



**SPECIALIZED**  
**CAREER GUIDANCE** LLC



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**MEDIA KIT**

TOPICS AND HOST QUESTIONS

## Creating Sustainable and Scalable Workforce Pipelines in Your Region

Building successful school-to-workforce pipelines is complex. Developing strategic partnerships with regional stakeholders is one of the most important steps a school district can take to create sustainable and scalable workforce pipelines.

### Learn how to

Identify potential employer-partners in your district or region

Align career pathway efforts to the specific workforce needs of your region

Access funding for innovative programming and career exposure at the K-12 level

Build effective partnerships with training providers to access certification and advanced training programs

## Three Building Blocks For Effective Workforce Pipeline Development

The aim of workforce development is to foster economic success among individuals, families, communities and businesses. It must be tied to educational programming that serves a wide range of students. Creating effective programming requires 3 distinct yet interrelated building blocks.

**Together, these building blocks create school-to-work pipelines that**

- Build career awareness and excitement among students
- Identify and build skills and credentials needed for positions of interest
- Create sustainable relationships with regional employers who see themselves as true partners vested in creating career opportunities for students

Learn how to create effective workforce pipeline programming that drives strong post-secondary outcomes for your students.

### Possible Host Questions

1. What stakeholders are necessary for the development of successful workforce pipelines?
2. How can school districts braid funding to maximize the impact of pipeline development?
3. How do schools assess potential employers and training providers as candidates with whom to partner?

### Possible Host Questions

1. How do you create opportunities for students to earn credentials prior to graduation?
2. How do you build employer partnerships that are scalable and sustainable?
3. How do schools measure the success of workforce development programming?

## Career Exploration Reimagined: Inspiring High School Students to Take The Lead

The task of determining the next step after high school can feel daunting. Students may feel pressured to attend a four-year college without any real sense of why or what they hope to gain. Others may go right to the workforce without goals or a plan.

Learn the steps that career counselors and educators can take to move students from disengaged and discouraged, to informed, engaged, and EMPOWERED as they determine post-graduation next steps.

### Topics include

- Strategic career exploration programming that emphasizes regional priorities
- Career pathways coupled with workforce preparation and training
- Student roadmaps for next steps that feature pivot points and on-ramps to advanced education

## Pilot Programs – A Critical Link to Sustainable and Scalable Workforce Pipelines

Work-based learning opportunities can bridge the divide between employers seeking to recruit motivated entry-level talent and motivated young people seeking career pathway success.

### Learn how to create and manage pilot programs that

- Provide students with career exposure
- Develop students' employability skills
- Increase students' performance during future internships or career placements
- Build relationships with potential employer-partners in your region

### Possible Host Questions

1. How can schools create career exploration programs that excite disengaged students?
2. How do schools create post-graduate career pathways with on/off ramps to advanced education?
3. How can schools involve parents in career exploration experiences?

### Possible Host Questions

1. What concerns do employers have regarding their participation in work-based learning initiatives?
2. What employability skills do employer-partners find most valuable?
3. What metrics do schools use to measure the success of their first pilot program?

## Helping School Districts Identify Workforce Development Funding Sources

The Commonwealth has many career and college initiatives designed to present high school students with career options, expand career exposure opportunities and provide access to high-quality career pathways. They also help school districts develop partnerships among employers, training providers and other stakeholders in the workforce development ecosystem. These initiatives vary by industry sector, funding source, applicant qualifications and application requirements. While well worth pursuing, allocating school resources and staff to explore these initiatives can be challenging.

Judi Vigna provides guidance on how schools can successfully access programs such as Innovation Pathways, YouthWorks, Connecting Activities and Early College.

### Learn how to

Identify the initiatives that match your school's priorities

Create, support or streamline processes at your school to navigate the application process

Create, support or streamline processes at your school to successfully manage the implementation of the chosen initiative(s)

## Helping School Districts Build Effective Workforce Board Partnerships

Workforce Boards have access to key regional information to assess current and expected workforce needs. They have valuable resources to share and provide funding support to schools for innovative career exposure programming and work-based learning initiatives. Without strong workforce board partnerships, school districts can miss valuable opportunities for training resources, information and funding.

Learn the three steps for creating successful partnerships with the workforce board in your region and tap into resources to build stronger post-secondary outcomes for students.

### Possible Host Questions

1. What funding sources should schools interested in building career pathway programming utilize?
2. What Workforce Board funding is available to support employer-partners work-based learning initiatives?
3. Do funding sources such as Innovation Pathways and YouthWorks satisfy all program funding needs or do school systems need to tap other sources as well?

### Possible Host Questions

1. How do you create opportunities for students to earn credentials prior to graduation?
2. How do you build employer partnerships that are scalable and sustainable?
3. How do schools measure the success of workforce development programming?



*Judi Vigna*  
**JUDI VIGNA**

CEO of Specialized Career Guidance

Judi Vigna knows what can be accomplished when goals align with vision. Her life’s work has been grounded in a deep commitment to strengthening communities and a belief that there is no ‘one size fits all’ pathway to education and career success. As a workforce development expert and CEO of Specialized Career Guidance, she is laser focused on creating organizational systems and infrastructure to establish, implement and grow sustainable workforce development pipelines.

Guided by a passion for increasing opportunities for young people, Judi works to bridge the divide between leading industries seeking to hire motivated talent, and the abundance of capable young people seeking pathways to successful careers.

Adept at building strong coalitions, Judi develops partnerships between employers, school districts, training partners and associations to create sustainable and scalable career pathways that align with the State’s priority sectors. She is trained in Career Pathway Development and is a Certified Diversity Executive® in Diversity, Inclusion and Equity practices. Her work is guided by a deep commitment to bring stakeholders together to make profound impact for both the individual and the entire ecosystem that drives workforce development.

A successful innovator, collaborator and connector, Judi leads a mission-driven company focused on strengthening our workforce and community, expanding opportunities for our youth and making invisible career pathways to success visible.

