

Labor statistics

Document: “IPIC top jobs”

This is the Exel document with the Indy Metro area’s top jobs, as defined as growth greater than .10. Based on this list we identified 63 STEM-related jobs that fall into the label Hot Job. This document was produced using statistics from the Indiana Dept. of Labor (www.indianacareerconnect.com). Leslie is working on a document that breaks down the jobs into S, T, E, M categories and cross-referencing the jobs that overlap.

Additional resources:

The best, most up-to-date regional information that I was able to locate for the Indianapolis Metro area is www.indianacareerconnect.com. This is the information that can be used for the database and building Blueprints. Additional sites that I used to cross-reference: online.onetcenter.org, www.bls.gov

Next steps:

For the Pathway portion of the Blueprints, a plan will need to be made to handle jobs that fall outside the definition of “Hot Job.” What jobs will be included to fill in the Pathway? After that decision is made, I suggest using data from www.indianacareerconnect.com to build that particular database.

Web site

Document: “Web site map”

This is the PDF document that Nathan crafted, based on several brainstorming sessions we worked on to determine how end users would navigate. The site map outlines where the career Blueprint component will be accessed.

Additional resources:

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For the Pathway portion of the Blueprints, a plan will need to be made to handle jobs that fall outside the definition of “Hot Job.” What jobs will be included to fill in the Pathway? After that decision is made, I suggest using data from www.indianacareerconnect.com to build that particular database.

Marketing and outreach

Discussion:

We had multiple brainstorming sessions over the past several months on ways to promote and market STEM Works. Several ideas that I wanted to pursue include the ongoing creation of electronic newsletters, presentations to youth workers in area non-profits and distribution of press releases to school newsletters. Additional press releases could be distributed to mainstream media outlets. Everyone from Big Brothers to community churches would receive information on how they could encourage and/or enroll students into STEM Works. For publicity, I think the grassroots approach will be the most effective in producing STEM Scholars. Media demographics that I'm aware of show that newspaper and television news programs have limited usage by the youth and families we are trying to reach.

Additional resources:

The best management system for creating e-newsletters is a service offered by Constant Contact (constantcontact.com). The service provides a template for the newsletter and archives past issues for web access. It also handles the "opt out" functions so that you don't have to worry about becoming a spammer.

Next steps:

I am working to have a sample press release format created before my last day. It's a simple format. The goal of the release should be to get information out, so don't worry about trying to write an article. It's best to simply write declarative sentences (ie "Stem Works Indiana is hosting an informational seminar on May 17. The public is invited to attend.")

Blueprint

Document: “Blueprint”

This is the PowerPoint document that contains the narrative I proposed. The latest version of the Blueprint contains the section on exploring multiple career options, as related to dislocated workers.

Additional resources:

I found the Bureau of Labor Statistics’ web site www.bls.gov to be a great resource in terms of generating job descriptions. With proper citing, these descriptions could easily be used in a database to populate the Blueprint. This was the route we discussed.

Next steps:

One of the challenges we face is making the Blueprint function in a way that doesn’t take a tremendous amount of time for the end-user. It may come down to the fact that creating a Blueprint is timely. If that is the case, I agree with Nathan’s assessment that a function should be created that mimics the save functions used in online tax filing programs. Without a gauge for the user to follow, the Blueprint will become meaningless and ultimately annoying to use.