



Superintendent's Strategic Advisory Council Notes

Friday, August 18, 2017, 7 a.m.

Community Resource Center – Monte Cristo Room

Attendees:

Council attendees: Shannon Affholter, Michael McBreen, Gabe Doleac,

District attendees: Gary Cohn, Dana Riley Black, Peter Scott, Mike Gunn, and Pam Posey

Council purpose:

To advise district leadership on long-term investments related to STEM and career and technical education (CTE) learning opportunities, with particular focus on high school STEM signature programs, and career connected learning (i.e., internships).

Meeting structure:

Council participants acquired an overview of Everett Public Schools by way of a briefing document sent prior to the council meeting, and a PowerPoint presentation at the onset of the meeting. Following the presentation, the council participants engaged in a group discussion framed by the following prompts:

- What do you believe we should communicate to the broader community about Everett Public Schools' performance data and priorities?
- What are three or four critical and emerging trends that should inform the STEM investments in our schools?
- What partnerships and resources should the district consider when exploring emerging and future STEM needs?

Discussion key points:

Council members commended the presentation of district priorities and results, but suggested the following regarding communication:

- Everett Public Schools has an embarrassment of riches that has not been tapped within the community;
- Remember that messaging is a strategic process;
- Consider strategy for having others tell the Everett Public Schools story, consider leveraging a PR firm;
- The message isn't about money for high schools, but rather about how to grow the Everett economy; make a connection to regional companies because education is the pipeline that supports the region's workforce; and,
- Organize the message around outcomes, drawing from the strengths in what you have within the community.

Council members discussed and described their current labor needs:

- Because of today's political and economic environment, we are having to rethink our manufacturing production centers. The globalization of the manufacturing chain glutted the local manufacturing supply chain, but because of the speed required for local manufacturing, we need a local and resilient supply chain. We need more local talent.
- As there is significant need for local manufacturing – in aerospace and other industry sectors – STEM should not be focused solely to the higher-end, super-tech sectors. Change the message that "STEM is for engineers."
- Companies are interested in working with novice employees who have a strong foundation, and providing education to the employees as aligned to the companies' specific needs. If K12 provides the foundation skills, companies can "take it from there." Foundation skills include math, technical skills, problem solving and cross collaboration.

- With appropriately established CTE pathways (developed in partnership with K12 CTE and business), there is significant opportunity for students to graduate high school to entry level work, and then continue post-secondary education while working. This could be a huge benefit to both students and business.

Council members provided four suggested themes for high school STEM signature programs because of their strong alignment to existing and emerging economic trends:

- Confirmation that medical / health careers as a theme;
- Confirmation that manufacturing is a significant need for the regional aerospace industries, and to remember that manufacturing supports other industries (i.e., medical devices);
- Suggestion to establish a theme related to IT and computer technology, particularly as “King County company migration” north into Snohomish County;
- As the region’s population will continue to increase, driving demand for growth in infrastructure, there was suggestion to establish a theme related to natural resource and sustainable living (i.e., green building);
- Other CTE pathways, such as business services, are “enablers” of the above-mentioned themes; and,
- There was reminder to tap into industry partners for the curriculum development of the signature programs (follow the process of community college / industry curriculum development).