



Strategic Plan 2018-2019

Goal #1-Become the principle connection and communication tool for businesses to K-12 schools

A. Identify, share and celebrate best practices

1. Gather best practices and testimonies from INSPIRE members and students.
2. Share best practices on Facebook/Instagram/Sheboygan Press.
3. Quarterly share INSPIRE information with INSPIRE network through newsletter.
4. Develop strategy for a newsletter to share with Teachers/Parents/Businesses.

B. Create a new Work-based learning request process that will integrate with Xello

1. Investigate a scheduling software
2. Secure a text messaging platform to use for the WBL process to reach students
3. Finish content (develop short how-to videos) and Launch the finalized toolkits

C. Grow co-op program

1. Grow the number of companies participating
2. Grow the number of placements from 68 to 110
3. Investigate other industries to build co-ops
4. Develop a student recruitment approach to grow student awareness and interest.
5. Create Ambassador program and recognition component to grow awareness of program.

D. Develop a customer service approach to help make INSPIRE easy for employers

1. Host on-site training at companies
2. Continue coordinate career experience activities
3. Annually ensure company profiles and career coaches are current and accurate.
4. Build a customer service model to support businesses that don't have resources to coordinate activities on site.



Strategic Plan 2018-20 (continued)

Goal #2-Become indispensable to the schools to create and sustain academic and career plans

- A. Engage Educators in the career planning process
 - 1. Create a calendar of events for community outreach
 - 2. Solicit teacher input on how INSPIRE can help them via survey.
 - 3. Based on Teacher Survey, host teacher trainings at schools on how to use INSPIRE, continuously.
 - 4. Grow teacher externship participation
 - 5. Develop teacher lesson plan and/or tools for classroom work
- B. Engage Students in the career planning process.
 - 1. Invite students engaged in INSPIRE events to annually planning meeting.
 - 2. Host 4 student focus groups to gain insight into student perspective. (South, Oostburg, Plymouth, Port Washington/Kiel and Howards Grove)
 - 3. Complete a student survey to gauge satisfaction on student experiences for, Co-ops, Career Experiences, Job Shadows and Career Fair.
 - 4. Continue to host an end of year job fair for students.
 - 5. Partner with Sheboygan South to develop a signing day for students.
 - 6. Continuously share events via Student Information systems
- C. Engage Parents in the career planning process
 - 1. Host lunch and learn sessions at companies geared towards parents regarding ACP and how they can support the process.
 - 2. Continuously share events via Parent Information systems
- D. Host events to share best practices for schools
 - 1. Host spring/fall best practice sharing meeting for high school counselors
 - 2. Host on-demand trainings as requested by schools.

Goal #3-Participate in statewide INSPIRE initiatives with other INSPIRE networks.