

WDA Webinar – Q & A
May 25, 2016

Q: Can Workforce Boards purchase sets of the selfie boards?

A: Currently, we do not sell sets of the selfie boards. When our IT team is no longer juggling the numerous critical projects they are working on, we are hoping to have them create a space on our website where users can access the many career cartoon graphics our co-worker, Mark Lavergne, has created for us. The catch there is that if you choose to print them on your own, they are formatted to print in a 16x20 format, so you would need a very large printer or plotter to print them out.

There is actually *a lot* of work that goes into creating these boards, so it would be incredibly time-consuming to attempt to manufacture these sets on our own. Instead of doing this, Karla and I are putting together a Train-the-Trainer session that teaches participants how to create these selfie boards on their own. We plan to show participants where they can go online to find graphics that are not copyrighted (until ours are available or in addition to ours), how to find the labor market information and data that is provided on the back of the boards, and the step-by-step process we use to create them. In fact, we plan to offer this kind of training session at least once this summer for a group of elementary-level Counselors and Teachers (if no additional requests come to us).

Once those graphics are uploaded to our website, I believe they will be downloadable and distributed at no cost.

Q: Are you only doing these trainings at workforce locations?

A: No. Currently, our main audience is education staff, faculty, and students, so that is where we have spent most of our time training and presenting. We are hoping to now expand our efforts by providing our specialized services to our workforce partners as well. As of May 2016, outside of our standard Education Professional Development In-Service sessions or trainings, we have provided an all-day training session for a large group of Probation Officers and one Workforce group. As the summer approaches and students take a break from school, we were hoping to get a few more of these half-day or full-day training sessions completed.

Q: Can you please restate the parameters for the individuals you're seeking for the *Why Study This* publication?

A: Absolutely. Our publication entitled *Why Study This?* was meant to expose students to interviews of different people working in a diverse range of occupations. The interviews are meant to help students better understand *why* these individuals selected their careers and what education they needed to obtain to do the job. We plan now to expand this one publication into a series of 5 to match the 5, HB 5 Foundation High School Program endorsement options, and we want the publications to be available to students in both print or in an online format.

Currently, I am focused on 100 particular occupations that have been selected for very specific reasons; ranging from occupation projections, education attainment diversity, non-traditional occupations of interest for students, and other such criteria. My main focus now is to ensure that

when I identify individuals to interview, we feature representation from all regions of the state (and not just the usual suspects like our major metropolitan areas).

If you are interested in seeing the list of occupations I have identified, let me know and I can email the list to you. If you know of someone in your area whom you think could share an inspirational, interesting, or unique story about their career path, let me know. I would love to interview them. Contact me at lorena.knight@twc.state.tx.us or 512-463-4879.

Q: Can the PowerPoint be sent to people already registered?

A: An accessible version of the PowerPoint is posted alongside this recording on the LMCI website. Please feel free to download the presentation for your use or to share with your colleagues. We appreciate the word-of-mouth marketing your sharing of our information generates.

Q: What packet of information were you referring to during the presentation?

A: We were referring to our Counselor packet. Anyone can call our career hotline at 1-800-822-7526 to order one of these packets that includes one free copy of all of our printed educational materials as well as marketing materials to lead users to our online resources. Each caller will need to provide their name, physical address, and employer so that we can keep track of the distribution of these packets as they are provided to our callers through a grant from the TEA. Therefore, we must keep strict records of the number of packets we mail out each week.

Q: Explain how to download this PowerPoint.

A: The PowerPoint used for this webinar is posted alongside the recording and Q&A document you are now reading. You should be able to simply click on the link and open the file. Once you open it, you can also download and save it.

Q: Is this a grant funded program?

A: I will assume you are talking about the Education Outreach department. With that in mind, the answer is no. Just as the LMCI department will continuously provide business outreach personnel, the plan is to also make the education outreach team a permanent part of the department.

Q: Can you explain what LMCI is?

A: LMCI is an acronym for Labor Market and Career Information. It is the name of the department within the TWC that provides the business and education outreach teams as well as numerous resources and data tools that relate to the labor market. The department is dedicated to strengthen the workforce in Texas.

Q: If I could sum up your project goal, would it be correct to say that you function as support for workforce solutions and other community partners with hopes of strengthening the workforce by providing labor market information for job seekers??

A: That would be a great way to say it. Obviously, we want to help students make better career goal decisions by showing them where to find as well as how to understand and use labor market data to

drive those decisions. We are hoping to expand our services to the Workforce Boards to also help their staff use this approach with their job seeking clients.

Q: Do you do workshops both in person and online?

A: In theory yes. We've facilitated numerous face-to-face workshops, presentations, and trainings. As of right now however, no one has taken us up on our offer to train or provide workshops online, though we absolutely could.

Q: Please share contacts (phone and email addresses).

A: Lori Knight: 512-463-4879 or Lorena.knight@twc.state.tx.us
Karla Jasen: 512-936-3193 or karla.jasen@twc.state.tx.us

Q: You mention "use our data" -- would you mind describing some of the data that is available or point us to a website with more information?

A: Access our website [here](#). The left side of the screen provides several tools which can be used to collect occupation projections data, wage data, job posting data, work skill data, occupation profiles, and more. We use this data often in all of our presentations and trainings.

From our main web page, you can also click on the blue link titled [Workforce and Education Reports](#) (located just under the LMCI banner) to collect a vast assortment of education and work related data.

We have also used data from our partners at the Texas Education Agency (TEA), Texas Higher Education Coordinating Board (THECB), and others. It really just depends on the kind of presentation that our audiences request, and specifically the data they are interested in having shared. As a general rule, however, the following are the kinds of data we share and their sources:

- Outcome Data about Texas public school students (from PK through college and into the workforce) can be collected from TPEIR [here](#).
- Comparative outcome data of Texas public colleges and universities are beautifully and conveniently collected in the THECB Education Almanac. The almanac looks at data and relates it to national data in addition to state-level comparisons. The link to a pdf of the latest almanac is [here](#). Be sure to scroll to the bottom of the page to find the current and previous versions of this resource.
- Texas CREWS offers an interactive dashboard which allows users to compare outcome data for all Texas public post-secondary institutions. Texas Crews was a joint project of the Texas Workforce Commission as well as the Texas Higher Education Coordinating Board. You can get to the website by clicking [here](#).

Q: Is this program for elementary students only?

A: Absolutely not. Our services, our resources, and our participation is available for students of any age or grade. We mentioned elementary level students at the start of the Q&A only to highlight the fact

that we had scheduled an event to demonstrate how participants can build their own selfie booth with this group. Frankly, we know that we currently do not have a large variety of resources available for this particular age-group so when we were asked to present at an elementary-level Counselor and Teacher conference, we thought demonstrating and helping to create selfie boards was a great fit for both us and the audience, but again we can do this for all grade levels.

Q: Is the focus for academics only, or does it also reach to Community Education students?

A: We can work with students of all ages, even adult learners.

Q: I think the selfie board will be a hit at the college campus, too.

A: They absolutely are!