

Contract for Equity

Enlighten, Educate & Employ

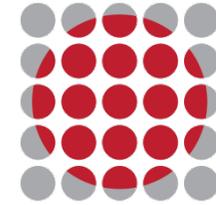
Kansas Board of Regents

October 4, 2017

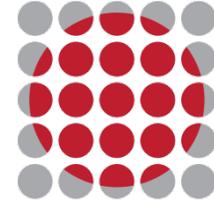
Susie Wheeler

Nontraditional Gender in
CTE

Wondering.....



- Why are we still working on diversity?
- Is Perkins data important?
- What can our institution do to improve diversity in CTE?

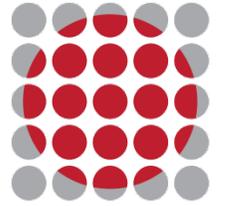


Contract for Equity – Enlighten, Educate, Employ

The Plan

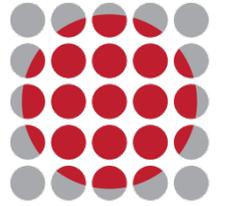
- 10 Texas community colleges
- Choose one CTE program for this project
- Coaching
- Awareness

TEN – Contract for Equity Colleges



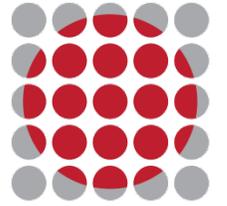
- Amarillo College
- Clarendon College
- El Paso Community College
- Grayson College
- Hill College
- Kilgore College
- Laredo College
- North Central Texas College
- South Texas College
- Temple College
- Criminal Justice
- LVN
- Pharmacy Tech
- Heating & Air Conditioning
- Precision Metal Working
- Vehicle Maintenance & Repair
- Precision Metal Working
- RN / VN
- Auto & Diesel Technology
- Sonography

TEN-Bridges for the Nontraditional Gender



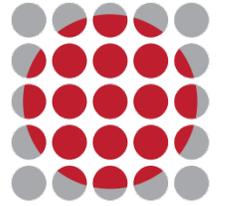
- Amarillo College
- Clarendon College
- Hill College
- Austin Community College
- Lamar Institute of Technology
- Lamar State College- Port Arthur
- Vernon College
- Del Mar College
- El Centro College
- Kilgore College
- Early Childhood Education
- LVN
- Cosmetology
- Early Childhood Education
- Health Information Technology
- Cosmetology
- Cosmetology
- Health Information Technology
- Nursing
- Cosmetology

Nontraditional Gender Stereotype



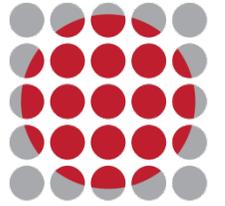
- Criminal Justice
 - LVN
 - Pharmacy Tech
 - Heating & Air Conditioning
 - Precision Metal Working
 - Vehicle Maintenance & Repair
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 - Cosmetology
 - Auto & Diesel Technology
 - Sonography
- Discover reasons for low participation and/ or completion in the program
 - National Alliance for Partnership's in Equity (NAPE) root causes document.

Nontraditional Gender Stereotype



- Criminal Justice
 - LVN
 - Pharmacy Tech
 - Heating & Air Conditioning
 - Precision Metal Working
 - Vehicle Maintenance & Repair
 - Precision Metal Working
 - Cosmetology
 - Auto & Diesel Technology
 - Sonography
- Discover reasons for low participation and/ or completion in the program
 - National Alliance for Partnership's in Equity (NAPE) root causes document.
 - Focus groups
 - Ask!

Contract for Equity -- Enlighten



- Marketing

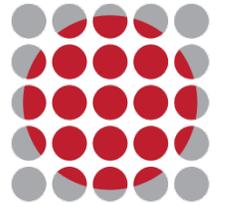


- Recruiting

TEXASgenuine.org



Contract for Equity -- Educate

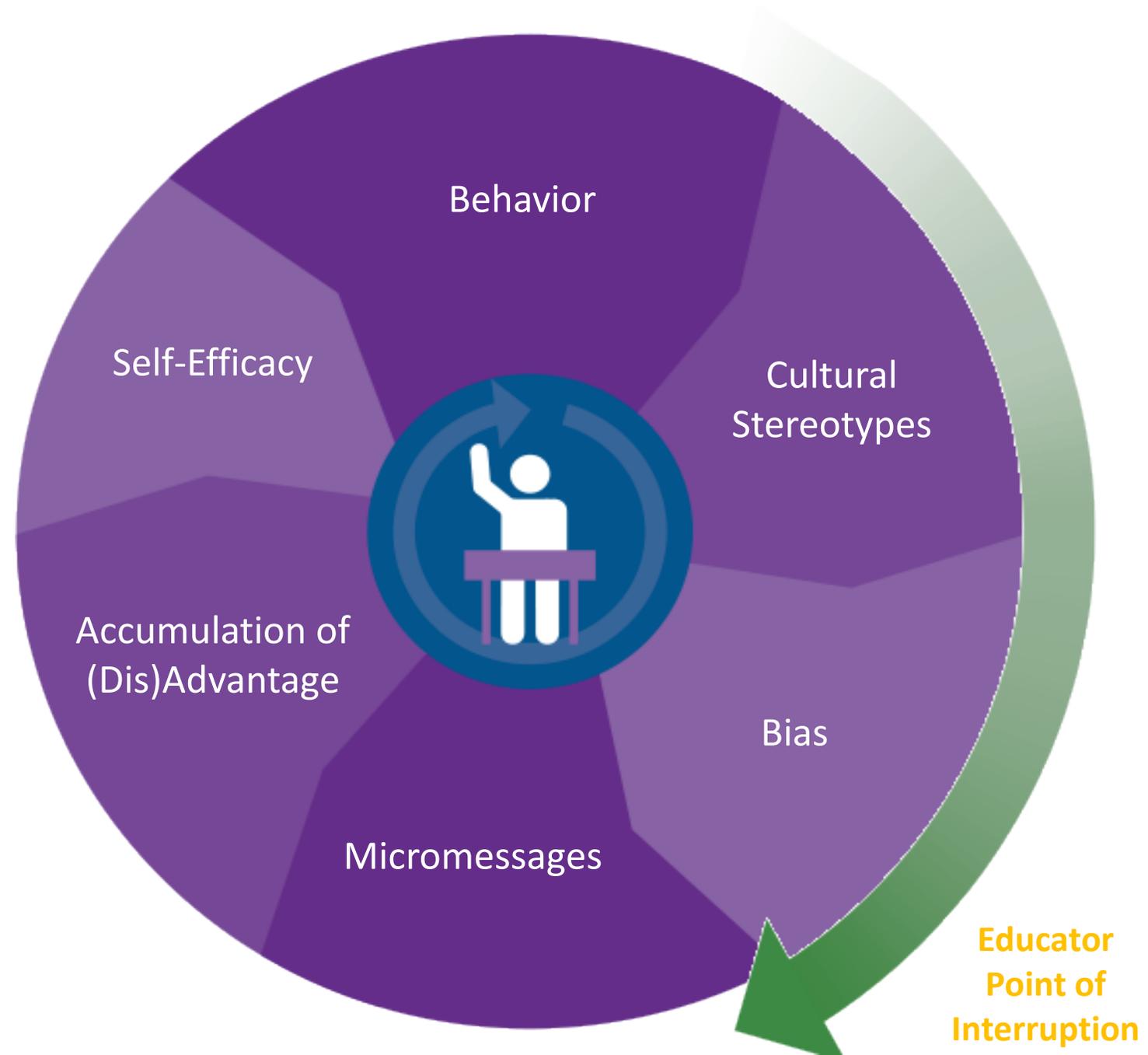


- Program directors
- Mentors for nontraditional students to lead to completion
- National Alliance for Partnerships in Equity (NAPE)



Explore Nontraditional Careers, 14-15







*Small, subtle,
unconscious messages*

*sent and received when
we interact with others*

Micromessages

- Valued
- Included
- Encouraged
- Intentional
- Positive

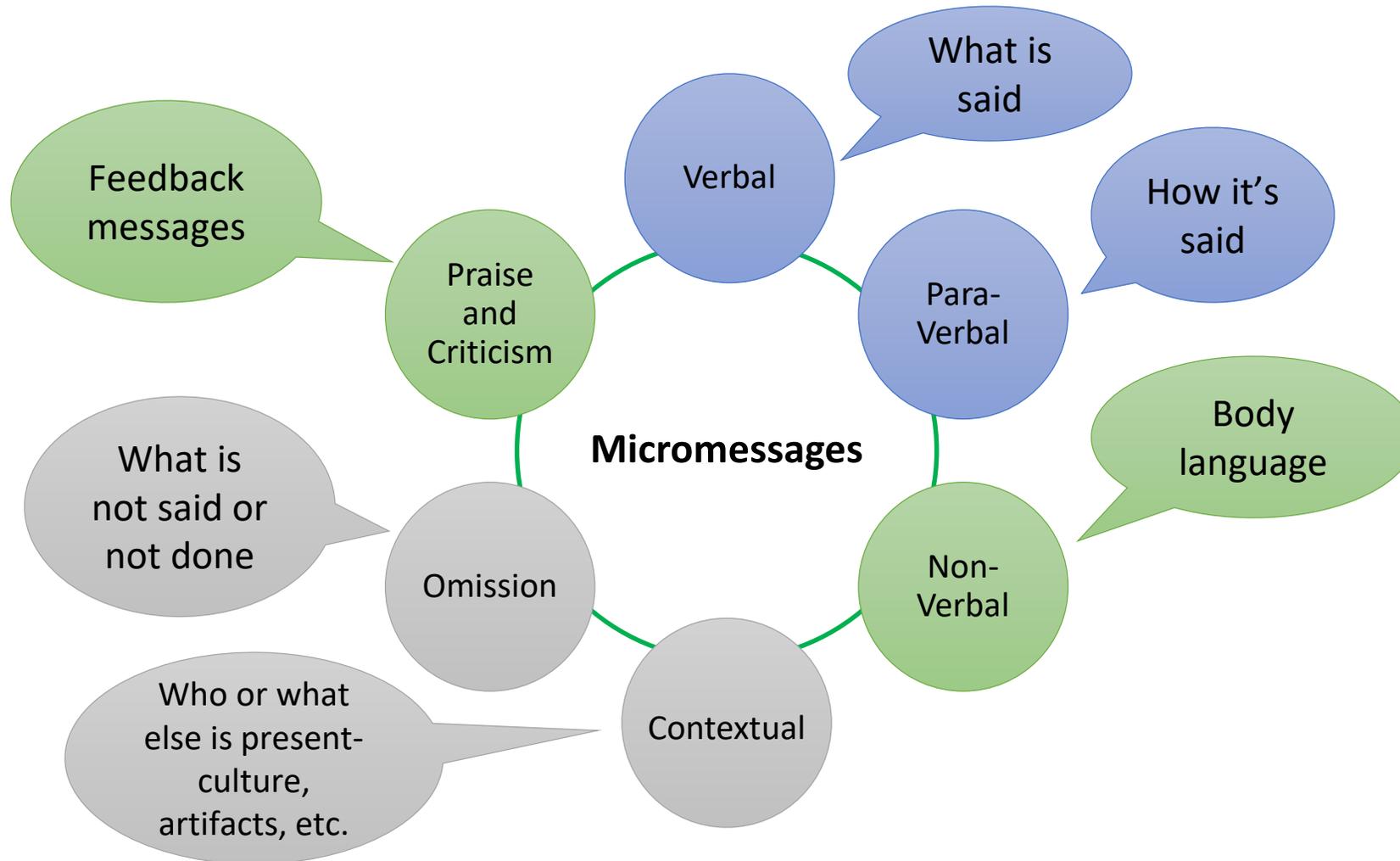
Micro-Affirmations



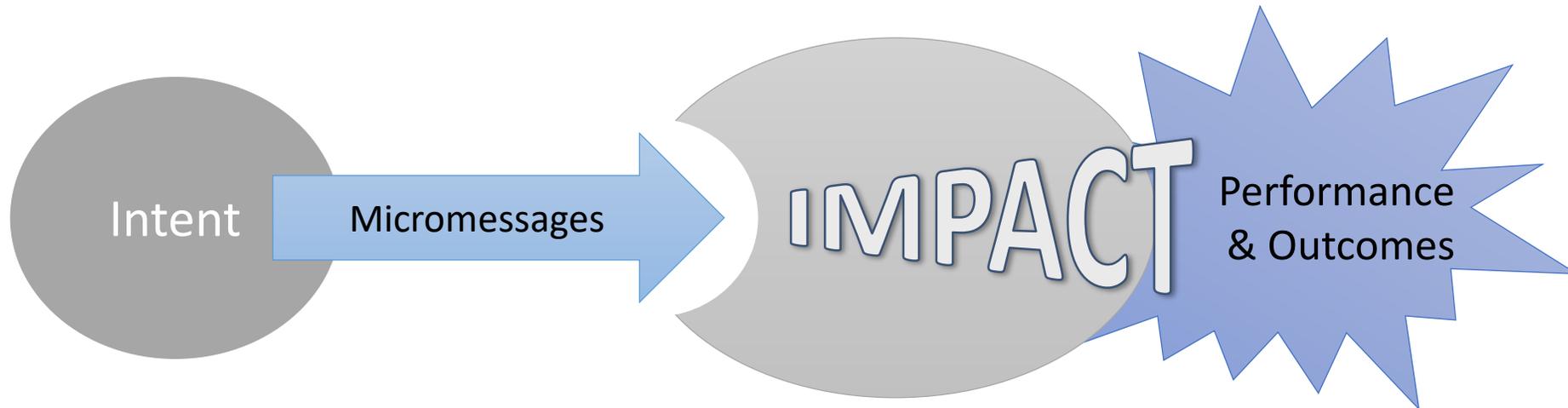
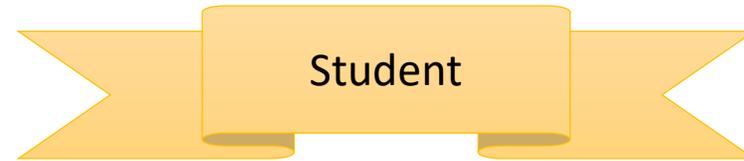
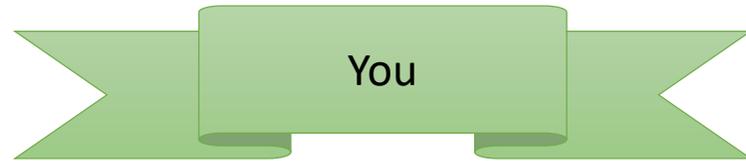
Micro-Inequities

- Excluded
- Devalued
- Unintentional
- Negative
- Discouraged

Key Micromessaging Elements

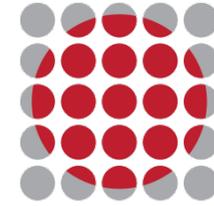


Why Think About Micromessaging?



Impact is more important than Intent!

Contract for Equity– Employ



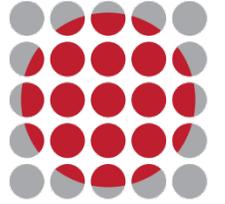
- Employment need
- Advisory Committee
- Industry mentors

Employment

High growth?

Average growth?

Slow Growth?



- Criminal Justice
- LVN / RN
- Pharmacy Tech
- HVAC
- Precision Metal Working
- Vehicle Maintenance & Repair
- Diesel Technology
- Sonography

Employment

High growth?

Average growth?

Slow Growth?



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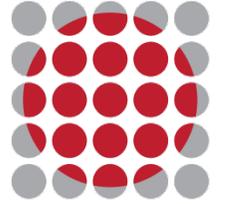
X

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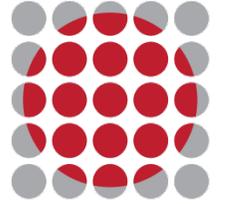
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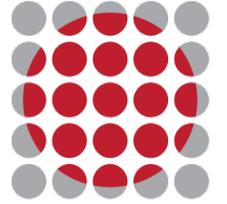
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Slow Growth?



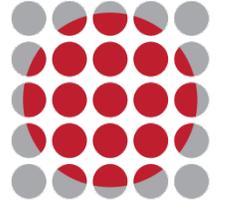
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Employment

High growth?

Average growth?

Slow Growth?



- Criminal Justice

X

- LVN / RN

X

- Pharmacy Tech

X

- HVAC

X

- Precision Metal Working

X

- Vehicle Maintenance & Repair

- Diesel Technology

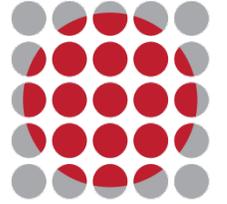
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- Criminal Justice

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- LVN / RN

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- Pharmacy Tech

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- HVAC

X

- Precision Metal Working

X

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X

- Diesel Technology

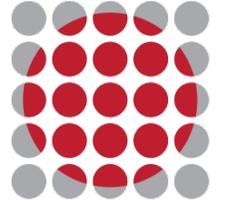
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X

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- Vehicle Maintenance & Repair

X

- Diesel Technology

X

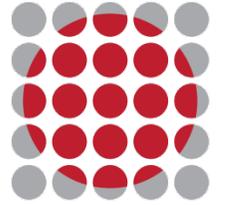
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Employment

High growth?

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Slow Growth?



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X

- LVN / RN

X

- Pharmacy Tech

X

- HVAC

X

- Precision Metal Working

X

- Vehicle Maintenance & Repair

X

- Diesel Technology

X

- Sonography

X

Why are we still working on gender diversity?

- Stereotypes
- Opportunities for employment
- Perkins Indicators 5P1 and 5P2



Perkins indicators

National Summit for Educational Equity



- Continues to support accountability to increase participation and completion in programs nontraditional for their gender.
- Continue to allow funds for state and leadership AND incentive funds to close the gaps.
- Align funds with in-demand occupations
-innovation
- New Collar occupations

Why are we still working on gender diversity?

- Stereotypes
- Opportunities for employment
- Perkins Indicators 5P1 and 5P2
- It's the right thing to do.



What can be done to improve nontraditional gender in CTE?

- Identify the program area for improvement
- Find the right people with a passion
- Implement interventions



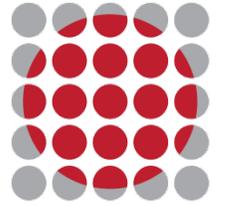
In other words

Set a Goal

Find a Team

Get to Work

TEN Texas Community Colleges



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Program

Set a goal

Team:

Who are the players?

Who has a passion to see ...?

Who will support?

Who else?

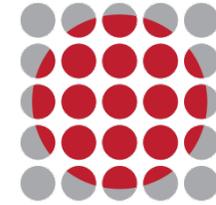
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- Strategies to try:

What INNOVATION?

Remember that this will not be finished in 1 year. It is an ongoing process.

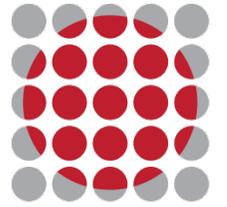
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Questions??

Susie Wheeler

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