

Strategic Partnerships That Lead to Better Lives For Students and the Economy.



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President of Lot 12 Education Inc.

Retired Executive Director of Post Secondary and Secondary Career and Technical Education

Ed.D. University of Pennsylvania

B.A. University of Florida

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JEFF ARNOTT ED.D.

- 30-Year Educator.
- K-12 Administrator for five years before coming to adult education.
- 15 years as an adult and career education administrator.
- Proudly led adult education programs in the Florida Keys, Space Coast, and Osceola County.
- My programs ranged from 100 students to 4,000.
- Past President of ACE of Florida.
- Executrive Board Member of COABE.
- Florida's 2015 Adult Education Administrator of the Year.
- CareerSource Florida Partner of the Year in 2017.
- 2016 SUNSPRA First Place for School Promotions and Marketing in Florida.
- First Adult Education Progarm in Florida to start a Pre-Apprentiship program.
- To this date, still responsible for the most followed social media page in the USA (Brevard Adult Ed) for adult education.
- After retirement, I started a consulting firm, Lot 12 Education, which helps companies create apprenticeship programs, grant writing, program development, and linking adult education programs to partners throughout the USA.





TAYTEN JORDON

Graduate of the AEL Program at Crowder College.

Received his AA Degree in Criminal Justice.

Going to the University of Arkansas.

Was MO Student Advocate at COABE in Nashville, TN.

Plans to work for a federal law enforcement agency.









WHAT IS A PARTNER?

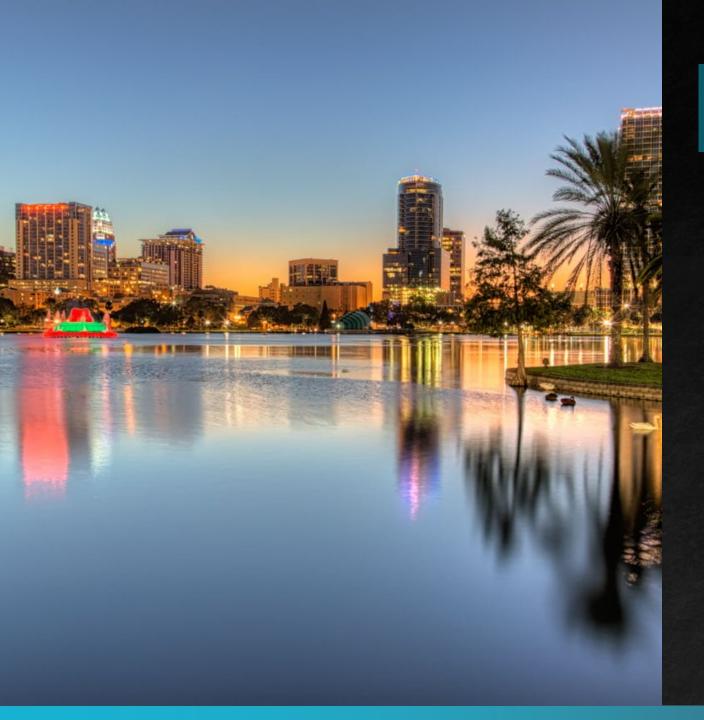
- Is it an employer?
- Is it an organization?
- Is it an educational partner?
- Is it chicken burgers, gift cards, or donor?
- Is it work based learning opportunities?
- Is it a vendor?
- Is it an alumni? A student?
- IT IS EVERYONE!
- There is a difference between a partner and "do-gooder." Both are essential!
- Partnerships can evolve!
- Use the SMELL test!
- Work with anyone who is sound, moral, ethical, legit, and legal!
- Try to get to YES!



NO PARTNER IS TOO SMALL OR TOO BIG! DON'T BE SCARED, DON'T OVERLOOK!







KEY PARTNERS!

Large companies in which we partner!

Large Theme Park 75,000Advent Health System 36,000

Orlando Health20,400

Small companies in which we partner!

■ One Fat Frog 100

Touchless Boat Covers50

Competitive Edge Contractors 50

■ iBuild Central Florida 10









EACH DISTRICT AND COLLEGE IS UNIQUE! WHAT DO YOU NEED TO DO TO BUILD PARTNERS?

Each program

- ...is unique.
- ...serves different economies.
- ...has different leadership structures.
- ...have unique priorities.
- ...has politics.

- What you must do!
- You must advocate to your supervisors!
- Get to know business & community partners!
- Make parnterships your highest priority!
- You must get political!
- Have options for students!
- Ask students what is important to them!



HOW DO YOU GET HERE?



LEVERAGE CHAMBERS



BUILD BUSINESS PARTNERSHIPS



PARTNER WITH COMMUNITY ORGANIZATIONS



ADVOCATE TO LOCAL GOV / OWN SCHOOL DISTRICT



HIRE THE BEST PEOPLE



FOCUS

LEVERAGE CHAMBERS

- Attend as many Chamber events as possible. They will advocate with you!
- Join the Chambers!
- Chambers can introduce you to a number businesses of all sizes and hidden gems!
- The Chambers know the right events to attend!
- Speak at Chamber events!
- Sponsor the Chmaber events!
- Use the Chamber to help you establish an advisory board if you don't have one!
- Involve your staff with the Chambers!











LEVERAGE COMMUNITY PARTNERS!

- We received over \$500,000 from Career Source Florida to start apprenticeship programs.
- We partnered with Valencia College
 & Youth Build to teach GED classes.
- We received \$75,000 from Urban League to teach Microsoft & Small Business Certification (ESB) for IETs.
- The Real Church helped us with a fundraiser and launched a prom for our students.
- It all started with breakfast meetings and one on one discussions.

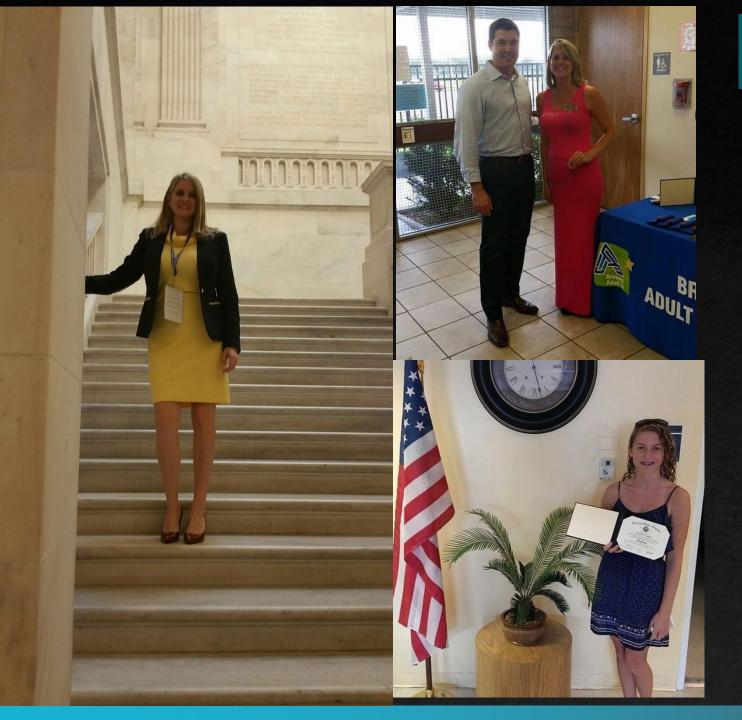






LOCAL GOVERNMENT & LEGISLATIVE PARTNERSHIPS

- Received tuition money for students to earn industry certs from County Commissioners & Valencia College. Received \$500,000.
- Received an extra \$1,000,000 from the legislature by advocating for our programs and building relationships.
- Received \$2,000,000 for a new training center from the Florida Legislature.
- Received \$2,000,000 from the US Congress for two workforce projects for K-12 students in Osceola County.
- Remember that you never know where those involved in politics eventually end up.
- Remember all political parties like workforce and adult education. Tie it to economic growth. Don't be partisan.



LEVERAGE ALUMNI

- Kimmy came to me to start a scholarship fund! The scholarship still awards \$1,000 annually to help pay for post-secondary training.
- Anna, an alumni, was hired as my marketing coordinator. She was instrumental in connecting with elected officials and businesses.







BUILD A LEGENDARY TEAM TO FREE UP YOUR TIME! ALLOCATE FUNDS!

- It might take a while, but it is worth the wait.
- Hire a team with diverse experiences. Hire a balance of those in the system and those outside the system.
- Build the team around their strengths.
- Put resources into community relations, marketing, and student recruitment.
- Assign projects in teams and encourage collaboration. Allow them to do their jobs.
- Prioritize funding for a marketing team.
- Free up more time for your passions and leveraging your strengths.
- Don't look for "family." Look to build a highpowered organization.



NOW YOU HAVE THE STUDENTS! HOW DO THEY HELP YOU?



GET TO KNOW YOUR K-20 PARTNERS



DOUBLE DOWN ON CAREER NAVIGATORS



BUILD A SCHEDULE AROUND THE NEEDS OF STUDENTS AND EMPLOYERS



ESTABLISH A CULTURE OF PUSH IN SERVICES / STRONG CLASSROOM CULTURE



LISTEN TO EMPLOYERS & STUDENTS: USE STUDENTS TO ADVOCATE FOR YOUR PROGRAM





WORK WITH K-20!

- Force yourself into the ecosystem!
- Help them create articulations.
- Visit your traditional high schools.
- Visit your state college and tech schools.
- Ask if adult education students can participate in WBL opportunities!
- Be part of their soft skills planning.
- Force yourself onto their workforce committiees.
- Get to know your local apprenticeship progams.
- Get to know your military recruiters.
- Build IETs with their expertise.
- Showcase your alumni.



HIRE MORE CAREER NAVIGATORS TO HELP NAVIGATE BUSINESS PARTNERS! CREATE A WINNING CULTURE & PUSH IN SERVICES.

- Happy staff will lead to happy students.
 They will tell others about your services.
- Give your program a true adult learning atmosphere.
- Relationship Management is essential.
- Expanded orientations to include workforce readiness.
- Have them attend as many community events as possible.
- Have career navigators go to the classrooms to work with the students.
- Place the the career labs in desirable locations with heavy foot traffic.
- Combine the career lab and media center.
- Make sure staff have business cards and shirts! Make them walking billboards!



Balfour Beatty





ORLANDO HEALTH®

PARTNER RELATIONSHIPS!

It takes time and a lot of effort.

You will have to educate partners about adult education and their role in our economy. Most employers don't know much about adult education.

Starting offering pre-apprenticeship programs and IETs around partners needs.

Build a soft skills platform with partner input.

Take time to listen to the employers.

Have a team help you maintain these relationships.

You must make time, especially if you are the program leader.

Invite them ALL to your graduations and your programs.





MAKE YOUR SCHEDULE FLEXIBLE FOR YOUR STAKEHOLDERS.

- Cohort scheduling.
- Morning classes live instruction, open lab in afternoon.
- Create registered pre-apprentiships.
- Schedule some days for IETs.
- Expand night & online classes.
- Expand off site locations including businesses.
- Create scheduling options.
 - Could do 2-3 days a week?
 - Could do 5 days a week?
 - Open lab?







VALENCIA COLLEGE AND ADULT LEARNING CENTER OF OSCEOLA: YOUTH BUILD

- The US Dept of Labor awarded Valencia College \$1,500,000 for the program.
- 68 students were served last year, and 65 got their GED or industry credential.
- SDOC received the NRS performance.
- Valencia pays student fees, testing, and the cost of the teacher.
- Valencia conducts short-term IET training in logistics, construction, or medical assisting.
- It all started because I brought them a solution and got political.



SOCIAL MEDIA

SOCIAL MEDIA AND WEBSITES!

- Make sure your websites are up to date along with your social media sites.
- Make sure it is cell phone friendly.
- Post stories and pictures of partners in action.
- Make sure you share your social media sites with your business partners and follow them.
- If you are comfortable of doing so, create your own personal pages to promote your program!
- If you don't have a social media presence: GET ONE! It will help you show up in web searches. Also make there are frequent posts. Use hashtags!
 - LinkedIn
 - Facebook
 - X (Twitter)
 - Instagram
 - Tic Tok



HAVE JOB FAIRS OPEN TO THE PUBLIC!









OSCEOLA SCHOOL DISTRICT
CAREER & TECHNICAL EDUCATION

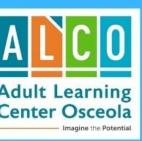
2022 INNOVATION & TRANSFORMATION SUMMIT

August 1 and August 2, 2022
Osceola County School for the Arts

HOST A SUMMIT!

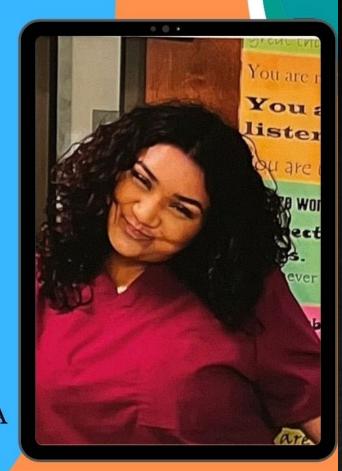
- Each year we hosted the Innovation and Transformation Skill Up Summit to showcase our programs and introduce community partners to our services.
- Takes a of time, but worth the effort.
- Who showed up? Policymakers, business leaders, teachers, students, education partners, vendors, and military.





Where Are They Now?

After graduating from
ALCO, our perseverant
student enrolled at oTECH
and is now an RPT and RMA
student.



CELEBRATE STUDENTS!

- Show their stories!
- Use them to advocate!
- Use them to recruit!
- They are the rock stars!
- They are the "sixth man."



RESULTS

- Higher retention!
- More classroom engagement!
- Students are receiving job training and interview skills!
- High teacher retention rate!
- More money!
- Increased instructional hours and NRS performance!
- Apprenticeships and IETs created with partners opened new doors for students!
- Student celebrations increased!





BOTTOM LINE!

- It is not cheap.
- Will cost you money.
- Will take your time.
- You must prioritize your time and money.
- Try to get to "yes."
- Its always a good day to talk about adult education, and you must talk a lot. Teach others how to talk about adult education.
- Don't hit partners up for money right off the bat. Money will start rolling in once you show results.





IT'S SIMPLE! RELATIONSHIPS!

Bobby Bowden & Steve Spurrier!

Take it from Florida's best relationship managers!

Both focused on relationships and competitiveness! Have Gator and Seminole Football been the same since?

They build relationships with the boosters, high school coaches, business, players, families, and their universities!

They hired the best assistant coaches and prepared them for their future head coaching jobs.

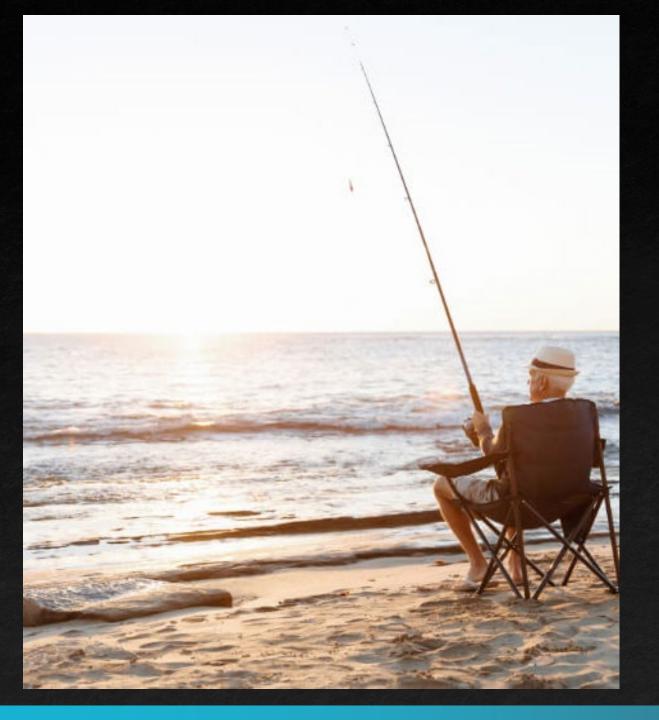
They were highly competitive, yet both are legends! Competition is OK!





METS ARE 7-0 SINCE GRIMACE FIRST PITCH

Lot 12 Education



WHAT I HAVE LEARNED SINCE "RETIREMENT."

- Apprenticeships are the craze!
 - Including Pre-Apprenticeships
- Many companies, of all sizes, are starting their own training programs.
- IETs in Adult Education have become a great pipeline for students.
- The definition of soft skills is changing.
 - Its more than showing up on time!
- Students want entrepreneurship training.
- College enrollments have been dropping since 2017!
- Artificial Intelligence is here.
- Great results leads to more business!
- Advocate to business leaders as much as elected officials.
- GOAL! Try to "partner" with these trends!





THANK YOU!

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