A Business-Education Partnership for Teachers

Arizona K-12 Business-Education Partnership Symposium
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Introductions

• Kristi Fredrickson
  – Arizona K12 Center/Northern Arizona University

• Sandy Merz
  – Tucson Unified School District

• Michelle Hudson
  – IMMEDIA
Getting to know you...

• **Who’s your pick in next week’s Super Bowl?** Text a CODE to **37607**
  – Broncos **320017**
  – Seahawks **320057**
  – San Francisco 49ers (wishful thinking) **411104**
  – What’s a Super Bowl? **464510**

• **Tell us about your career.** Text a CODE to **37607**
  – K-12 Educator **549145**
  – Postsecondary Educator **549146**
  – Business person **549147**
  – Elected official **549148**
  – Something Else **549149**
Lesson2Life - Program History

– Originated in the early 90s at Motorola to help bridge the gap between educators and businesses

– Redesigned in 1999 by a team of educators and business partners; APS became a crucial partner

– Found a new home at the Arizona K12 Center in 2006

Evolved into the Lesson2Life Program
What is Lesson2Life?

Lesson2Life Program

• Based on 21\textsuperscript{st} Century Skills and Standards
• Three 2014 locations:
  – Flagstaff
  – Phoenix
  – Yuma
21st Century Workforce Skills and Standards

Information, Media, and Technology Skills
- Information Literacy
- Media Literacy
- ICT (Information, Communications, and Technology) Literacy

Life and Career Skills
- Flexibility & Adaptability
- Initiative & Self-Direction
- Social & Cross-Cultural Skills
- Productivity & Accountability
- Leadership & Responsibility

Learning and Innovation Skills
- Creativity & Innovation
- Critical Thinking & Problem Solving
- Communication & Collaboration

From the Partnership for 21st Century Skills
www.P21.org
Lesson2Life 3-Day Program Format

• Based on 21st Century Skills and Standards
• Three days/four businesses
  – Day 1
    • AM: Work as a whole group
    • PM: Business visit 1
  – Day 2
    • AM: Business visit 2
    • PM: Business visit 3
  – Day 3
    • AM: Business visit 4
    • PM: Work as whole group
Phoenix Business Partners 2013

• Insert Photo

• APS Ocotillo Power Plant
• IMMEDIA
• Global Water Resources
• TGen
• Sun Valley Solar Systems
• CCS Systems
Phoenix Business Partners 2013

• Phoenix Art Museum
• Valley of the Sun/United Way
• KAET
• Westcor/Macerich Malls
• Royal Palms
• Scottsdale Insurance
• Visual Rain
Tucson Business Partners 2013

• Photo

• Tucson Wildlife Center
• Westward Look Resort
• Ventana Canyon Golf Club
• Westin La Paloma
• Tucson Crime Lab
• Arizona Sonora Desert Museum
• Planetary Science Institute
Flagstaff Business Partners 2013

- Photo
- APS
- Little America
- TGen
- Joy Cone
Yuma Business Partners 2013

- Photo
- APS
- General Motors Proving Grounds
- Radisson Hotel
- Yuma Sun Newspaper
- Alside
- Datepac
Participant Support

• Transportation provided to business
• Meals provided (lunch all three days, breakfast day one)
• Low cost ($50/participant)
• Professional seat time hours
Anticipated Outcomes

Teachers will
• Observe skills and capabilities valued by employers
• Infuse workplace relevance into teaching
• Better prepare students to be workforce and college ready
• Educate businesses about classroom needs
• Find partners in business who will enrich classroom and school activities
• Collaborate with colleagues and share practical ideas for enhancing curriculum
A Teacher Perspective

Attended three times

Business Visits Include:
- TPD Crime lab
- A call center
- TEP (twice)
- Critical Path
- Tgen
- Global Water Resources

Presentations included
- Scottsdale Health Care
- Arizona District Export Council

Why do I keep returning?
- Renewing
- Content Enrichment
- Transformational Professional Development
THE L2L Pyramid

L2L Advanced

Candidate A has good grades

Who do you want working for you?

Candidate B has good grades and...

L2L Intermediate

What can I give back?

When am I ever going to use this?

Raw material that applies my content

• Specific examples
• Case Histories
• Anecdotes

L2L Beginning

Credibility: “I know a guy...”
Class Assignment: Engineering Poster

• PRE L2L
  1. Kids work in assigned groups of three;
  2. Each group has a computer and set of art supplies
  3. Content parameters explicit:
     • Fields of Engineering
     • Top 10 Achievements
     • Famous Engineers
     • Required Education
  4. Layout parameters explicit

Pros?
Cons?

• Post L2L
  1. On Each table students find:
     • Two computers
     • Art supplies
     • A large sheet of paper with “Engineering” written on top
  2. They are told to share
  3. They are told more is better

Pros?
Cons?
WHAT IS IT
The branch of science and technology concerned with the design, building and use of engines, machines, and structures.

• Mechanical Engineer
• Environmental Engineer
• Software Engineer
• Mining Engineer
• Civil Engineer
• Chemical Engineer

ENGINEERING
Everyone works together.
Never give up!
Good work!
Intelligence!
New Bridges!
Excellent Designs!
Exciting new buildings!
Really cool Rollercoasters
Improved and better!
Next new thing!
Great Success!!

ENGINEERING
English ability

From the simple...
L2L: Business Partner Perspective

• ImmediaAVS – who we are
  – All things Audio Visual
    • Board Rooms
    • Performing Art Centers
    • Large sporting stadiums

• ImmediaEdu – who we are
  – Integrate Classroom Tech systems with Curriculum
    • Train teachers to utilize classroom technology EFFECTIVELY
    • Consult with districts on 21C Classroom Technology
    • Consult with schools and districts on Leveraging Tech & Tech-Planning
L2L Business Partner Perspective

- L2L Business Partner – 2nd year
- K12 Center Support
- View of our L2L Presentation
- Partner Commitment
Our 21st C Job Skills Word Cloud
L2L Poll: Word Cloud

Type in the essential skills you look for when hiring an employee.

Text your answer to 37607
Begin your text message with: 548180 and then your answers.
(for example: 548180 good communicator, honest, reliable, problem solver)
Why take on a L2L Partnership?

• Initial reasons for participation.
• Reasons for continued participation.
• Benefits of L2L participation.
Follow-Up and Future of Program

• Fall Forum
• Spring Event
• Summer
  – Businesses still needed
  – Participants needed
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