



Strategic Plan 2019-2021

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

A. Create and build Inspire brand

- 1. Gather best practices and testimonies (Spotlights) from Inspire members and students.**
- 2. Distribute Inspire content to already established Teachers/Parents/Business Channels.**
- 3. Create key messages for the different market segments: students, parents, educators, businesses.**
4. Share best practices on Facebook/Instagram/Sheboygan Press/The Review/Falls News.
5. Quarterly share INSPIRE information with INSPIRE network through newsletter.

B. Enhance the Career-Based Learning request process that will integrate with Xello

- 1. Include options for careers to showcase companies.**
- 2. Integrate the Healthcare Alliance registrations into Inspire.**
3. Secure a text messaging platform to use for the CBL process to reach students
4. Launch the finalized toolkits

C. Grow co-op program

- 1. Create flexible co-op scheduling option for students**
- 2. Increase project based partnership to 5 company/school collaborations**
3. Grow the number of companies and industries participating
4. Grow the number of placements from 102 to 140
5. Continue to generate student awareness and interest
6. Increase Ambassador program and recognition component to grow awareness of program

D. Continue to provide excellent customer service 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. Continue to innovate ways that support business members with Inspire activities

E. Participate in statewide Inspire initiatives.

- 1. Expand Inspire to neighboring communities**
- 2. Work with our partners and state lead to develop a communication system for employers to connect with students.**
3. Launch and maintain the statewide toolkit for employer resources.

Bolded text indicates priorities established from 2019 annual planning meeting.



Strategic Plan 2019-20 (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. Expand teacher externships to 4 districts**
- 2. Develop teacher lesson plans and/or tools for classroom work**
- 3. Engage middle school counselors and principals to increase awareness of Inspire**
- Solicit teacher input on how Inspire can help them via survey.
- Based on Teacher Survey, host teacher trainings at schools on how to use Inspire, continuously.

B. Engage Students in the career planning process.

- 1. Create a regional student advisory group (Freshman and Junior from each school)**
- 2. Host focus groups with minority students to gain insight into student perspective.**
- 3. Partner with Sheboygan South to develop a direct entry workforce pathway**
- 4. Continuously share events via Student Information systems**
- 5. Add questions related to Inspire to senior exit surveys at each school**
- 6. Expand Post-secondary engagement with Inspire**
- Continue to host an end of year job fair for students.

C. Engage Parents in the career planning process

- 1. Develop an ad for student events to raise awareness about Inspire**
- 2. Add texting communication stream for parents**
- 3. Partner with one school and business to gather parent feedback**
- Continuously share events via Parent Information systems
- Host lunch and learn sessions at companies geared towards parents and career coaches

D. Host events to share best practices for schools

- Host spring/fall best practice sharing meeting for high school counselors
- Host on-demand trainings as requested by schools.

Bolded text indicates priorities established from 2019 annual planning meeting.