

# WSA 6—Youth Programs

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## Healthcare Career Pathway Program

The Southwest Minnesota Private Industry Council Youth Adult Career Pathway Program was selected for funding by the Minnesota Department of Employment and Economic Development in July of 2013. The SW MN PIC was awarded a two year grant for \$250,000 to help offer comprehensive training to eligible youth who traditionally face barriers to successful employment.

The fundamental career and technical skills training will concentrate on the healthcare field, which is a high demand, high paying industry in Southwest Minnesota.

To help insure an increase in participation completion and skills, mastery, career pathway training, work experience, and support services will be provided through the project partnership. With additional instructions to help enhance the participants' basic English and math comprehension, computer/

technology literacy, work readiness, soft skills, and employability skills.

The intended outcome of this project is higher skill attainment and successful completion of industry recognized credentials, college credits, job placement, job retention, enrollment in higher education career pathway/degree programs, enhanced awareness of resources and opportunities for career advancement.

Through this program the SW MN PIC teamed up with the Marshall Area School District's Marshall Area Technology and Education Center (MA-TEC) to put together a Certified Nursing Assistant class. The C.N.A. class started on May 19th at MA-TEC. The class meets four days a week for six weeks.

MA-TEC, which stands for Marshall Area Technology and Education Center, was formally known as Marshall East Campus Learning

Alternative (MECLA). According to Klint Willert, Superintendent, they wanted to rebrand the concept or idea of alternative education for the region which will meet the workforce needs within the region.

There are a total of 14 students in the class with 8 of them being participants of the PIC Youth Programs' Healthcare Career Pathway Program. During this class the students have had the opportunity to talk and experience a number of different things such as an employer panel, business tours, campus tours, nursing program exploration, and opportunities to walk in the shoes of those who suffer from quadriplegics and dementia.



## SW MN Youth Council Meeting



The SW MN Youth Council met on Thursday, May 1st at the SW/WC Service Cooperative.

The guest speaker was Mary Benson from the Occupational Skills Program (OSP) at Ridgewater CTC in Willmar. Mary stated that Ridgewater has had the OSP for 25 years. The OSP is a post-secondary vocational program is designed to prepare students for competitive employment in the community.

OSP is a nine month program, where the students earn 32 credits, 11 of which are obtained

through an internship. They have 80 various internship sites in Willmar, which is more than the number of students they have. OSP accepts 22 students into the program each year. A typical day for the students is from 8 am to 11 am they go to their internship from 11 am to 12 pm they have time for lunch and to get out to the school. Then from 12 pm to 3 pm they are in class.

Classes are focused on technical and soft skills. The students must also take computer classes, transition to independent living classes, and first aid.

The students are on their own for keeping track of their schedules and making sure that they don't miss the bus or their rides. When a student has a lack of support services there is a chance that they may not make it through the OSP.

All the students are encouraged to apply for financial aid. They do discourage the students from taking out loans. The OSP cost \$5800 per year, with an additional \$250 in books and supplies. The program prepares the students become more independent.

## Youth Rally Day at the Capitol

Youth Rally Day at the Capitol was held on Thursday, April 10th, 2014. Eriann Faris and Kimberley Einck represented the Southwest Minnesota Youth Program.

During the Youth Rally Day the legislatures were in session. Five Legislators from the Southwest region met with staff including:

Representative Chris Swedzinski, from District

16A, Senator Bill Weber, from District 22, Senator Lyle Koenen, from District 17, Senator Julie Rosen, from District 23, and Representative Rod Hamilton, from District 22B.

The five representatives were well aware of the PIC and the services they offer. They also indicated support for continued funding.



**Eriann Faris, Senator Bill Weber,  
& Kimberley Einck**

## South Regional CTIC Meeting

The South Regional CTIC meeting had a guest speaker from Minnesota Department of Education, Al Hauge. Al presented new legislation for student success in the World's Best Workforce. Al stated that you need to get the message across to the parents.

He defined what career and college ready was nationally. For the purposes of statewide accountability, "career and college ready" means a high school graduate has the knowledge, skills, and competencies to successfully pursue a career pathway including post-

secondary credit leading to a degree, diploma, certificate, or industry-recognized credential and employment. 66% of high school students will go onto college, but out of that 1/4 of them will end up dropping out.

## Girls Entrepreneurial Camp

On Thursday, June 19<sup>th</sup> the Southwest Minnesota Private Industry Council along with SMSU put on their first Girls' Entrepreneurial Camp. The girls started out their night with a discussion from Michelle Sterner, Associate Director of Access Opportunity Success. She let the girls know that they strive to help the students who are first generation succeeding in college.

The girls' then moved into a discussion of what Entrepreneurial is from Liz Struve, Regional Director of small businesses at SMSU. She talked to the girls' about what it is like and what you don't think about when you are looking into getting a small business loan. One of the girls had mentioned to Liz that she would be very interested in starting her own tattoo shop.

We started out our business tours with a tour of Shear Attitude, which is

owned and operated by Darcy. Darcy stated that she started her own business after years of working for someone else because she had always dreamed of owning her own business. She said that when you own your own business it is like you are married to it. You have to be there from open to close or you don't really have an opportunity to make money. She stated that she prices her hair cuts and other services the way she does because of how the competition has priced their services. As Darcy stated it "You don't want to be the most expensive or you won't get any business."

We then walked over to Pretty and Plump Purses, which is owned and operated by Monica. Monica said that she had started her business by just going to vendor shows and one year when she was at the

vendor show she was told about the business closing, which is where she is currently located at. She also does daycare full time. One of the things that Monica does to keep the business coming back is she only offers one of all of her inventor. She wants to offer her clients the individuality of the products. She stated "if you want something to look like everyone else's then you might as well go to a distributor." She did start out her business with just purses but has expanded that over the years with her home-made tutus and now gets in dresses, jewelry, and hats.



## Camps to Careers 2014

On June 10<sup>th</sup>, 2014 the Southwest Minnesota Private Industry Council's Youth Programs, in partnership with Minnesota West Community and Technical College- Canby hosted their 4<sup>th</sup> Annual Camps to Careers Event. This year, students from the surrounding service area attended the Minnesota West Canby Campus to "try on" the Diesel Mechanic program. The participants were able to explore through hands on activities, everything that the diesel mechanic program offers. Participants had the opportunity to meet with representatives from Schuneman Equipment Company and were able

to learn about the opportunities available to individuals who obtain their Diesel Mechanic degree. Schuneman Equipment Company discussed their employment packages, application process, interview process, skills necessary to hold a position, apprenticeship opportunities, internship opportunities, and advanced training via John Deere University. Also, while at camp they learned about basic job search/keeping skills, and the importance of effective communication and how to apply and pay for college.

The Diesel Mechanic, or Medium/Heavy Truck Mechanic is

a high pay, high demand industry. There will be a need for about 1,920 new Bus and Truck Mechanics to meet market demand between 2010-2020. This includes the demand due to replacement (workers leaving the occupation or retiring) as well as growth; with starting pay rate being above the statewide average range. In southwest Minnesota, the pay ranges between \$30,000 and \$60,000 annually. The average is \$41,200 annually.





The mission of Southwest Minnesota Private Industry Council is  
**“Building Tomorrow’s Workforce through Training, Leadership,  
 and Economic Development.”**

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The Southwest Minnesota Private Industry Council, Inc. (SW MN PIC) is a private, non-profit organization which provides employment and training services to residents and businesses across Southwestern Minnesota.

With a highly qualified, professional staff and office locations in Montevideo, Marshall, and Worthington, the SW MN PIC provides job training, assessments, and various employment services to hundreds of residents and many businesses across our fourteen county workforce service area every year.

The Southwest Minnesota Private Industry Council, Inc. (SW MN PIC) is a private nonprofit corporation which was created October 1, 1983 and began operations in 1985 under the Job Training Partnership Act (JTPA) authorized by Congress to administer and operate job training programs in a 14 county area of Southwestern Minnesota. These counties include Big Stone, Chippewa, Cottonwood, Jackson, Lac qui Parle, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, Rock, Swift, and Yellow Medicine.

**We, the Board and Staff of the Southwest Minnesota Private Industry Council, Inc., Believe:**

- In customer focused services that are accessible to all
- In treating all people with dignity and respect
- In advocating for the economically disadvantaged, and
- In being leaders who are involved in the communities we serve.

## Success Story



Kayla VanDerostyne started working with the Southwest Minnesota Private Industry Council Youth Program in August of 2011. She did a work experience with A New Leaf Floral, located in Canby, MN. Her work experience with the youth

program has allowed her to gain the skills and work habits to get unsubsidized employment at A New Leaf Floral. Kayla feels the program has helped her grow not just as an employee but as an individual. It has shown her how to communicate with customers and co-workers, and how to have a good work attitude.

It has allowed her to understand the importance of a positive attitude and good communication skills. Her work experience has helped her get her first job, which has become a stepping stone for the rest of her working career.

“My first few weeks at the floral shop were spent cleaning, watering the plants, and cutting the dead leaves off of the plants. The longer I was there the more advanced my duties became; soon I was helping to separate the fresh flowers that came in, pricing them, and even delivering the flowers. I also would get to decorate the shop according to the seasons. After a couple of months I requested to learn even more, including, learning how to run the

cash register, and take orders over the phone.

Some of best things that I liked about my job is my passion for flowers, which included learning about them, caring for them. I love doing arrangements and taking orders the best, it has really helped me with my communication skills, as far as providing me with exceptional customer service and ultimately making people’s wishes come true” stated Kayla.

In the end, Kayla liked her job and has decided to further her education at Minnesota West Community and Technical College.