



Launch Your Future Today

LYFT Launches New Career Pathway Resources

Newsletter

Launch Your Future Today (LYFT) Career Pathways has provided new tools to help students decide, *“What’s Next After High School”*, which is also the title of a new animated video that explores this topic. “When you ask students this question, they typically say, “College,” largely because that is what is expected of them. Unfortunately, many students aren’t connecting a college education directly to a career choice and may not be making the best decision for their future,” says Tom Hoff with the Southwest West Central Service Cooperative (SWWC).

According to Luke Greiner, Regional Labor Market Analyst, with Minnesota Department of Employment and Economic Development, over 60 percent of jobs in Minnesota require a high school diploma, and only about one-third actually require a college degree. “Four-year college is a great option for some, but it’s not for everyone and it’s not necessary for every career,” says Greiner.

The video and supporting resources on the [LYFT Career Pathways web site](#) help students consider their options after high school by using the 3 E’s Roadmap to EXPLORE their interests and careers, gain EXPOSURE to various jobs and companies, and gain EXPERIENCE, which leads to a variety of career options after high school.

Melanie Schroeder from Central Minnesota Jobs and Training Services has already been testing the new tools. “I was THRILLED to watch the LYFT Career Pathways video/3E’s Roadmap come to fruition! To see so many career and education exploration resources come together in ONE easy to access/user friendly site was incredible! The formatting is truly geared towards youth/young adults and provides clear guidance and structure to career and education exploration so our future workforce can truly make educated decisions about their career paths!”

As students follow the 3E’s Roadmap, to EXPLORE their interests and careers, gain EXPOSURE to various jobs and companies, and gain EXPERIENCE they are connected to state and regional resources. “By emphasizing discovery and exposure, these new tools will help guide our students, and their parents, as students find their niche in today’s evolving workforce,” says Eric Day, Executive Director of the Mid-Minnesota Development Commission.

One of the resources noted is the [“Know Before You Go”](#) campaign, developed by the Southwest Minnesota Private Industry Council to provide labor market information to students and job seekers. “It’s important for students to make informed decisions about the variety of career options available,” says Carrie Bendix, Executive Director of the Southwest Minnesota Private Industry Council. We’re proud that this campaign is one of the resources on the LYFT Pathways 3E’s Roadmap.”

Educators, workforce, and economic development professionals are invited to learn more about the 3E’s Roadmap through a Zoom workshop on Thursday, March 25th from 3:15 to 4:15 p.m. Join us to see what tools are available and how to use them. [Registration opens March 1, 2021.](#)

Launch Your Future Today (LYFT), a rural career and technical education pathway initiative, launched in 2018 with a legislative grant of \$3 million dollars secured by the SWWC Service Cooperative. Since then, LYFT has supported nearly 50 CTE projects involving over 50 schools, increasing the number of students enrolled in shared CTE courses from 15 to over 5,500.

To learn more, visit the [LYFT Career Pathways web site](#).