

UNITED WAY
OF SOUTHWEST VIRGINIA
MIDDLE SCHOOL
IGNITE
PROGRAM
COORDINATOR'S GUIDE

United Way of Southwest Virginia
Ignite Program



United Way of
Southwest Virginia

WELCOME

Welcome to the Ignite Program team. United Way of Southwest Virginia congratulates you on being selected as the Ignite Coordinator at your school. You are joining an elite group of educators from across the region who are working together to assist students in becoming more aware and better prepared for their future careers.



ABOUT THE UNITED WAY OF SOUTHWEST VIRGINIA

United Way of Southwest Virginia fights for the health, education and financial stability of every person in our region because they are the building blocks for a good quality of life. Through an initiative-based cradle-to-career approach, United Way of Southwest Virginia is creating sustainable solutions to address the challenges facing tomorrow's workforce. United Way convenes cross-sector partners to make an impact on the most complex problems in our region. Through collaboration with government, business, nonprofit and individuals, United Way innovates for positive, lasting social change. With a footprint that covers almost 20% of the state of Virginia, United Way of Southwest Virginia serves Bland, Buchanan, Carroll, Dickenson, Floyd, Giles, Grayson, Lee, Montgomery, Pulaski, Russell, Scott, Smyth, Tazewell, Washington, Wise and Wythe, and the cities of Bristol, Galax, Norton and Radford. For more information about United Way of Southwest Virginia, visit www.UnitedWaySWVA.org.

All of United Way of Southwest Virginia's direct services work toward affecting our region's ALICE population. ALICE is an acronym coined by United Way that stands for Asset Limited, Income Constrained, Employed. The statewide ALICE Report shows data at a county and city level for the entire state to bring awareness to part of our population known as ALICE. The ALICE population represents those of us (men, women, and families) who work hard and earn more than the official Federal Poverty Level, but less than the basic cost of living.

United Way of Southwest Virginia commissioned the Southwest Virginia ALICE report to bring awareness to our area of the Commonwealth and to provide this useful information to our region. In the United Way of Southwest Virginia's service area, the number of ALICE households is higher than the rest of the Commonwealth of Virginia. The ALICE rate, combined with a poverty rate at 19%, shows that as many as 51% of households in our region cannot afford the basic cost of living.

For more information about ALICE, visit <https://unitedwayswva.org/alice/>.

THE NEED FOR THE IGNITE PROGRAM

1. According to the Virginia Department of Education, less than ½ of high school graduates in Southwest Virginia go on to technical training, two-year/four-year higher education or the military.
2. Based on local employer feedback, Southwest Virginia is experiencing a workforce shortage and cannot fill open positions.
3. According to the Annie E. Casey Foundation, in 2015, 12% of all youth between the ages of 16 and 24 weren't in school or working. In Southwest Virginia, that means nearly 4,000 young people.

Young adolescence is a time of intense identity formation, and middle school students are discovering who they are and finding their place in the world. Recent studies have shown that engagement begins to drop in 6th, 7th, and 8th grade, and that as many as 60% of students are "chronically disengaged" by the time they enter high school.

Developing ways to introduce students as early as 6th grade to career options and opportunities so they understand the relevance of what they are learning and stay on track, with a goal in mind, is absolutely critical. Ignite aims to address these issues, creating connections that keep students engaged in learning, inspiring them to take rigorous courses and build relationships with employers, and increasing the likelihood that they will be interested in and prepared for post-secondary education, advanced vocational training, and/or excelling in the workforce.

ABOUT THE IGNITE PROGRAM

WHAT IS THE IGNITE PROGRAM?

The United Way of Southwest Virginia Ignite Program sparks career interest in the next generation of Southwest Virginia's workforce through career awareness and hands-on learning. The program helps bridge the gap between the worlds of learning and work by connecting schools and students with employers and employees. Across the United Way of Southwest Virginia service area, the Ignite Program is investing in the lives of over 30,000 students – enabling middle school and high school students to realize their potential and be ready to enter and advance in the region's workforce. More information about the Ignite program can be found online at UnitedWaySWVA.org/Ignite.



WHO BENEFITS?

- **The Students** – Middle and high school students will gain knowledge and interest in local employment opportunities, financial literacy and soft skills instruction.
- **The Schools** – School personnel gain connections to a broad array of local industries and employees and access additional resources to achieve Standards of Learning guidelines in career guidance and to assist students in developing academic career plans.
- **The Employers** – Local employers meet, educate and receive a better prepared future workforce.
- **The Employees** – Employees serve their communities by offering job shadowing and mentoring opportunities to prepare local youth for the workforce.
- **The Local Economic Development** – Increased opportunities to recruit outside business/industry to the region with a plan in place to develop a pipeline to a well-prepared workforce.

YOUR ROLE

SCHOOL PARTNER EXPECTATIONS

Your school Superintendent signed an agreement that there will be one person at each middle, high, and CTE school identified to serve as the Ignite Coordinator. This Ignite Coordinator will implement Ignite program components and activities and maintain on-going communication with the UWSWVA Youth Success Team. They have also agreed to provide members of the Youth Success Team at UWSWVA the opportunity to attend in-service to present overviews and/or updates about the Ignite Program to teachers and staff.

WHAT IS AN IGNITE COORDINATOR?

The Ignite Coordinator is the school-based point of contact and champion for Ignite that works with the UWSWVA Youth Success staff to coordinate activities at the school.

Key Responsibilities for Middle School Ignite Coordinators (6th-8th grade):

- Participate in training provided by UWSWVA to implement the Ignite Program which includes training for the Ignite Coordinator and MajorClarity. (required for stipend)
- Provide reports of Ignite program activities to UWSWVA which include two (2) quarterly reports. (required for stipend)
- Serve as the point of contact for scheduling the Careers Expo for Youth for 7th grade students (required for stipend)
- Collect student data (including surveys for Ignite components and events and student progress tracking data from the approved career development software). (required for stipend)
- Recruit and encourage Educators to participate in the Educators in Industry tours delivered virtually. There will be six (6) virtual Education Tours of select businesses from the area offered throughout the school year. Teachers can participate in more than one tour. If for any reason a teacher does not register, we ask the Ignite Coordinator to participate to represent your school. (required for stipend)
- Encourage participation from teachers in the 5 C's video series (communication, collaboration, critical thinking, creative thinking, and citizenship skills) located on UWSWVA website.
- Coordinate transportation for participating students and teacher to Ignite Program events (when necessary).
- Train and educate teachers to assist in implementing the Ignite Program.

YOU'RE NOT IN THIS ALONE

We have a dedicated staff to help you in planning, coordinating, conducting and wrapping up every aspect of your Ignite partnership. If you are in need of further assistance, please don't hesitate to contact Crystal Breeding at 276-525-4073 or cbreeding@unitedwayswva.org.

OUR ROLE

UWSWVA and members of its Youth Success Team commit to provide technical assistance to each Ignite Coordinator, to provide funding as outlined below and to coordinate the region-wide workforce development activities listed below.

- Provide training on the Ignite Program and MajorClarity for the Ignite Coordinator and teachers at partner schools at the beginning of each academic year.
- Provide a \$500 stipend to the Ignite Coordinator at each participating school who completes all outlined components each quarter.
- Provide 100% investment for MajorClarity in all Ignite Program partner schools (for the next school year).
- Collect and disseminate best practices and resources to participating schools.
- Facilitate connections between schools and local employers.
- Provide technical assistance to Ignite Program partners about program components and available resources by phone, email, and in-person annually.
- Coordinate the Educators in Industry program: provide an overview to teachers, review submitted applications, recruit local employer participation, and schedule Educators in Industry visits (Virtual for 2022).
- Plan and host Careers Expo for Youth for 7th grade students.
- Provide technical assistance to Ignite Program partners about program components and available resources by phone, email, and in-person annually.
- Establish reporting process for Ignite Coordinators. Collect and analyze reports and share results with school.
- Provide coaching to maximize best use of MajorClarity.
- Develop, distribute, collect, and analyze an annual, anonymous survey of Ignite Coordinators and teachers to assess recommendations and best practices for the Ignite Program.
- Develop, distribute, collect, and analyze surveys and pre/post assessments from MajorClarity and Survey Monkey to create an annual Ignite Program report for partners and stakeholders.

IGNITE PROGRAM COMPONENTS

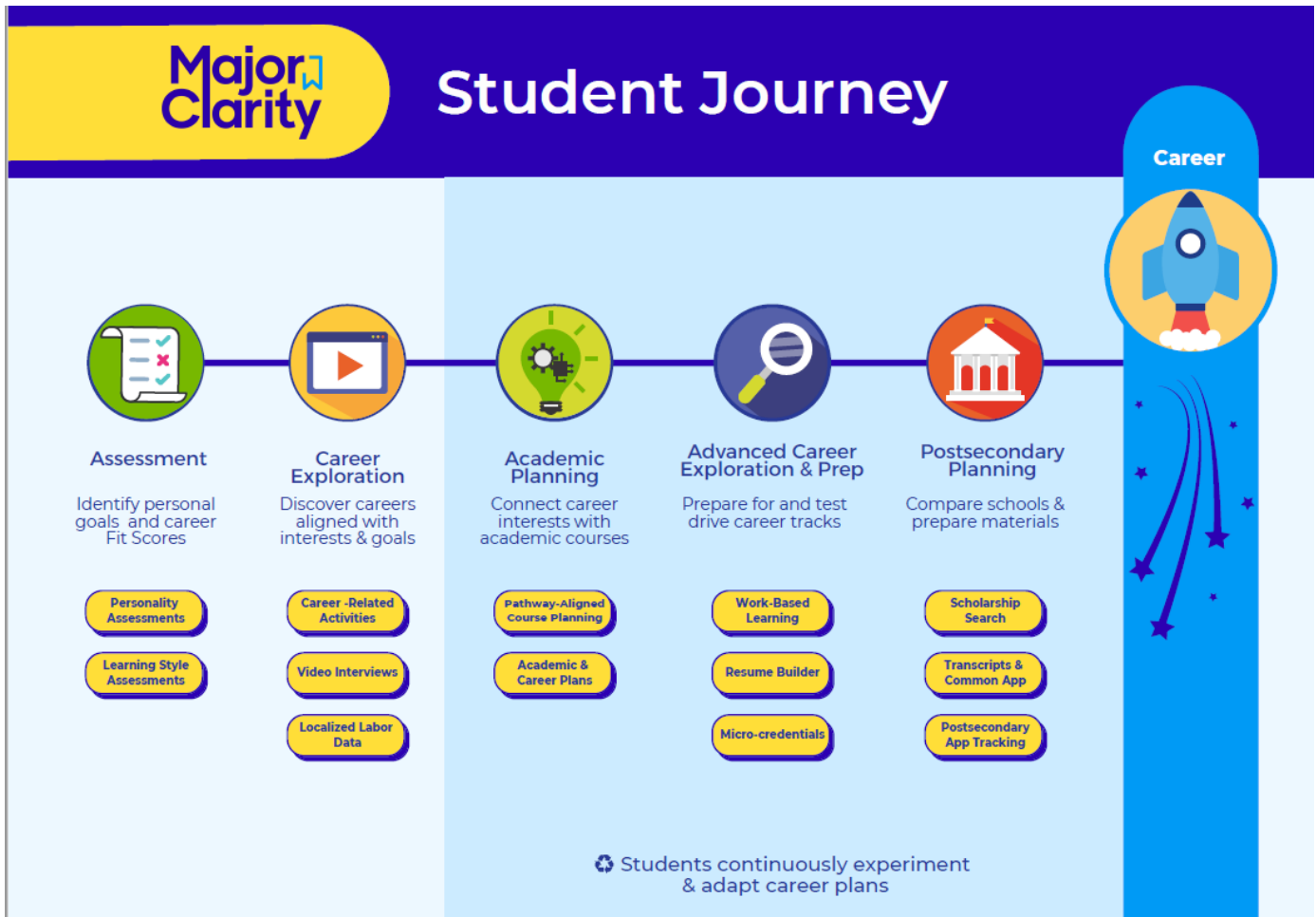
MAJORCLARITY (6TH-12TH GRADES)

MajorClarity is a web-based, self-exploration and planning software that provides Educators, Students, School Leadership and Parents the opportunity to assist students in preparing for College or Careers. In particular, the MajorClarity platform provides College and Career support through:

- **Career Readiness** – Engaging and interactive test-drives, Personalized Recommendations from personality and learning style assessments, and Real-Time Analytics for tracking student progress. Essential elements for students' Career Readiness is Career Exploration, Creating Pathways, Connection and Taking Ownership.
- **Academic Planning** – Seamless course planning & tracking to automate creation of ACP's (Academic Career Plans), Student Progress Tracking and Career-Aligned Academic Planning.
- **College Readiness** – Streamlined exploration and applications, Postsecondary Research and Exploration, Streamlined College Application Processes (if available), Real-Time Analytics and Reporting, and Content that Yields Postsecondary Success.
- **School/District Leadership** – Invaluable forecasting and insights, Influence Student Outcomes with lessons and teaching activities, Real-Time Visibility and Forecasting, and Ensure Your Student Stand-Out with Postsecondary and Employment Opportunities. Educators also have access to parent materials to keep them apprised of student progress.
- **Work Based Learning** – Work-based learning without borders, A One-Stop Shop WBL portal that instantly shares all WBL opportunities and employer partner profiles with all students, Micro-Credential opportunities (endorsement varies by credential) and Virtual WBL Experiences
- **Micro-Credentials** – MajorClarity offers Micro-Credentials as another tool for high school students to build their resume for college or career opportunities by completing these self-guided Micro-credentials.



MajorClarity helps ensure that every student's education leads to a successful outcome, whether through college or jumping straight into the workforce. Students only retain 10% of what they read, but through proprietary and interactive content, MajorClarity's platform has led to a 189% increase in students building career aligned course plans of study.



As a partner with Ignite, **ALL** Educators and Students have MajorClarity accounts. If you have any Educators or Students that do not have an account set up, please contact support@majorclarity.com to receive assistance in getting those accounts created. Each student, grades 6th-12th, has pre-set Portfolio Progress objectives in MajorClarity and completion can be tracked by Educators.

The Portfolio Progress objectives built in MajorClarity meets the guidelines needed for the Virginia Department of Education Standards of Learning for career plan assessments.

Each grade has set objectives to complete to allow students and teacher to monitor progress of completion for reporting measures (see below). MajorClarity provides curriculum for each grade level within the software that has its own set of activities and measurements that continue to build upon knowledge and skills from the previous year. Additional one on one training is available for MajorClarity upon request.

In addition to the Portfolio Progress objectives, Coordinators have access to Pacing Guides to help with introducing MajorClarity to students. These Pacing Guides are optimal for year 1 or 2 of implementation of MajorClarity. They can also be used to ensure adequate entry level time is being spent in the platform.

ALL STUDENTS SHOULD SELECT A CAREER PATH OF INTEREST WHEN THEY FIRST LOG INTO THE MAJORCLARITY PLATFORM.

The Portfolio Progress Objectives by Grade:

6th Grade

| Tasks: | Measured by: |
|-----------------------------|---|
| Take Personality Assessment | Students completing Personality Assessment |
| Explore 2 Career Paths | Students clicking on and viewing the details of a career path |
| Watch an Interview | Once student completes rating for an interview |
| Complete an Activity | Once student completes rating of an activity |
| Explore 2 Occupations | Student clicks on and views the details of an occupation |

7th Grade

| Tasks: | Measured by: |
|---------------------------------|--|
| Take Learning Styles Assessment | Student completes learning styles assessment |
| Add 10 courses for 7-8 grade | Plan at least 10 classes |
| Explore 3 Career Paths | Student clicks on and views the details of a career path |
| Watch 3 Interviews | Once student completes rating for an interview |
| Complete 3 Activities | Once student completes rating for an activity |
| Explore 3 Occupations | Student clicks on and views the details of an occupation |
| Sign Your Career Plan | Student signing their ACP (electronically) |

8th Grade

| Tasks: | Measured by: |
|-----------------------------|--|
| Review Academic Career Plan | Student clicks to view their ACP and re-signs |
| Explore 3 Career Paths | Student clicks on and views the details of a career path |
| Watch an Interview | Once student completes rating for an interview |
| Complete an Activity | Once student completes rating for an activity |
| Explore 3 Occupations | Student clicks on and views the details of an occupation |
| Start Career Plan | Enter Career Goal |

9th Grade

| Tasks: | Measured by: |
|---------------------------------|--|
| Retake Personality Assessment | Student completes Personality Assessment |
| Retake Learning Assessment | Student completes learning styles assessment |
| Sign ACP | Student clicks to view their ACP and signs (electronically) |
| Explore 2 Career Paths | Student clicking on and viewing the details of a career path |
| Watch an Interview | Once student completes rating for an interview |
| Complete an Activity | Once student completes rating for an activity |
| Favorite 2 Colleges of Interest | Student clicks on and views two colleges |

10th Grade

| Tasks: | Measured by: |
|--------------------------------|--|
| Explore 2 Career Paths | Student clicking on and viewing the details of a career path |
| Watch an Interview | Once student completes rating for an interview |
| Complete an Activity | Once student completes rating for an activity |
| Start a Resume | Student begins resume by filling in the objective |
| Explore 2 Colleges of Interest | Student clicks on and views two colleges |
| Explore 2 Work Opportunities | Student clicks on and views two work opportunities |

11th Grade

| Tasks: | Measured by: |
|--------------------------------|--|
| Review ACP | Student clicks to view their ACP and re-signs |
| Explore 2 Career Paths | Student clicking on and viewing the details of a career path |
| Explore 2 Colleges of Interest | Student clicks on and views two colleges |
| Explore 2 Work Opportunities | Student clicks on and views two work opportunities |
| Start a Resume | Student begins resume by filling in the objective |
| Enter a Career Goal | Student adds a career goal to the Career Plan |
| Add Clubs and Activities | Student adds at least one club or activity to My Career Plan |

12th Grade

| Tasks: | Measured by: |
|--------------------------------|--|
| Explore 2 Colleges of Interest | Student clicks on and views two colleges |
| Explore 2 Work Opportunities | Student clicks on and views two work opportunities |
| Start a Resume | Student begins resume by filling in the objective |
| Enter a Career Goal | Student adds a career goal to the Career Plan |
| Add Clubs and Activities | Student adds at least one club or activity to My Career Plan |
| Explore 1 Scholarship | Click to view the details of at least one scholarship |

MajorClarity provides support resources for educators to optimize usage in the classroom. These can be found in your MajorClarity platform under the tab labeled RESOURCES. Here you will find lesson plans, worksheets and slide decks that can be used in the classroom. This platform is not designed for only CTE Educators or students. MajorClarity can be used in any subject and can be incorporated into any lesson plans. Whether you are a seasoned Ignite Coordinator or brand new, these resources can assist in maximizing your implementation at your school.

CAREERS EXPO FOR YOUTH (7TH GRADE STUDENTS)

The Careers Expo for Youth provides students the opportunity to learn more about local careers while watching a hands-on activity or simulation be demonstrated. This event, open to 7th grade students of Ignite Partner Schools, is an opportunity to bridge the worlds of learning and work.



The Careers Expo for Youth is hosted in the fall before 7th graders complete career assessments as required by the Virginia Department of Education. This unique experience brings students, representatives from SWVA employers, teachers from across SWVA and volunteers together for hands-on student learning activities that may ignite interest in a local career path students may not have otherwise considered.

The Careers Expo for Youth provides hands-on career exploration for middle school students. Applied learning experiences that may be available to the students at the event include invitations to climb a utility pole, try on SWAT gear, practice CPR and giving shots, experiment in chemistry or use a 3D printer to create a cool project.

The Impact will be measured by student, teacher, and employer surveys regardless of delivery method of the Careers Expo for Youth.

The Careers Expo for Youth will build on the student learning activities in MajorClarity and participation at the event meets the Career Development Standards for School Counseling Programs in Virginia Public Schools.

IGNITE MIDDLE and HIGH SCHOOL TEACHER PROFESSIONAL DEVELOPMENT

United Way of Southwest Virginia's Ignite Program provides professional development opportunities to Educators. The 5 C's Training and Educators in Industry Tours are eligible Professional Development Activities as listed in the Virginia Licensure Renewal Manual. For official verification, please check with your school district as some school districts require prior approval.

5 C's Training (Virtual Platform)

United Way of Southwest Virginia's integrating the 5 C's: teacher professional development gives teachers the techniques that can be easily integrated into any curriculum to address Virginia's new profile of a graduate. Complete the series of the 5 videos available on the website and receive 5 hours toward your professional development/recertification points. Find each video at <https://www.unitedwayswva.org/our-work/youth-success/initiatives/5-cs-workshop>

These techniques allow students to practice: Communication, Collaboration, Critical thinking, Creative thinking, and Citizenship skills

EDUCATORS IN INDUSTRY (Virtual for 2022)

The Virtual Educators in Industry provides professional development opportunities to selected educators of Ignite Partners to experience local employers through a virtual platform. Participants will learn about career opportunities similar to future jobs students may pursue, through activities that may include a virtual industry tour, job skills discussions and soft skills training. This program component has two primary goals: 1) participating educators will become ambassadors of what they learn and share with peers during a regular scheduled faculty meeting, 2) and most importantly, participating educators will teach students the importance of soft skills and share information with students about the industries, emphasizing that their career exploration and classroom learning has a connection to their futures.

Opportunities will be available across industries/career clusters. Employers will be in the counties/cities served within the United Way of Southwest Virginia footprint which include

Bland, Buchanan, Carroll, Dickenson, Giles, Grayson, Lee, Pulaski, Russell, Scott, Smyth, Tazewell, Washington, Wise and Wythe, and the cities of Bristol, Galax, Norton and Radford.

Educators must register to participate and at least one Educator from each school is expected to participate. Program participation will require the Educator to spend one hour participating in a live session or a previously recorded session for each tour. If there are no Educators who participate, the Ignite Coordinator will be asked to represent their school in participation. To receive a Certificate of Participation, the Educator will need to complete the survey after participating in the tour.

New to the 2022 school year, Educator in Industry tours can be used in the classroom with students. In discussion with the Virginia Department of Education, a pre-recorded job-shadowing qualifies as a High-Quality Work Based Learning experience, if the experience meets the following criteria: it is related to students' career goals and/or interests, integrated with instruction, and performed in partnership with a business or organization. This means that if you have students interested in the career being viewed, students can watch the video, the teacher can then discuss the material watched, and then the teacher can request a certificate of participation for the student. This participation can be used toward a Job Shadowing opportunity as outlined by the Virginia Department of Education's High-Quality Work Based Learning Experience descriptions. If your school system requires a specific type of documentation other than a certificate for the student, please contact Crystal Breeding at 276-525-4073 or cbreeding@unitedwayswva.org to discuss options.

YOUTH SUCCESS PROGRAM STAFF

UWSWVA Youth Success Program Staff are always available to assist with the implementation of the Ignite Initiatives. Should you need further training, additional details or discuss ideas for implementation, contact:

Crystal Breeding, Manager of Youth Success

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cbreeding@unitedwayswva.org

Melinda Leland, Director of Youth Success

276-525-4031

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