

DECEMBER 5, 2023

CTC SURVEY ANALYSIS & RECOMMENDATIONS

Carnegie Mellon University

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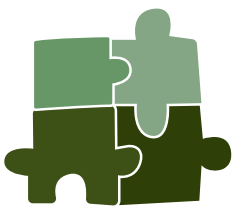


Demographics

Scholarships

Business Ownership

Special Interest Classes



Alumni Database

Next Steps

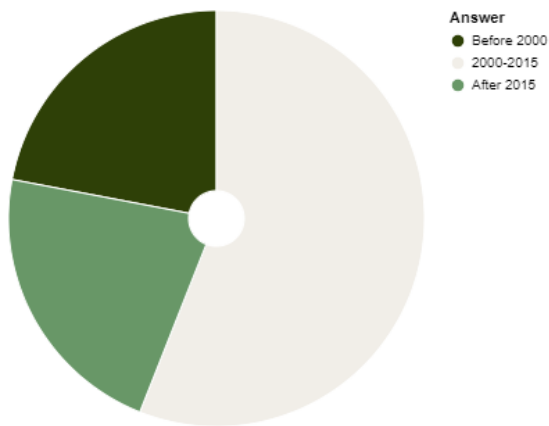


Survey Demographics & Reach

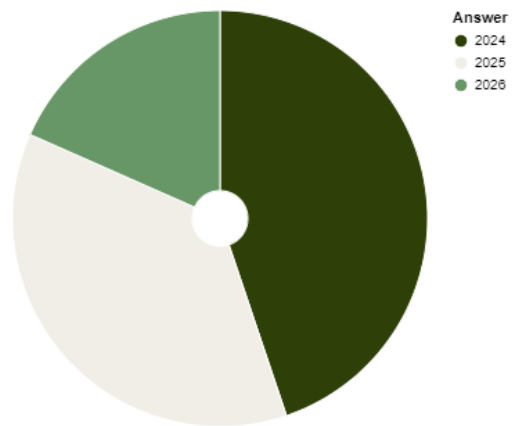
This survey received 101 complete responses. 87 responses were received from current CTC students and 14 from CTC alumni. 26% of CTC's students were surveyed.

Graduation Year

CTC Alumni

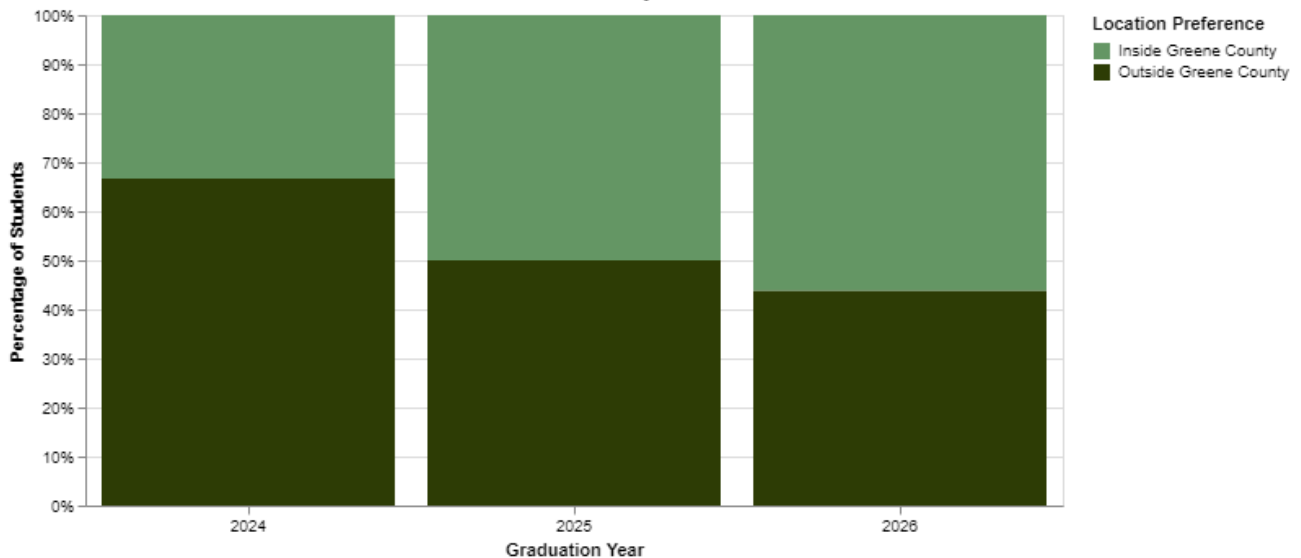


Current CTC Students

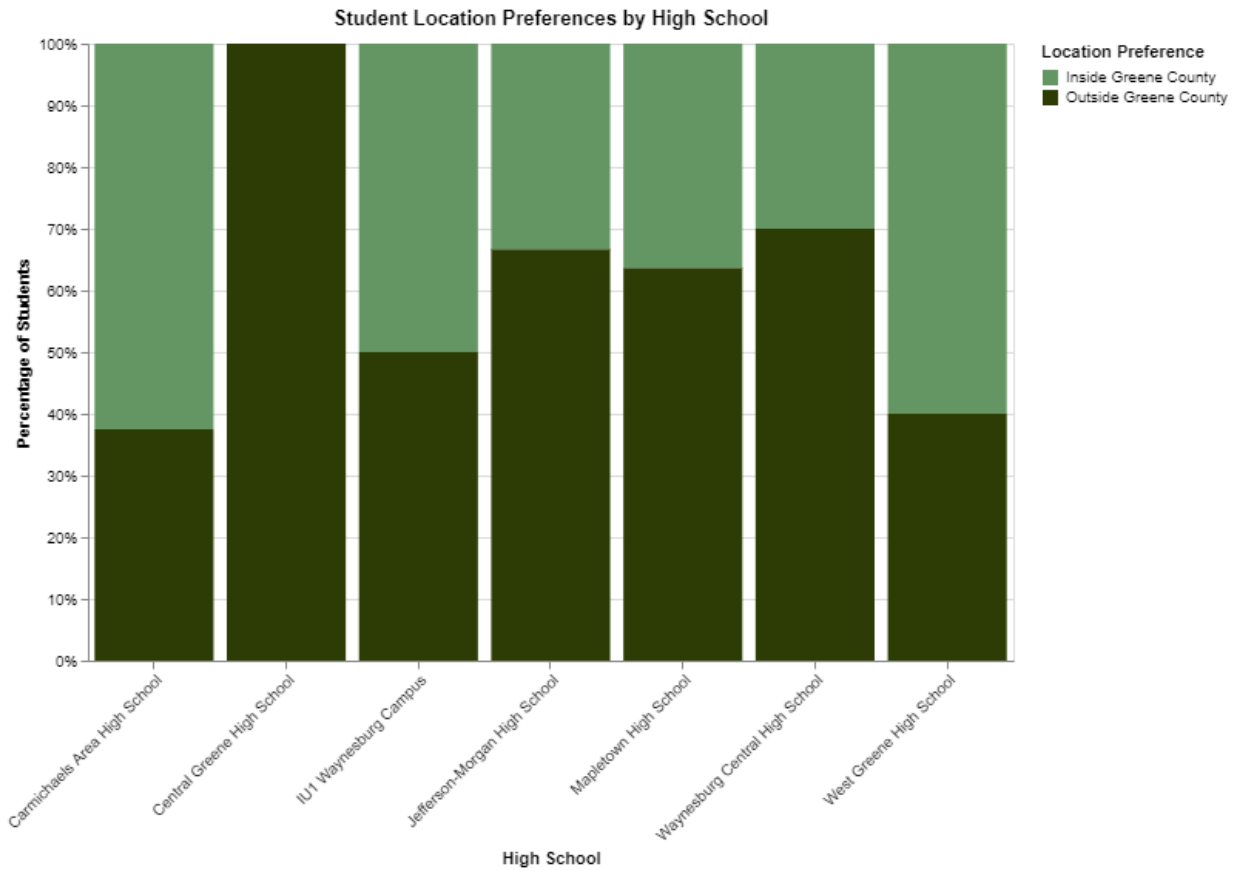


Student Location Preferences by Graduation Year

Student Location Preferences by Graduation Year

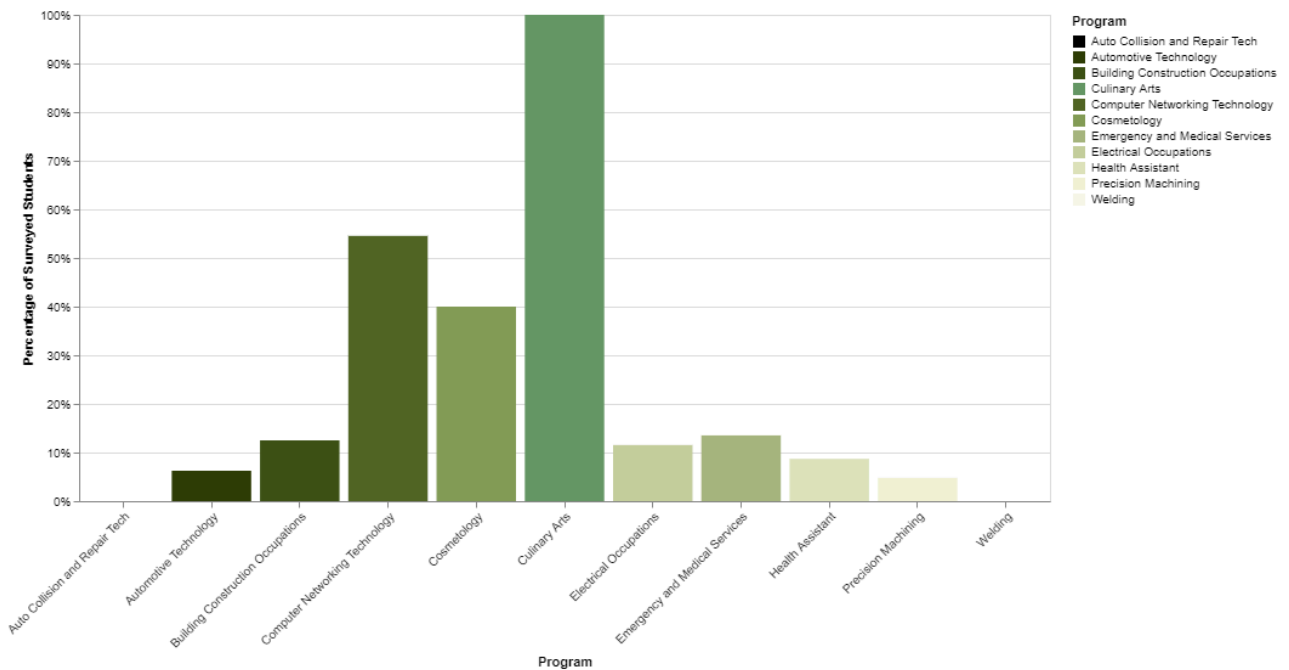


Student Location Preferences by School



Note: Central Greene High School had one respondent and IU1 Waynesburg Campus had two respondents. The remainder of the schools had at least 9 respondents.

Percent of Students Surveyed by Program



Expanding Scholarships

Expanding Reach for CTC Students



Of CTC students surveyed...

- **38%** do not plan to attend college.
- **30%** of those planning to go to college plan to attend education other than a two- or four-year degree.
- **80%** plan to pursue a certificate after graduation.

Key Recommendations

Expand scholarship offerings for students not planning to attend college, pursuing certificates, or planning to pursue other types of degrees.

Expanding Reach for Adult Learners



Key Recommendations

Some alumni indicated they had career aspirations different than their current career. To expand the reach of scholarships, we recommend creating more scholarships for adult learners that live in Greene County. These scholarships could have an emphasis on a trade, professional, or technical program.

Lessening Impact on Small Business Owners



Key Recommendations

Small businesses take on liability when accepting students to visit, shadow, intern, or apprentice. Beyond risk, there are expenses such as training, protective equipment, and the chance of high turnover. To alleviate this burden, a stipend or other financial support could be awarded to companies providing training and equipment to participants.

Business Ownership Program

Many CTC students voiced that they would one day like to work in business ownership of their respective career fields. We recommend fostering this desire of the young adults within the community through the implementation of a business ownership program.

Local Business Launch Pad

A class could be developed with a comprehensive curriculum covering the fundamentals of entrepreneurship, marketing, financial management, and business planning. Hands-on activities could be facilitated through collaboration with the community, like pop-up food trucks or salons. This could be a nightly class held weekly. Partnerships with local business owners who can serve as mentors would be established. In addition to mentoring, these professionals could give presentations about successful business ownership, and share their experiences and challenges.

Recommendations for Implementation

Specialized Workshops	Some topics covered could be sustainability, social media, negotiation skills, legal essentials, brand building, and business storytelling.
Networking Events	Help participants connect with each other and local business owners, industry experts, and community leaders.
Business Exploration	Arrange visits with successful local businesses, or coordinate visits to local business events or conferences.
Community Events	Organize community events, such as business/job fairs, or marketplace events.

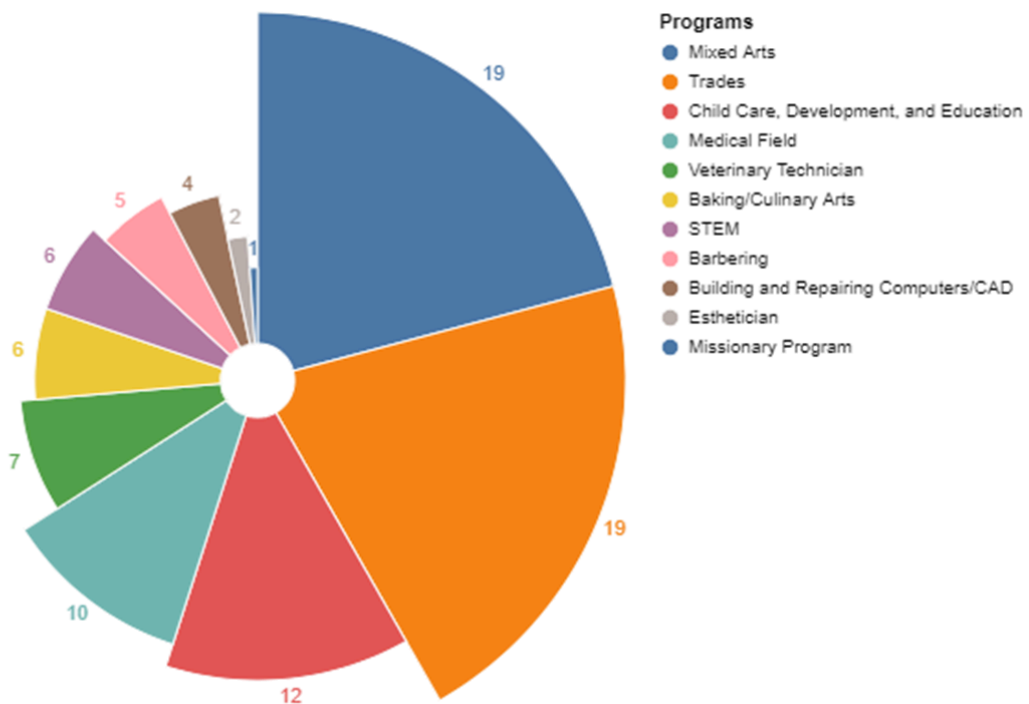
Community Business Challenge

This could be a community-wide event where participants work in teams to develop business concepts that address specific local needs. This could incorporate a pitch competition, where teams present their business ideas to a panel of local entrepreneurs and potential investors. A seed fund or other means of support for the winning team could be considered to kickstart their business in the community. Other incentives could be offered to winners as well, such as donations or a spot to present to the next class of the local business launchpad.

Special Interest Classes

There is interest amongst those surveyed in attending special interest classes or workshops at CTC. These could be designed for participants to develop one or two skills within a broad topic, or serve as an introduction to a complex topic. A preference was voiced to include classes, workshops, or events that are on a drop-in basis versus committing to a program.

Program Preferences of Current CTC Students



Mixed Arts

Music, Photography, Sculpture, Graphic Design, Martial Arts, Tattooing

Agriculture, Butchering, Blacksmithing, Diesel Mechanic, Forging, Farming, Gun Smithing, HVAC, Heavy Machinery, Pipeline Work, Plumbing, Powerline Work, Security, Underwater Welding

Trades

Medical

Certified Nurse Technician, Massage Therapy, EMS, Sports Medicine

Engineering, Psychology, Science

STEM

Recommendations for Implementation

Ideally, these special interest classes and workshops would be open to the community and CTC students, depending on the topics. These are informed by the educational methodology Career-Connected Learning (Bierly & Smith, 2022), survey responses, and interviews. A special consideration was given to respondents who indicated they wished to remain in Greene County.

Self-Identity & Career Awareness	Educational & Career Pathway Exploration	Essential & Technical Skills Development	Hobbies & Interests
<ul style="list-style-type: none"> • Career Fairs & Presentations • Aptitude Tests & Questionnaires • Resume Building • Networking Skills 	<ul style="list-style-type: none"> • Mentoring • Job Shadowing • Worksite Tours • Work Mindset • Proper Work Behaviors 	<ul style="list-style-type: none"> • Child Care & Development • Audio/Video • Computer Skills • Writing • Welding • Construction • HVAC 	<ul style="list-style-type: none"> • Music • Photography • Mixed Media • Psychology • Business • Electronics • Robotics • Food Photography

Bierly, C. & Smith, A. (2022, January 25). *Taking Flight: How to Maximize the Potential of Career-Connected Learning*. Bain Insights. <https://www.bain.com/insights/taking-flight-how-to-maximize-the-potential-of-career-connected-learning/>

Alumni Database

To support community connection between alumni, students, and local businesses, we recommend establishing a Greene County alumni database that leverages existing LinkedIn or other social media accounts. This could lead to networking, mentorship, business relationships, and stronger community connections. This would allow individuals who do leave Greene County to stay more involved in the Greene County alumni community. This could also be helpful for the transfer of information and fundraising.

Possible Next Steps

- Investigating students who did not choose to attend CTC and what stopped them from participating.
- Conduct more extensive interest interviews among students and community members for the types of workshops, special interest classes, or clubs they wish to see offered.
- Create and build a database to track CTC graduates or CFGC Scholarship recipients.
- Create an alumni association to connect all Greene County High School graduates