



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 140
 - 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.
- E. Participate in statewide INSPIRE initiatives with other INSPIRE networks.
 - 1. Launch and maintain the statewide toolkit for employer resources.
 - 2. Ensure students have access to career based learning experiences and co-ops.
 - 3. Work with our partners and state lead to develop a communication system for employers to connect with students.



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.