

WORKFORCE PREPAREDNESS

PRESENTED BY:

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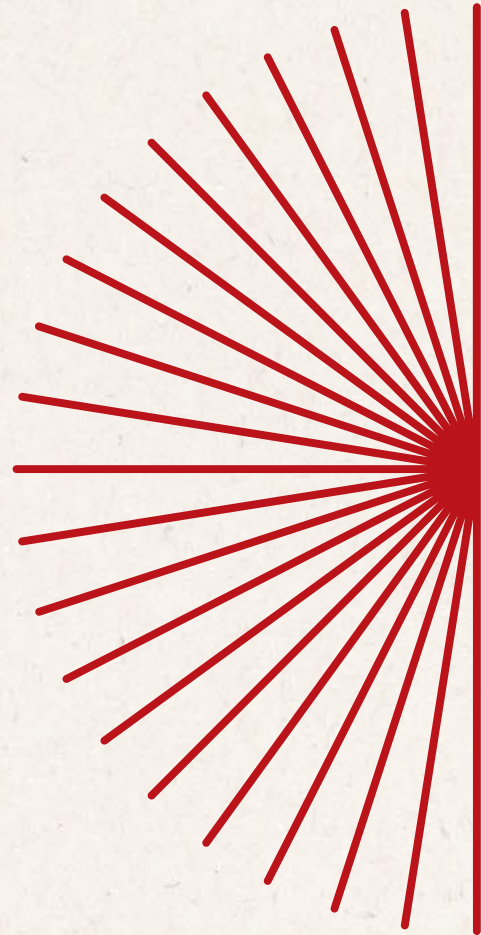
Project + Issue Statements

West Branch asked us to address:

- Absence rates for the J -Term program
- Lack of student -focused data
- Low enrollment in certain career clusters

What we sought to do:

- Build and refine J -Term materials for community partnerships
- Gather new student data
- Market the career clusters in a student -focused way



Data Summary



11%


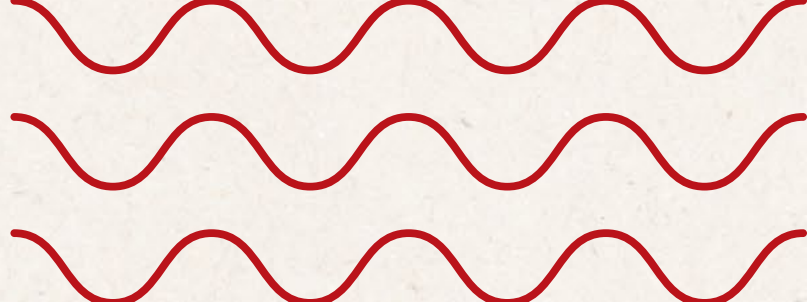
Only 11% of high school students in Iowa feel **fully prepared**
to **choose their path** after completing high school

45%

In Iowa, 45% of high school seniors have completed at
least one Work - Based Learning course


Data Continued:

Students in Career & Technical Education (CTE)



10%

Students in CTE programs are **10% more likely** to graduate from high school



75%

Over **75% of students** taking a concentration of CTE courses enroll in postsecondary education after graduating high school

Best Practice

Aspiring Professional Experience (APEX)Waukee High School



Community Focused

Aims to utilize community collaborations to enrich students exploratory learning



Business Partner Landing Page

Webpage highlights the variety of partnership options available to potential partners



Student Showcase

The showcase highlights projects completed by APEX students as a way to involve parents and other students



Policy Recommendation #1

Strengthen Community Partnerships

- West Branch Business Database
 - Provides a structured list of employer contacts to support outreach and expand J-Term and Work-Based Learning partnerships

Employer Name	Address	City	County	Industry Sector	Business Type	Contact Email	Contact Number	Company Link
223 Vintage Co.	314 E Main St	West Branch	Cedar	Retail	Vintage Store	223vintageco@gmail.com	319.325.1625	Link
A Beautiful Purpose	108 W Main St	West Branch	Cedar	Retail	Vintage Store	bjzcr5@aol.com	563.886.4552	Link
Altorfer CAT	855 S Downey St	West Branch	Cedar	Trades & Construction	Farm Equipment		319.643.6300	Link
Autolux Reconditioning	611 Leonard Ln #11	West Branch	Cedar	Automotive Services	Auto Restoration	autolux.mike@gmail.com	319.430.1390	Link
Barnhart's Custom Service	412 E Main St	West Branch	Cedar	Trades & Construction	Excavating Contractor	bbcus@Lcom.net	319.643.7230	
Birdies Eats + Drinks	3 Ember Lane	West Branch	Cedar	Food & Beverage	Restaurant		319.643.3287	Link
Branch Out Nutrition	111 E Main St	West Branch	Cedar	Food & Beverage	Beverage Shop	rylee.conrad@gmail.com	319.643.3738	Link
Care Initiatives	451 W Orange St	West Branch	Cedar	Health & Wellness	Care Home	recruiters@careinitiatives.org	319.643.2551	Link
Casey's General Store	615 S Downey St	West Branch	Cedar	Automotive Services	Gas Station		319.220.3926	Link
Cedars Edge Golf Course	3 Ember Ln	West Branch	Cedar	Nonprofit & Community	Golf Course	contact@cedarsedgegolf.com	319.643.3343	Link

Policy Recommendation #1

Strengthen Community Partnerships

- West Branch Business Database
- Partnership Landing Page and Interest Survey
 - Centralized space for businesses to quickly indicate interest and engagement levels

Venture Levels of Engagement

We understand that there are varying levels of availability for businesses and professionals to participate in Venture so we have created various levels of engagement. Please choose the option that works best for you.

If you are interested in the 1-4 engagement levels below (class visit, tour, advisor, mentor), you will be added to our database and we will reach out to you when we find a match with a class/project idea. If you select the level 5 (partner) and would like to provide a project, Elyssa McDowell, Strategic Partnerships Coordinator, will reach out to you to schedule a meeting to discuss details and answer any questions you might have.

Once you have reviewed the engagement levels below, please click on either the **local Marion business form** or the **Linn-Mar Alumni or Parent/Volunteer form** below to begin your participation in Venture.

Class Visit

Share personal experience in your field of expertise. Come with material prepared but anticipate student questions as well.

Commitment: 1-2 hours, one-time visit

Tour

Students come to your workplace and learn about what you do.

Commitment: 2-3 hours, one-time tour

Advisor

Policy Recommendation #1

Strengthen Community Partnerships

- West Branch Business Database
- Partnership Landing Page and Interest Survey
- J-Term Showcase
 - Highlight student work and engage parents, community partners, and younger grades



Policy Recommendation #2

Gather Feedback

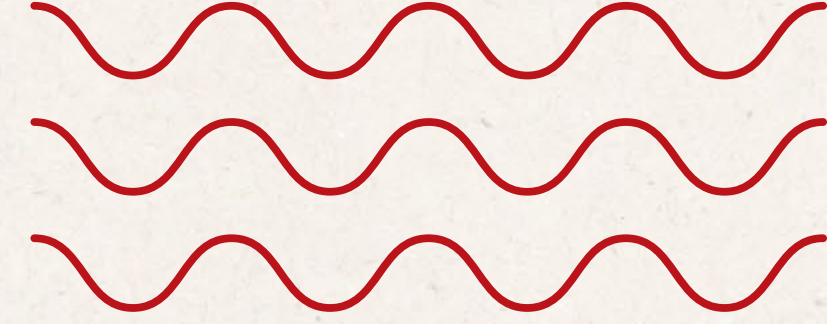
- Course selection survey for students



When choosing your classes, how important are the following factors to you? ^{*}
(rate 1= not important, 5 = very important)

	1	2	3	4	5
Personal Interest in the subject	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How easy or hard the classes seems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teacher reputation or teaching style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends taking the class	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How it affects GPA or class rank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College admissions or resume value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graduation requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parent or counselor recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Policy Recommendation #3



Student-Focused Marketing

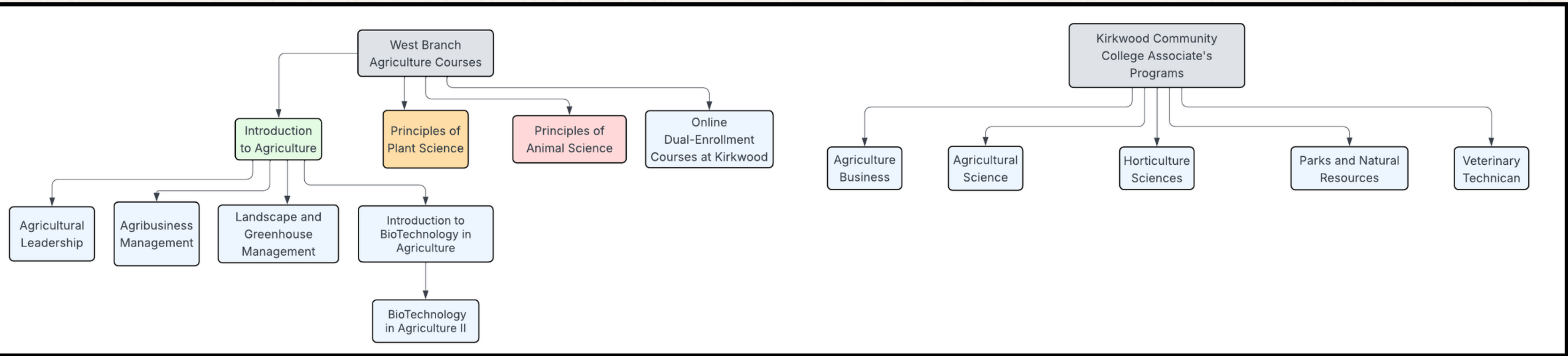
- Revise Course Catalog
 - Strike throughs
 - Readability
 - Formatting consistency

University of Iowa Credit Opportunities

The University of Iowa offers PSEO credits for high school students. ***Post Secondary Enrollment Options Act:*** A qualified student may enroll in an approved post secondary institution course with tuition/book fees up to \$250.00 paid for by the West Branch School District. Only courses that are not offered at the high school **or Kirkwood's concurrent enrollment** are available for this option. All requests for PSEO are to go through the counselor. Students must be determined eligible by the Senior Plus Program in order to be admitted into these courses (qualifying ~~Iowa Assessment~~ **ISASP** scores plus qualifying ACT test scores **or other placement test** – see accompanying chart). **Enrolled students must take the course for college credit, and the grade will appear on the student's high school credit and college transcript and be included in the college GPA. Students must communicate intent to the counselor to participate in PSEO courses by April 1 for fall or summer courses and by December 1 for spring courses.** Please visit the information below to apply and look at different class options

Policy Recommendation #3

Student-Focused Marketing



Policy Recommendation #3

Student-focused Marketing

- Revise Course Catalog
 - Strikethroughs
 - Readability
 - Formatting consistency
- Create Career Cluster Flowcharts
 - Kirkwood Academy
 - Course progression
- Create Student -Aimed Flyers
 - Career focused
 - What to do with an associate's degree
 - Display on bulletin boards

CAREERS IN BUSINESS

Starting to think about the future? See what's available to you with an Associate's Degree!

Tax Preparer

General Manager

Human Resources Specialist

Administrative Assistant

Office Clerk

Loan Officer

Personal Finance Advisor

West Branch offers courses such as...

Principles of Marketing
Business and Technology Education
Entrepreneurship
Accounting



Works Cited

Gallup. Examining Iowa Students’ Engagement in Grades Five through 12. 2025,
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<https://doi.org/10.1177/00317217231161520>.

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“An APEX Semester.” Waukee APEX, apex.waukeeschools.org/for-students/an-apex-semester/architecture-engineering/.
<https://apex.waukeeschools.org/events/showcase/>