

# ENGAGE. CONNECT.

TIPS & TRENDS FROM THE NATIONAL CENTER FOR COLLEGE & CAREER TRANSITIONS

January 9, 2020

## Greetings!

None of the people in the picture on the right exist. But if tech companies have their way, they (or countless variations of them) will soon be reading the news, acting in movies, coaching you through yoga classes, or helping you do your taxes.

### According to CNBC:

*Samsung's STAR Labs research group announced a new "artificial human" called Neon early Tuesday morning at CES 2020.*

*Neon isn't a robot or a voice assistant like Siri or Alexa. Instead, it's a simulated human assistant that appears on a screen and learns about people to help it give seemingly intelligent and life-like responses -- think of it like an animated chatbot. Samsung claims the Neons will be able to provide a response to questions in milliseconds.*

*A spokesperson for STAR (Samsung Technology & Advanced Research) Labs told CNBC that the avatars will "help enhance interactions people have with certain jobs, such as friendly customer service; a worker that will be able to remember your name if you do yoga a certain amount of times during the week."*



While wearing my non-cynical hat, I can see some real value here. For example, as our Baby Boomers move into retirement, there's going to be a greatly increased need for caregivers, both for general medical check-ins ("remember to take your pills") and to provide some kind of companionship (this is already an issue in Japan). This kind of simulated interpersonal connection could help on both fronts given the likely manpower shortage.

But wearing my cynical hat, I can also see the threat this represents to all kinds of jobs. Just as they're now capable of **producing a virtual James Dean to star in a new movie**, this sort of technological wizardry can be used to replace living, breathing people from all kinds of jobs.

I don't know where this will end up, nor can I say with certainty what we can do about it. All I know is that the next 20 years are going to look very different than the last 20, and that has profound implications for how we prepare the young people in our homes and schools.

Brett

## The CCL In.Sight Blog

Have you read the latest posts from **The CCL In.Sight Blog**? Hans and Brett share thoughts and information on Career Connected Learning. Read a recent blog post:

### **ENCORE POST: The Partnership Practices Rubric**

From time to time, both through our Engage.Connect newsletter and through this blog, we'll be sharing resources that will help you strengthen your Career Connected Learning efforts in various ways. This month I'm pleased to share a Partnership Practices Rubric to help you improve the effectiveness of your industry and community partnership efforts.

This rubric, presented in PDF format, highlights effective practices in the following areas:

- Recruiting
- Communication

- Outreach
- Partnership Design
- Management/Administration
- Measurement and Evaluation
- Reporting
- Sustainability



[Read the full post here.](#)

And remember, if you want to receive these blog posts as they're published, just [subscribe to the blog](#) and we'll do the rest!

## Manage Work-Based Learning Across Your School or District

Interested in finding new partners, managing your work-based learning initiatives, running your advisory boards, and having access to real-time reporting on work-based learning? Join us for a walkthrough of Seamless WBL to see how we can help you with the following:

- Help educators find and manage partners
- Set up and manage work-based learning activities ranging from guest speakers to apprenticeships
- Run your advisory boards, including setting up meetings and providing members with a document library
- Provide employers and students with dedicated portals to view work-based learning activities and download and upload materials
- Run reports on work-based learning activity by educator, school, district, partner, or students



And we have even more exciting features in the works for our Phase 3 release in December!

If you'd like to learn more, there are several sessions available in January for a brief online walkthrough. [Register for one of these sessions here](#), or visit the [Seamless WBL website](#) to get information on features and pricing.

## FYI - Information You Can Use

### [Report: The Credentials People Get Are Not Always the Ones Companies Want](#)

Almost 30 percent of industry-recognized credentials American students recently earned relate to careers in architecture and construction. Yet just 8 percent of them are in demand by employers. And only .1 percent of students earned a particular credential that could lead to a nearly \$82,000 information technology job. These are just some of the findings teased Monday at a SXSW EDU panel on industry-recognized credentials developed or adopted by businesses to verify students have the technical skills needed for certain jobs.



The findings come from a forthcoming report on the gap between the credentials that schools offer and the credentials employers actually demand. The report is based on data received from almost half of U.S. states, and most of that data on secondary students. The report, expected to publish in April, is a collaboration between Tallahassee, Fla.-based think tank Foundation for Excellence in Education, and Boston-based analytics software company Burning Glass Technologies. "We're not saying schools should start or stop offering these credentials," said Quentin Suffren, innovation policy managing director at the foundation, which is also known as ExcelinEd. The report "is not meant to shame anyone."

[Full article: https://www.edsurge.com/](https://www.edsurge.com/)

### [The 5 Most Important Job Skills For The Future](#)

Our workplaces are changing, and the changes are dramatic. Professionals need to pay attention to and prepare for the workplaces of the future. An important aspect of this preparation is to develop the job skills that will help you succeed and thrive in the new reality of the next decade. Consider how your own career has evolved over the last five years, and you can imagine how much it may change in the next five. These are the most important job skills for the future, and there's no better time than now to start building them. The pace of change is being driven by several factors. Our world is more interconnected than ever before, allowing us to work remotely and work with people from different cultures as easily as if they were in the office next door. People are living and working longer, which creates an age-diverse workforce. In addition, what was once science fiction has become a reality for many of us—machines augment our skills, free us up to focus on higher-level activities, and can even be our colleagues today. We are now collecting and able to process data to use it to our business advantage in a way that was never possible previously.



**Full article: <https://www.forbes.com/>**

### **How to Narrow the Skills Gap**

The United States is facing a shortage of interested or qualified workers to fill job openings for the first time in decades, according to a new report from the National School Boards Association's Commission to Close the Skills Gap. To address this shortage, the report lays out six LifeReady skills that all school districts should focus on to make their students ready for employment. The NSBA is also issuing lists of recommendations for industry engagement, policy and programming for school districts. The six LifeReady skills are dependability and reliability, adaptability/trainability, critical thinking, decision-making, customer focus and teamwork. These skills were chosen by the Commission to Close the Skills Gap, which includes representatives from the American Hotel & Lodging Association, American Public Transportation Association, CompTIA and the National Retail Federation. "School board members are in a unique position to take action. And the business and trade association members on the commission are committed to working with us to ensure that all students can graduate with the skills they need to succeed no matter what life choices they make," said NSBA executive director and CEO Thomas J. Gentzel.



**Full article: <https://thejournal.com/>**

## **Keynotes and Professional Development from NC3T**

NC3T staff offers expert workshops, professional development sessions, and keynote addresses that focus on a range of topics, including Career Connected Learning, College and Career Pathways, Employer and Community Engagement, and Career & Technical Education.

These engaging and inspiring events are designed so that teachers, education leaders, and business partners can improve their work on behalf of students, in areas such as pathways development, STEM education, and building strong and sustainable business/education partnerships. Topics include:



### **Career Connected Learning**

- CareerSmart Classrooms - Professional Learning Program
- Career Connected Learning - the Future of American Talent Development
- Career Connected Learning Workshop or Online Learning Modules
- College-Career Pathways -Harnessing the Power and Promise of Pathways

### **Employer Engagement**

- Building and Managing Effective Advisory Boards
- Building Strong and Sustainable Business Partnerships
- Building a Strong Work-Based Learning Program

### **Education Leadership**

- CTE Leadership for 2020 and Beyond

**Visit the NC3T website** to learn more or book an event!

---

---

### ***About the National Center for College and Career Transitions (NC3T)***

K-12 education and the adult workforce are inextricably linked; and, as even the most casual observer understands, we currently face real challenges on both fronts. **NC3T** was created to help educators, policymakers and community leaders design integrated college and career pathway systems that provide students with purpose and direction, and provide them the knowledge and skills they'll need to secure their futures and the futures of the communities in which they live.

If you're interested in connecting students to the workforce in some way, including through out-of-school initiatives, targeted in-school channels (CTE, academy models), or developing a comprehensive community-wide or regional strategy that all partners can get behind, please contact Hans Meeder ([Hans@NC3T.com](mailto:Hans@NC3T.com)) or Brett Pawlowski ([Brett@NC3T.com](mailto:Brett@NC3T.com)) to talk further.



---

**Follow Hans On Twitter**



Copyright © 2019 All Rights Reserved.