



## Strategic Plan 2020-2022

### Goal #1-Become the principal career exploration and communication resource for businesses to future talent.

- A. Create and build Inspire brand
  - 1. Build experiences in a virtual setting for students and employers**
  - 2. Gather best practices and testimonies (Spotlights) from Inspire members and students**
  - 3. Enhance marketing materials for high school students**
  - 4. Distribute Inspire content to already established Teachers/Parents/Business Channels
- B. Enhance the Career-Based Learning request process that integrates with Xello
  - 1. Enhance technology with career cluster selection and accommodate large growth of employers**
  - 2. Integrate the virtual request and communication process**
  - 3. Continue to utilize text platform to share information and increase parent engagement.
- 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. Continue to generate student awareness and interest
  - 5. 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. Recruit career coaches from diverse backgrounds**
  - 2. Coordinate in-person and virtual career experience activities at companies**
  - 3. Annually ensure company profiles and career coaches are current and accurate
  - 4. Host on-site and **virtual trainings** for career coaches at companies
  - 5. Focus on continued engagement through regular touchpoints
- E. Participate in statewide Inspire initiatives.
  - 1. Expand Inspire to neighboring communities**
  - 2. Become leaders in the state in providing virtual experiences for students**

**Bolded text indicates priorities established from the 2020 annual planning meeting.**



## Strategic Plan 2020-21 (continued)

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

- A. Engage Educators in the career planning process
  - 1. Continue educator externships collaborations with Inspire partners**
  - 2. Create a visual to help educators understand how to leverage experiences with Inspire**
  - 3. Engage middle school counselors and principals to increase awareness of Inspire**
  - 4. Solicit teacher input on how Inspire can help them via survey
  - 5. Based on the Teacher Survey, host teacher trainings at schools on how to use Inspire, continuously
- B. Engage Students in the career planning process.
  - 1. Host the regional student advisory group (Freshman and Junior from each school)**
  - 2. Align secondary student resource groups with post-secondary and business resource groups**
  - 3. Deploy workforce pathway to all school partners**
  - 4. Add questions related to Inspire to senior surveys at each school**
  - 5. Expand Post-secondary engagement with Inspire**
  - 6. Continue to host an end of year job fair for students.
- C. Engage Parents in the career planning process
  - 1. Add texting communication stream and email push notifications for parents**
  - 2. Partner with one school and business to gather parent feedback**
  - 3. Host lunch and learn sessions at companies geared towards parents and career coaches
- 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.

**Bolded text indicates priorities established from the 2020 annual planning meeting.**