

Fairbanks North Star Borough School District

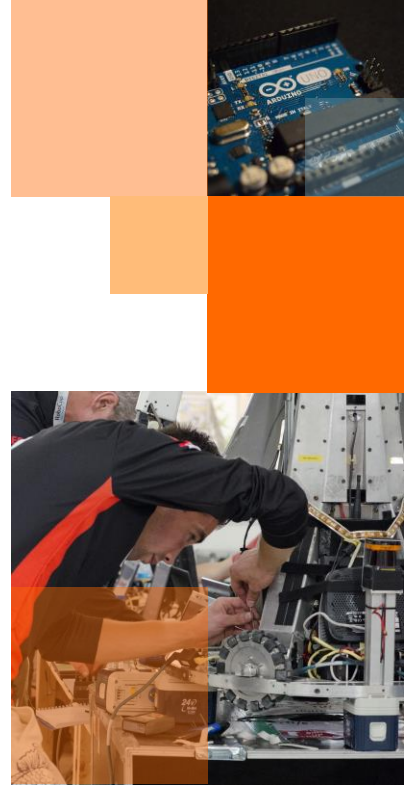
Re-Envisioning CTE: Community Needs Assessment

Executive Summary of Employer & Parent/Student/Staff Insights

January 18, 2018

Research Objectives

- Quantify the industry needs and career interests of students and perceived skills / education requirements for those interests
- Quantify the skills Borough-area employers require
- Measure the near-term, local area open / potential jobs
- Compare the local North Star Borough's employers' needs and students' interests with Alaska Department of Labor projections



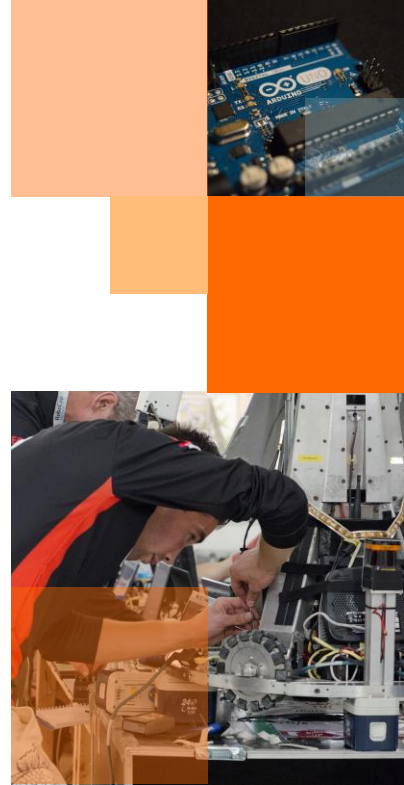
Methodology

Student/Parents/Staff Survey: 2,055 total responses

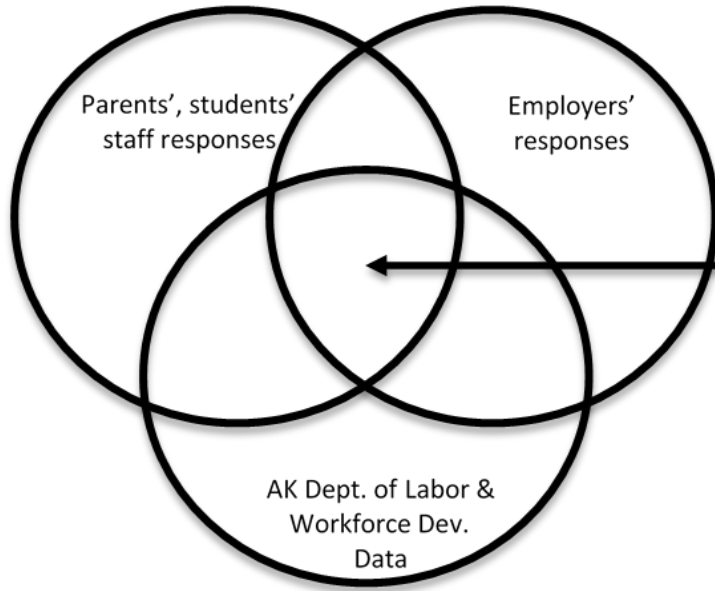
Employers Survey: 72 total responses

Interviews Conducted:

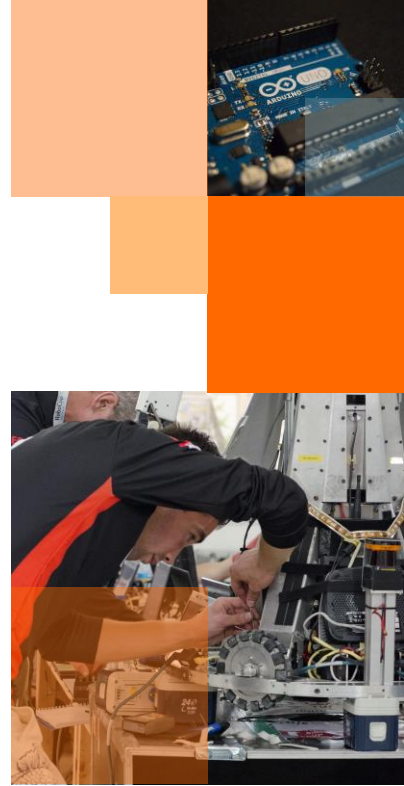
- Bassett Army Community Hospital
- Carlile
- Doyon
- Fairbanks North Star Borough
- Fairbanks Pipeline Training Center
- Foundation Health
- UA Statewide
- Denali State Bank



Methodology (cont.)



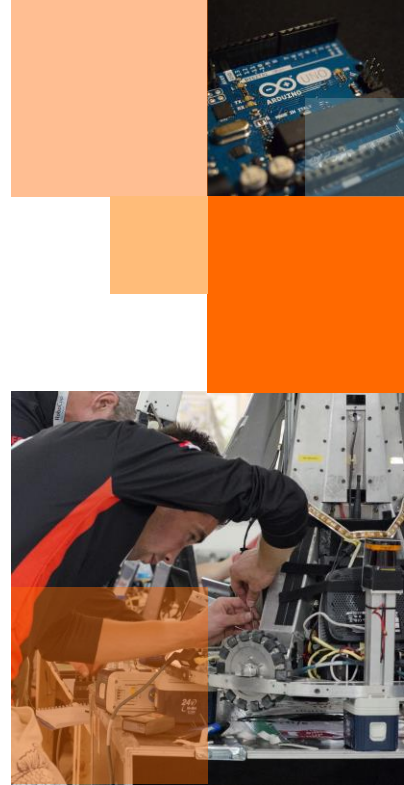
Where parents', students', staff
and employers' responses and
Alaska projection data intersect
= A higher degree of confidence



Employment Trends (AK Dept. Labor)

Fairbanks' major employers are state government (employing 22% of the local workforce) and the military.

Fairbanks North Star Borough 2015 Workers by Industry		
	Number of workers	Percent of total employed
Natural Resources and Mining	1,814	4.9%
Construction	3,085	8.4%
Manufacturing	688	1.9%
Trade, Transportation and Utilities	8,087	21.9%
Information	526	1.4%
Financial Activities	1,254	3.4%
Professional and Business Services	3,043	8.2%
Educational and Health Services	5,056	13.7%
Leisure and Hospitality	3,906	10.6%
State Government	4,882	13.2%
Local Government	3,486	9.4%

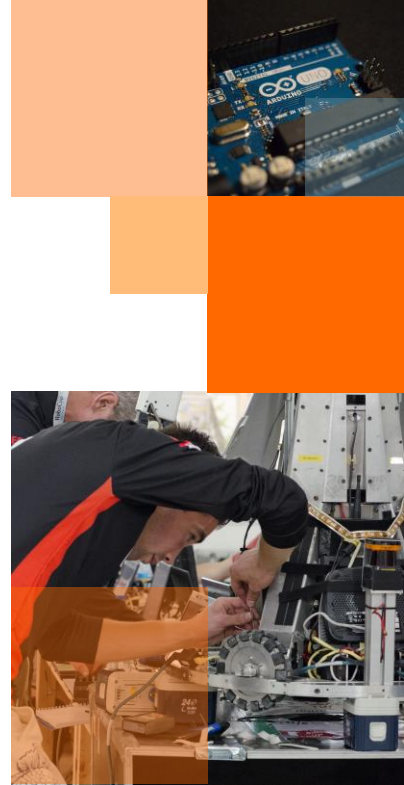


Growth Forecasts (AK Dept. Labor)

The Alaska Industries with a significant share of employment in the state and significant forecasted growth from 2014 to 2024.

Industry	2014 Est. Jobs	Projected Growth by 2024
Retail Trade	36,168	+7.6%
Accommodation and Food Services	29,812	+10.8%
Professional & Business Services	29,432	+6.9%
Transportation & Warehousing	21,398	+9.7%
Elementary and Secondary Schools	20,899	+5%
Ambulatory Health Care Services	18,017	+22.2%
Hospitals	13,131	+8.3%

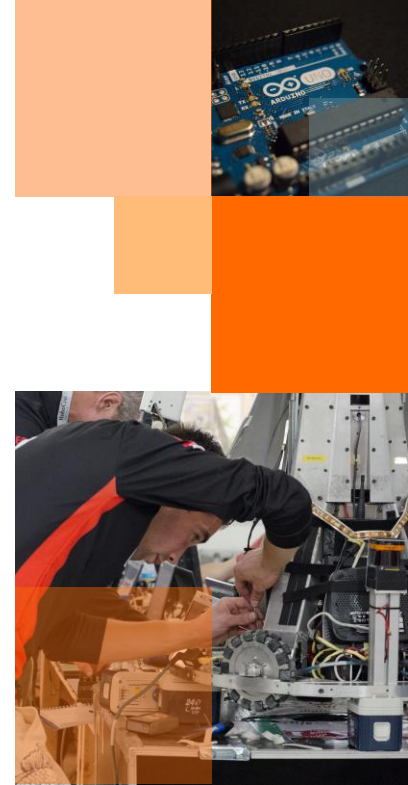
*Source: Alaska Department of Labor 2014 to 2024 occupational Forecast



Career Interests (Student/parents/staff)

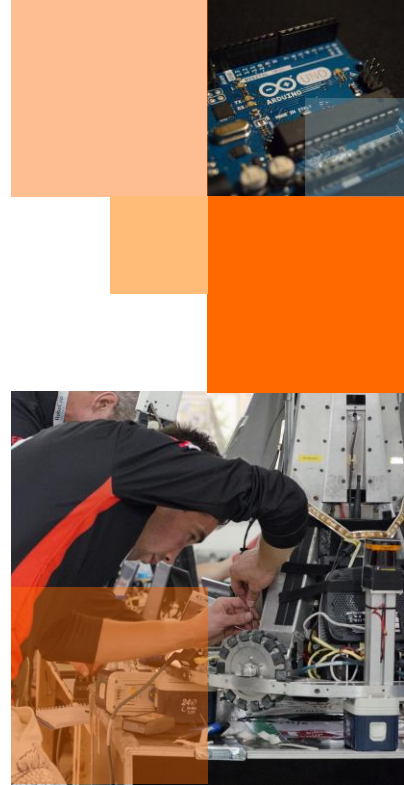
The most-selected industry of interest, **Health / Medical**, overlaps with a few industries that are projected to experience significant growth in Alaska: Ambulatory Health Care Services and Hospitals.

	STUDENTS	PARENTS	STAFF
#1	Health / Medical	STEM	Health / Medical
#2	STEM	Health / Medical	STEM
#3	Arts, A/V Tech & Communications	Architecture & Construction	Information Technology
#4	Military	Information Technology	Architecture & Construction
#5	Law, Public Safety, Corrections & Security	Arts, A/V Tech & Communications	Arts, A/V Tech & Communications



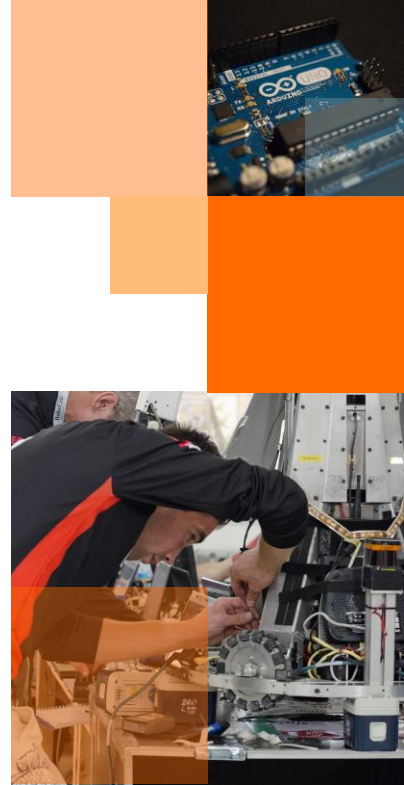
Geos of Interest (Students/Parents/Staff)

- 574 of 1,372 students interested in jobs in Alaska.
- 1,138 of 1,372 students interested in jobs outside of Alaska.
- Opportunity to broaden students' interests regarding jobs in Alaska.
- Further research on which industries and jobs are projected to grow nationally will further ensure that the FNSBSD CTE program is aligning with both students' interests and potential job openings in the United States.



CTE Delivery Method (Students/Parents/Staff)

- **CTE courses at each high school** top selection for all students, parents and staff.
- Students show a great deal of support for offering **CTE courses online, combined with in school.**
- Students were significantly more likely than parents or staff to indicate **Career Academies.**
- Parents and staff were more likely to consider a **Comprehensive CTE high school** to be a method that would serve students well.



Critical Skills (Employers)

Foundational Skills

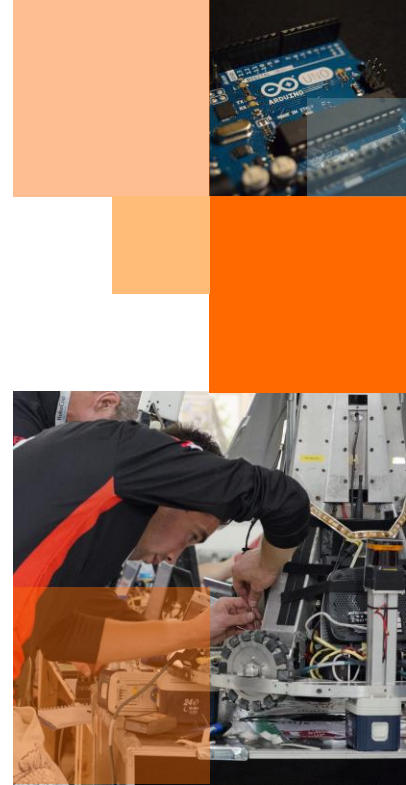
- Verbal communication
- Locating information
- Reading for information

Occupational Skills

- Real-world problem solving
- Workplace safety awareness
- Task management

Interpersonal Skills

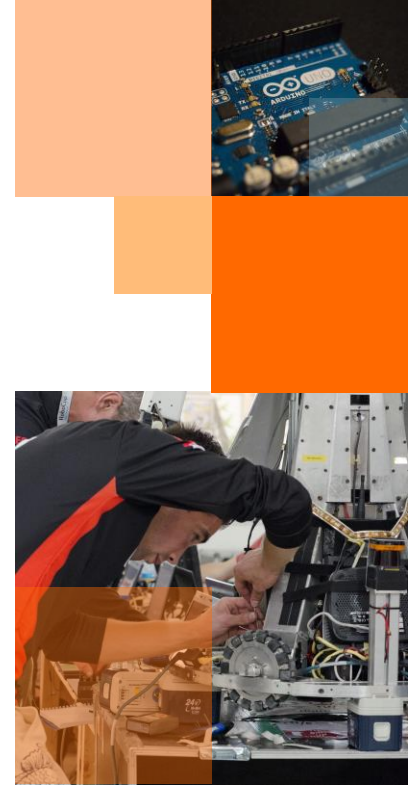
- Motivation / work ethic
- Ability to work with others
- Honesty / integrity
- Dependability



Educational Requirements (Employers)

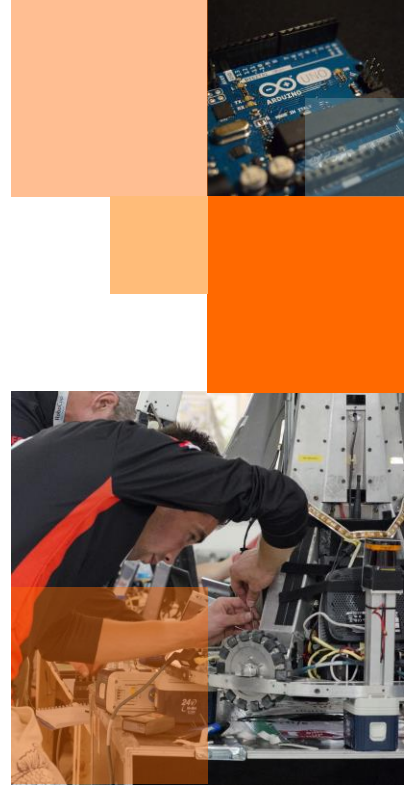
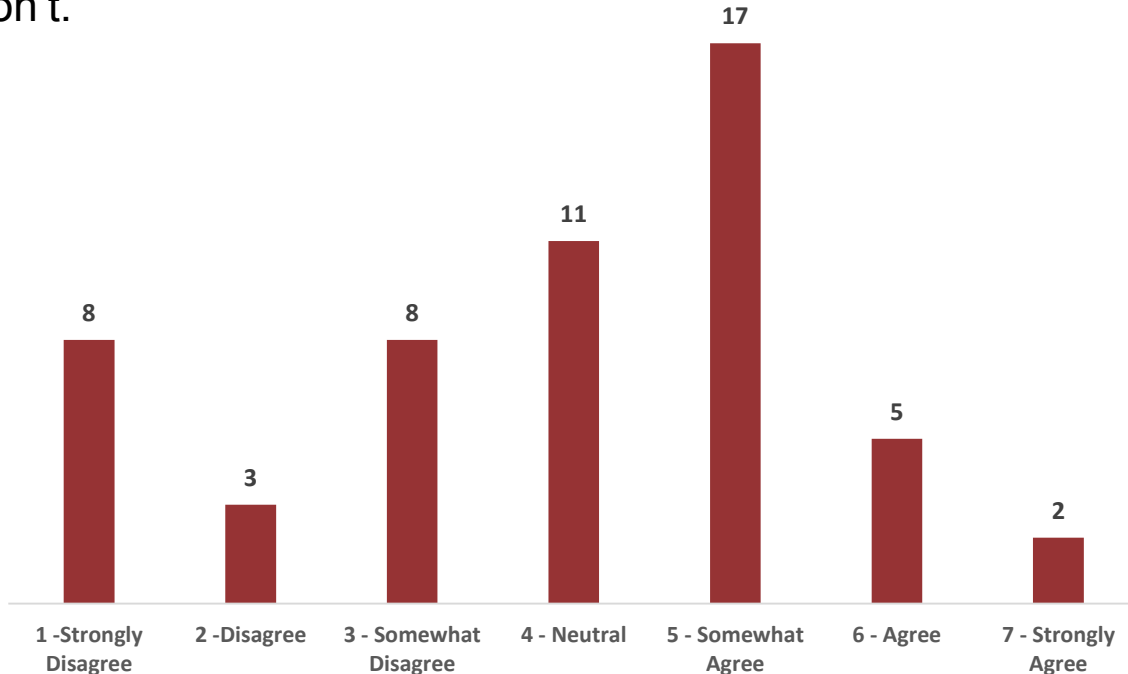
Regardless of industry or job, students', parents' and FNSBSD staff's perceptions of education required is *significantly* higher than indicated by employers

	Required	Preferred	N/A	Total Responses
High school diploma	36	23	2	61
Occupational Certification	10	23	27	60
State or federal license/certification	16	15	29	60
2-year Associate's degree	4	21	34	59
Registered apprentice or journeyman	5	9	45	59
Bachelor of Arts degree	3	17	38	58
Bachelor of Science degree	3	17	39	59
Graduate degree (e.g., Master's or Doctorate)	2	15	42	59



Workforce Ready (Employers)

Employers' perceptions students are graduating as "workforce ready" are equally distributed among those who agree that graduates are workforce ready and those that are unsure or that don't.



Key Insights

- Parents/staff/students think more education is needed than employers are requiring for entry-level jobs.
- Student interests don't exactly line up with parents and staff or with Alaska growth areas.
- Students do indeed want to look outside of Alaska.
- Employers looking for more than just hard skills - they need soft skills.
- Students are OK with online (more than parents and staff).
- Great opportunities to change the perception and awareness around degrees and job opportunities.

