

CareerPrep 2030 is an initiative of Kent ISD, our local districts, and many community partners to serve the economic needs of our West Michigan region and the life-long employability of our students. The goal of CareerPrep 2030 is to double the number of students engaging in high-quality Career and Technical Education (CTE) and work-based learning opportunities in West Michigan by the year 2030. This effort is being supported by Kent ISD, public school districts within Kent ISD, students and education partners in charter and parochial schools, institutes of higher education and many area partners from business and industry. This effort is underway because: CTE students graduate at a higher rate than non-CTE students. CTE students enroll in college at the same rate as other students. More than 75% of employers from in-demand industries report hiring an employee because of knowledge and skills gained through CTE. CTE students are high-wage earners and earn more than \$2 million over their lifetimes, on average. To meet our goal to double the number of students participating in Career and Technical Education (CTE) in Kent ISD by 2030, we have three key strategies described in this video series created to reach students, educators, parents, current and future partners: 1. Expand CTE and CTE "like" options 2. Add partnerships for Work-Based Learning 3. Increase engagement with students This video series is shared with area school districts and community, business, industry and education partners as we align more opportunities for students to engage in work-based learning, career exploration and awareness, and CTE, preparing them for life long success in career and college. The videos are on the CareerPrep 2030 section of Kent ISD's website (<https://www.kentisd.org/parents--community/career-talent-development/career-prep-2030/>), available on YouTube, and are being used by district and community leaders in presentations and meetings as they continue to explain and advance the work.