Creating CTE Pathways to the Tech Industry: Tips for K-12 and College Educators

Step 1 Why Connect with Industry?

• To link what students are learning to workforce skills.

- To create internship opportunities for your students.
- To bring guest speakers for your classes.
- To create field trips for your students.

Some tech companies have Philanthropic or Academic Research departments which may provide a doorway in. Others have student internship programs, or staff who coordinate and sponsor community events and activities at schools.



Reach out directly to the companies you are interested in:

 Identify key people on the website or use personal connections to locate people, and send an email requesting a meeting.

Create publicity so the companies come to you:

- Get media attention about an event, student or staff person (e.g., newspaper article or radio spot).
- Write a blog post for a tech industry website about an exciting program.
- Make a presentation at a tech meetup or other public meeting that companies attend.

Provide a compelling argument for why creating educational pathways will benefit the company as well as the students. Tell them that it will:

• Create a better prepared and more diverse pool of workers.

Step 5 Step 5 If at First You Don't Succeed, Try, Try Again

Case

• Boost staff morale with Community Service opportunities.

Finding the right tech industry partner may take time. Keep in mind that:

• The term "tech industry" covers a huge variety of jobs and companies. In IT fields, industry-recognized certifications and hands-on experience are desirable. In software engineering, traditional degrees are often required, even when the hiring of new graduates is followed by training.

• Not all companies have the resources to do outreach.

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