED LEARNING POLICY IN PLACE

YES

Expansion Initiative

No

Employer Subsidy

Yes

Grant or Reimbursement

Yes

Tax Credit

Yes

Secondary Student WBL

Yes

Pre-Apprenticeship or Youth Apprenticeship

Yes

Other Secondary Student WBL

Subsidized Postsecondary Instruction for Apprentices

No

Student Support

Institution Support

Description: The Michigan Skilled Trades Training Fund (STTF) awards funds to employers to assist with work-based learning that leads to an industry recognized credential through on-the-job training or classroom training for new and incumbent workers, and apprenticeship training for new registered apprentices. Employers can be reimbursed up to \$1,500 per employee for on-the-job-training or classroom training, and \$3,000 for each registered apprentice, upon completion of training. The Michigan Advanced Technician Training Program also offers grants to employers whose program is registered as an apprenticeship.

Michigan's School-To-Registered Apprenticeship (STRA) program is for youth age 16-19 and enrolled in high school or a GED test preparation program. Students are employed part-time, and their structured on-the-job training is combined with classroom work. Employers who participate in the program qualify for a tax credit of up to \$2,000 annually for every registered apprentice trained.

Calculate Advanced Placement vs. Articulation/Dual/Concurrent Enrollment

Nationally:

Only about 13-16% of students taking an AP class will get college credit.

For those taking an articulated class, 91% of completers earn college credit.

For those that completed a dual or concurrent enrollment class, 100% earn college credit.



Career Readiness



Career Readiness
Partner Council

“A career-ready person effectively navigates pathways that connect education and employment to achieve a fulfilling, financially-secure and successful career. A career is more than just a job. Career readiness has no defined endpoint. To be career ready in our ever-changing global economy requires adaptability and a commitment to lifelong learning, along with mastery of key knowledge, skills and dispositions that vary from one career to another and change over time as a person progresses along a developmental continuum.”





Facilitate/Structure
Informational Interviews



FORGOT TO 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



Don't ask where they want to go to college.

Don't ask what they'll select for their major.

Don't ask what they want to be when they grow up.

The answer to these questions (initially) will often be uninformed and uninspired.

Don't advise them to follow their passion.

Most don't have one...yet.

Instead, ask them what lifestyle they want to lead.

Ask them what profession(s) they want to pursue...first.

They will have many.

Ask them what gifts they have to share with others.

Ask them what legacy they want to leave.

Even better:

Ask them what problems they want to solve.



- Kevin J Fleming

(Re)Define the Goal

- To build a few pathways
- High school graduation
- Postsecondary enrollment
- Postsecondary enrollment & completion
- Postsecondary enrollment, completion and gainful employment
- ✓ Educational completion (any level) and gainful employment in a career aligned with their personalities and strengths

CTE and Industry Credentials combined
with a liberal education give
all students a Competitive Advantage



REDEFINING THE GOAL

THE TRUE PATH TO CAREER READINESS
IN THE 21ST CENTURY



KEVIN J FLEMING, Ph.D.

- ✓ Career 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 softcover and Kindle edition

www.KevinJFleming.com

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