



Envision 2020

Resource Campaign

2009 Progress Report

Community Development

Purpose

With the Envision 2020 implementation plan established, it's important that community efforts are coordinated, roles and responsibilities are identified and progress is tracked. Greater Mankato Growth, Inc. serves as the community's home for the facilitation and communication of Envision 2020 work.

Dollars Allocated Annually

\$35,000

Deliverables

2008

- ¹ Design strategies to communicate Envision 2020 progress quarterly to those involved and the community at large.
- ² Deliver an Envision 2020 Annual Report to the community.
- ³ Establish baseline community engagement data.
- ⁴ Recruit new members and re-engage former members to carry out implementation work on sub-committees and task forces.
- ⁵ Make significant progress toward completion of 3 or more important initiatives.

2009

- ¹ Report the progress of Envision 2020 quarterly.
- ² Deliver an Envision 2020 Annual Report to the community.
- ⁴ Increase the number of volunteers and partners engaged in Envision 2020 work by 35%.
- ³ Increase the number of organizations that have embedded Envision 2020 targets in their strategic plans.
- ³ Raise the community's awareness of Envision 2020 by 35%.
- ⁵ Make significant progress toward completion of 7(3 from 2008 + 4 in 2009) important initiatives.

2010

- Report the progress of Envision 2020 quarterly.
- Deliver an Envision 2020 Annual Report to the community.
- Increase the number of volunteers and partners engaged in Envision 2020 work by 35%.
- Increase the number of organizations that have embedded Envision 2020 targets in their strategic plans.
- Raise the community's awareness of Envision 2020 by 35%.
- ⁵ Make significant progress toward completion of 12 (7 from 2009 + 5 in 2010) important initiatives.

¹ Progress Reports of Key Performance Areas (KPA's) are published on a rotating basis in the monthly MN Valley Business magazine (previously in Greater Mankato Today).

The Envision 2020 "Growth of the Vision Tree" was designed to illustrate area of focus and progress.

Website updates occurred in 2009 to better connect volunteers, citizens and E2020 leaders with information and progress. E-updates are also sent out as needed, along with continued monthly reports in the MN Valley Business magazines.

² The E2020 Annual Meeting was held on May 12, 2008 with 100+ attendees. An Annual Report was distributed at the meeting and put on the E2020 web site. Presentations have also been made in 2008 to civic groups such as: Rotary, Downtown Kiwanis, Diversity Kiwanis, Sertoma, and Exchange Club.

On May 20, 2009, an annual meeting was held with over 150 attendees. The Annual Report is also available online.

³ Data was gathered from the E2020 Annual Meeting survey and GMG Communications Survey.

In 2007 there were approximately 15 volunteers serving on the Implementation Team and an additional 20-30 individuals who worked actively on 3 taskforces (the GM Education Council, the Community Facilities Taskforce and the Smoke Free Coalition). In 2008 14 new taskforces (11 additional) were formed, with approximately 245 volunteers actively engaged in the implementation work of the plan (a 500% increase in engaged volunteers).

In 2009, the Implementation Team expanded to 23 members (5 additional), and 5 new taskforces were formed (50 additional volunteers)

Organizations/businesses (16+) that have embedded goals of E2020 into their work plans include: the City of Mankato, the City of N. Mankato, Blue Earth County, Nicollet County, Greater Mankato Growth, MSU-Mankato, Rasmussen College, South Central College, Bethany Lutheran College, Mankato Area Public Schools, ISJ-Mayo, Mankato Clinic, Greater Mankato Diversity Council, YWCA, Mankato Family YMCA, Greater Mankato United Way, and others.

Between the increased website traffic, MN Valley Business Magazine, E2020 Annual Meeting, and e-updates, we have increased the audience base which is believed to have raised the community awareness rate by more than 35%.

4 Quarterly meetings (monthly in 2009) of the Implementation Team were established to review and support progress.

KPA Chairs were supported in convening and supporting 17 taskforces including (bolded ones are new in 2009):

- the City Center Partnership (CCP) and it's 4 sub-committees
- the Bend of the River Million Tree Project
- Community Facilities Steering Committee
- Community Information Taskforce
- Global Awareness/Diversity Council
- GM Education Council
- Talent Development Council
- Business Accelerator Council
- Energy Steering Committee
- Energy Conservation Committee
- Health Improvement Partners

New in 2009:

- Greater Mankato Early Learning Initiative
- Engaging Elders Encore 60+ Core Planning Team
- Feeding Our Communities Partnership
- Greater Mankato Community Trails Taskforce
- The E2020 Green Infrastructure Steering Committee

New in 2010:

- Greater Mankato Bicycle Advocates

5 Significant progress was made on 11 main E2020 goals:

- GMG established the City Center Business Association by forming a collaborative partnership with the City of Mankato and the City of North Mankato, selecting a governing council, committing staff resources and establishing four working committees. Adopted a consistent City Center Brand. Developed a City Center website (launched November, 2008) citycentermankato.com. CCBA Membership drive and awareness campaign kicked off with a direct mail piece in November 2008, with follow up calls scheduled for January 2009, followed by a CCBA Membership Social January 20, 2009.

In 2009, they changed their name to the City Center Partnership and developed a 5 yr strategic plan to guide their work focusing on 10 goals to increase critical mass and economic vitality.

- GMG developed and implemented talent development and retention strategies (Young Professionals, Collegiate Leadership Academy, College Welcome Fair, alumni outreach etc.)
- GMG improved Community Information by designing an online Greater Mankato Events Calendar (greatermankatoevents.com) and enhancing our community portal at greatermankato.com. The events calendar launched in Feb. 2009 and has had outstanding traffic.

- The Green Infrastructure Taskforce organized the Million Tree Project and planted two pilot sites with over 15,000 saplings in April of 2008.
10,000 additional trees were planted and a new corporate sponsorship program was implemented in 2009.
- The Health Improvement Partners began an “Exercise is Medicine” campaign to promote physical activity as a wellness and health prevention remedy.
In 2009, they delivered educational presentations to over 500 physicians and mid-level health care practitioners. We assisted them with grant writing, to acquire an \$11,000 U-Care Grant to further their work.
- The Wellspring Investor Alliance was formed to assist start-up companies in obtaining equity capital.
- In 2008, the Affordable Housing Taskforce gathered significant data on the housing situation and future trends in the region.
- The Community Facilities Taskforce inventoried future capital projects from area non-profit organizations and government agencies to communicate needs, plans, and ideas for collaboration. Planning and advocacy occurred toward a Performing Arts Center and a Women’s Hockey Exposition Center.
- In 2009, the Engaging Elders Project was developed through a grant from the Southern MN Initiative Foundation. The Project Entitled ENCORE 60 + will hold a town meeting on October 27, 2009.
- In 2009, the Feeding Our Communities Partnership (FOCP) was developed to end hunger in Blue Earth County.
- In 2008-09, the Greater Mankato Early Learning Initiative launched the “Ready for K” program to area kids and parents.
- In 2008-09, the Energy Diversification Steering Committee and the Energy Efficiency Subcommittee enlisted 9 local companies to participate in a voluntary energy consumption evaluation conducted by the MN Energy Smart group. The Steering Committee has also worked with the Region 9 Development Commission to begin work on the development of a regional inventory of biomass materials that could be converted to renewable energy. The group has also worked with MSU to secure MNREM grant funding for a new industry conceived energy efficiency worker training program.

Marketplace Positioning

Purpose

Greater Mankato, Inc. has made marketing and promoting Greater Mankato through a consistent brand image a top priority. Now we must build on the strengths of the region. By evaluating market trends, we will continue to innovatively position Greater Mankato as a thriving regional marketplace.

Dollars Allocated Annually

\$25,000

Deliverables

2008

- ⁶ Launch a web-based community portal to serve individuals and businesses.
- ⁷ Develop new promotional materials (including multimedia) for individual and business attraction and retention.
- ⁸ Establish baseline brand placement data (venue, business and organization use of the brand).
- ⁹ Revitalize the Visitor's Center at the River Hills Mall and develop a plan to operate as a physical community portal.

2009

- ⁶ Increase web-based community portal utilization by 35%.
- ⁷ Assess and refresh promotional materials (including multimedia) for individual and business attraction and retention.
- ⁸ Increase brand placement in key locations by 50%.
- ⁸ Increase business and community organization use of brand by 50%.
- ⁹ Expand the Visitors Center at the River Hills Mall as a physical community portal.

2010

- Increase web-based community portal utilization by 35%.
- Assess and refresh promotional materials (including multimedia) for individual and business attraction and retention.
- Increase brand placement in key locations by 50%.
- Increase business and community organization use of brand by 50%.
- Sustain the Visitors Center at the River Hills Mall as a physical community portal.

⁶ greatermankato.com was retooled and organized to better serve all customers and launched in October, 2008.

The creation of the community-wide events calendar greatermankatoevents.com was the result of the collaborative efforts and combined resources of six area organizations: Twin Rivers Center for the Arts, VoyageurWeb, Greater Mankato Growth, Greater Mankato Convention & Visitors Bureau and The Free Press. These organizations worked on the development of the new site throughout 2008 and began beta testing in December, 2008, with a public launch in January, 2009.

In 2009, the Google analytics for greatermankatoevents.com were outstanding. (36,421 visits, 21,868 unique visitors, 334,130 page views, 9.17 pages/visit)

In 2009, Education pages on greatermankato.com were updated to highlight the rich asset of talent that our community produces.

⁷ Business Attraction collateral materials were created in 2008, along with a campaign to encourage local business leaders to use them to market the area's assets to contacts, supply chain partners, area alumni and friends.

The new greatermankato.com website in October, 2008 provided a more user-friendly experience and also allowed GMG members to promote their business through an online directory, which they can update online automatically, as well as add hot deals and Google maps.

"Family of Maps" – A series of grid maps for the CCP have been created and will be applied to collateral and website

In 2009, new program logos and flyers were produced to market the programs and assets of our community to businesses. The greatermankato.com website is constantly being refreshed, with new information and added features for members. Economic Development tables and stats that site selectors need are also featured.

In 2009, the new office space of GMG contains a marketing display with a regional map, assets, programs, services, and Community awards.

- ⁸ In 2008 a survey of GMG members was conducted to create baseline information on the use of the regional Greater Mankato brand. The Greater Mankato brand continues to be used consistently to market the region, while the new Greater Mankato Growth brand and program logos have been refreshed and edited to show a consistent tie to the community and organization.

In 2009, the Buy & Build Greater Mankato initiative allowed us to promote the Greater Mankato brand through many different mediums, (including radio, fleet vehicles, storefronts, magazines, newspaper, etc.) to a broad audience.

- ⁹ A new agreement will be crafted with River Hills Mall, to address location and signage of booth at the Mall as well as realign staffing to a GMG responsibility. The newly enhanced booth will take on a new Visitor & Community Information Center feel and will be coordinated with an additional site in the City Center at a future date.

In 2009, a Visitor Center Taskforce was convened to determine the scope of the project, determining the look & feel, level of services to provide, sponsorship strategy, financial sustainability plan, and staffing model. The former kiosk is being reconstructed and staff and volunteers will be designated in Feb. of 2010, and opening date planned for March 1st at the River Hills Mall.

Business Development

Purpose

Envision 2020 calls for specific endeavors designed to stimulate business growth and development across a diverse mix of sectors including: goods producing, retail and service. Greater Mankato Growth, Inc. is able to serve as a catalyst for those key initiatives designed to grow our existing businesses, while encouraging the creation of new enterprises.

Dollars Allocated Annually

\$25,000

Deliverables

2008

- ¹⁰ Complete an applied research park feasibility study and, if feasible, establish an implementation team.
- ¹¹ Form and coordinate initial activity of a City Center Business Association.
- ¹² Increase Business Corridor advertising placements to 1x/month.
- ¹³ Form an Angel Equity Network to provide funds for entrepreneurial efforts.

2009

- ¹⁰ Move applied research park toward reality (if found to be feasible in 2008 study).
- ¹¹ Encourage promotion of "City Center Vitality" by the City Center Business Association.
- ¹⁴ Increase business/consumer spending at a rate higher than the Consumer Price Index (resulting in increased sales tax revenues).
- ¹⁵ Form and coordinate initial activity of an Uptown Business Association.
- ¹⁵ Engage Commerce on Commerce in a community-wide Business Corridor attraction.
- ¹⁶ Increase Business Corridor advertising placements to 2x/month.
- ¹³ Review at least 2 deals/month and leverage \$1M+ in equity capital by the Angel Equity Network.

2010

- Increase business/consumer spending at a rate higher than the Consumer Price Index (resulting in increased sales tax revenues).
- Sustain Business Corridor advertising placements at 2x-3x/month.
- Review at least 3 deals/month and leverage \$2M+ in equity capital by the Angel Equity Network.

¹⁰ A report on the feasibility of an Innovation Park (Research Park) was delivered in December, 2008. Central in the findings are that the region has a tremendous amount of intellectual and physical resources devoted to renewable energy and agriculture utilization diversification. Through at minimum a "virtual park", the area can enhance its new business creation potential around these resources by facilitating access to these and other resources. The full report details tactics for connecting commercialization to our intellectual capacity, and for developing working interactions between and access to institutions (i.e., MSUM, AURI, SROC).

2008 Study found that private funding was not feasible to develop an applied research park. MSU secured legislative funding for an applied research testing facility to support the International Renewable Energy Technology Institute (IRETI). Construction will commence in late 2009 and 2010.

¹¹ The first City Center Business Association Council was appointed in May, 2008 and has since established an operating structure and guidelines; and in August, 2008 four committees (Marketing/Promotions, Aesthetics/Livability, Business Development/Retention, Events/Festivals) were established. A total of 64 actively engaged volunteers are serving on the council and committees.

The first shopping event conducted by the CCBA, "Holi 2Day" was held December 5-6, 2008.

Brand development has been completed, with the first banners appearing in November, 2008

We advocated to Legislature and Governor for Civic Center and Performing Arts Hall expansion, passage of North Mankato local option sales tax, and extension of Mankato local option sales tax.

In 2009, the City Center Partnership developed a five year strategic plan, creating a five-yr plan focusing on economic development, aesthetics, and sustainability.

The brand is being used to promote the City Center in several mediums, as well as some cooperative advertising for city center businesses.

- ¹² Corridor advertising began for the City Center with the launch of the new City Center brand on street banners, billboards, event advertisements (shopping event), and the launch of the website citycentermankato.com. greatermankatoevents.com has been developed as a means to showcase Greater Mankato and the City Center as an area resident stay-cation or visitor destination
- ¹³ The Wellspring Investor Alliance was launched July 31, 2008. Current membership includes six new angel investors, along with all 16 members of Two Rivers Angel Investment Network (TRAIN). At present the Alliance has seen 6 deals. While attempts were made, the deal flow was low- no deals were funded in 2009.
- ¹⁴ While sales tax data is delayed, it is difficult to measure the exact rates of consumer spending annually. GMG launched the Buy & Build Greater Mankato initiative in 2009 and enhanced the online business directory to improve business to business trade, and enhance consumer spending in the regional marketplace.
- ¹⁵ Businesses in the uptown area and Commerce on Commerce area have not requested any specific assistance from GMG. They continue to benefit from GMG programs and services like Buy & Build GM, the online directory, the GM Events calendar, and networking events that increase trade and traffic.
- ¹⁶ City Center ads have been placed on billboards, magazines, and in the Guide to Greater Mankato.

Talent Development, Attraction & Retention

Purpose

With 75 million people projected to retire in the next decade and only 45 million people available to replace them, maintaining and growing Greater Mankato's talent base will be critical to our continued success. Envision 2020 has called for specific strategies to retain collegiate talent in the community as well as re-attract community alumni and our out-bound commuting workforce.

Dollars Allocated Annually

\$40,000

Deliverables

2008

- ¹⁴ Organize a Talent Development Council to set priorities.
- ¹⁵ Establish an emerging professionals group of at least 25.
- ¹⁶ Increase enrollment of the Stage 1 Collegiate Leadership Academy to 60.
- ¹⁷ Design the Stage 2 Collegiate Leadership Academy in collaboration with our five area higher education institutions and pilot with an enrollment of 15.
- ¹⁸ Design strategies to communicate with area alumni.
- ¹⁹ Establish baseline collegiate student retention data.
- ²⁰ Engage in outreach to students attending any of our five higher education institutions.
- ²¹ Expand the Career Expo to encompass college students and aging adult talent in the community.
- ²² Align college graduates by areas of study (majors and certifications) with regional workforce requirements to identify any surplus or shortage of talent in our region.
- ²³ Conduct a student recreation and interest survey and share results with community members who can take action.
- ²⁴ Co-sponsor workforce summits with area partners to gather first-hand information on workforce concerns and businesses priorities.
- ²⁵ Develop a plan to assist higher education institutions to match employer needs with student interns/coops.

2009

- ¹⁵ Increase the membership of the emerging professionals group to 50.
- ²⁶ Increase enrollment of the Stage 1 Collegiate Leadership Academy to 120.
- Review and refine curriculum for the Stage 2 Collegiate Leadership Academy and increase enrollment to 30-40.
- ²⁷ Design the Stage 3 Collegiate Leadership Academy and pilot with an enrollment of 30.
- ²⁸ Increase community alumni outreach efforts to 2x/year.
- ¹⁸ Provide outreach to 150 community alumni.
- ²⁶ Increase collegiate student retention by 10%.
- Engage in outreach to students attending any of our five higher education institutions.
- ²⁹ Launch a Greater Mankato Jobs website/portal with appropriate private and public partners.

2010

- ¹⁵ Increase enrollment of emerging professionals group to 75.
- Increase enrollment of the Stage 1 Collegiate Leadership Academy to 200.
- Maintain enrollment of the Stage 2 Collegiate Leadership Academy at 30-40.
- Review and refine the curriculum of the Stage 3 Collegiate Leadership Academy and maintain enrollment of 30.
- Sustain community alumni outreach efforts at 2x/year.
- ¹⁸ Provide outreach to 300 community alumni.
- Increase collegiate student retention by an additional 10%.
- Engage in outreach to students attending any of our five higher education institutions.
- Increase utilization of Greater Mankato Jobs website/portal by 50%.

¹⁴ The talent development council was organized and met in early 2008. Future meeting in planning stages.

¹⁵ Greater Mankato Young Professionals www.greatermankato.com/yp kicked off July 2008. It has a 5- member Leadership Council and at year-end had 115 members.

For the first time at the GMG Business Awards event, Young Professionals of the Year Jennifer Faust and Kate Login were recognized for their contributions.

In 2009, the enrollment of the YP's is over 80.

- ¹⁶ The Collegiate Leadership Academy launched in October 2008 with pilot group of 23 from the 5 area colleges & university. A Collegiate-GMG membership will be launched in 2009, which should result in enrollment of more than 60 college students in GMG sponsored programs.
- ¹⁷ Stage 2 of Collegiate Leadership Academy is under development, with initial enrollment to begin in 2009.
- ¹⁸ We have received permission to include communication to area college & university alumni via their publications.
- ¹⁹ Baseline retention data has been established via information from the 5 area colleges & university. We discovered the quantity of skilled graduates (sorted by career field or major) that are potential employees for the region. A comprehensive crosswalk with workforce openings will be established in partnership with DEED in 2009.
- ²⁰ We attended new student orientation sessions at SCC (2), Rasmussen (5), and MSU, Mankato (1).
- The first ever College Welcome Fair was held at the Alltel Civic Center on August 21, 2008 with 90 businesses participating and more than 650 students attending. GMG President & CEO addressed MSU, Mankato students prior to the event at their new student convocation in Bresnan Arena.
- The community-wide events calendar greatermankatoevents.com, which was created in 2008 and officially launched in February 2009, will encourage students to get involved and engaged in Greater Mankato.
- 13 businesses were connected to MSU for family weekend specials.
- The 2nd Annual Greater Mankato Campus & Community Fair was held September 1, 2009 with close to 200 booths from Area businesses, organizations, and campus organizations. Attendance was estimated to be in excess of 1,500 students.
- ²¹ The Career Fair was expanded in 2008 with 51 college and community attendees. In the future we'll be looking at alternatives for college students.
- ²² Areas of shortages/surpluses were identified, with information provided by area's colleges and university in a baseline data study.
- ²³ A student reaction study was completed in April 2008 in partnership with MSU, Mankato. Data has been shared with area taskforces/councils where appropriate.
- ²⁴ Workforce summits were organized and held in partnership with South Central College in the areas of Healthcare and Manufacturing. Trends, partnerships, and strategies were discussed to address workforce needs.
- ²⁵ The 5 area higher education institutions and GMG hosted an internship workshop on December 11, 2008 to help connect interested employers to education partners.
- ²⁶ This Program has been re-titled Leaders of Tomorrow (LOT) and launched in the fall of 2009. 29 students from all 5 higher ed are involved. SCC has the most enrollees.
- ²⁷ The curriculum changed based on recommendations from the college partners.
- ²⁸ We built an alumni database for individuals to log in and be a part of database of alums. Colleges will place ads in their alumni communications in June and Dec.
- ²⁹ After research, we determined that there are many career and job placement/recruitment websites for posting and searching for job openings in the region. Rather than creating yet another tool, assisted DEED staff with a new South Central section of the iseek.org site and we updated our employment and education pages of our greatermankato.com site, to direct users to the information they need.

K-12 Technical Education

Purpose

A future workforce is critical to our business and community vitality. Part of this vital pipeline is represented by the youth in our community today. Greater Mankato Growth, Inc. will sustain successful strategies and develop new strategies to retain youth in our community. This will include a partnership with Mankato Area Public Schools to support strategies designed to create business/education partnerships in order to match and develop the interests and talents of youth with current and future career opportunities in our regional marketplace.

Dollars Allocated Annually

\$35,000

Deliverables

2008

- ²⁶ Develop a baseline of data showing student graduation rates, higher education plans and enrollments, and employment retention of high school graduates.
- ²⁷ Create plans for the first 3 career pathways and corresponding programs of study.
- ²⁸ Develop a plan of implementation for 16 programs of study with secondary guidance using the career pathways model.
- ²⁹ Educate students about and promote pathways to high skill, high wage or high in demand careers with all 9th and 10th graders.
- ³⁰ Continue the Career Expo to expose regional high school students to Greater Mankato careers.
- ³¹ Develop a matrix of career development services and programs that serve local secondary students (identify gaps, duplication and agencies involved).
- ³² Upgrade web pages that allow high school students to access college, financial aid, career pathways, special career exploration events, career shadowing and registration information.
- ³³ Explore how the U.S. work readiness curriculum and credentialing could work with special populations.
- ³⁴ Advise educators in the development of secondary technology standards and curriculum about the needs of business and industry.

2009

- ²⁷ Create and implement plans for 3 additional (6 total) career pathways and corresponding programs of study. Pilot a career pathways process that incorporates individual career counseling, course registration and parent education for approximately 600 students.
- ³⁰ Continue the Career Expo to expose regional high school students to Greater Mankato careers.
- ³⁶ Increase the number of students taking high school courses where they also earn college credit or industry certification by 10%.
- ³² Maintain web pages that allow high school students to access college, financial aid, career pathways, special career exploration events, career shadowing and registration information.
- ²⁹ Serve as a resource and liaison for education and business leaders as they strive to develop graduates who have 21st century skills.
- ²⁶ Collect and analyze data to inform decisions for program and curriculum improvement.
- ³⁵ Collaborate with the high school business education curriculum department to review curriculum and implement one new course in the fall of 2010.

2010

- Create and implement plans for 8-10 additional (14 total) career pathways and corresponding programs of study.
- Review and revise the pilot career pathways process to meet the needs of students and expand the number of students served from approximately 600 to 1200.
- Increase the number of students taking high school courses where they also earn college credit or industry certificate by 10%.
- Collect and analyze data to inform decisions for programs and curriculum improvement.
- Support the business education curriculum department as they implement one new course.

- ²⁶ We are currently working with secondary staff to find a survey tool that will help locate graduates, gather information, and compile data. A tool will be selected by March 2009 and use with students in May 2009.

Due to budget constraints, the Mankato Schools is not able to utilize a post-graduate survey for the 2009-10 school year.

Workforce trends, post-secondary retention data, and other local, regional and state data are being used to inform educators, students, and parents.

- ²⁷ Programs of Study have been developed in 6 career areas at both high schools: Business Financial Management and Accounting, Early Childhood Development and Services, Engineering and Technology, Restaurants and Food and Beverage Services, Therapeutic Services, and Web and Digital Communications.

We have printed and will distribute to all students in grades 8 – 11 the Minnesota Career Fields, Clusters, and Pathways Map (developed by the Minnesota Department of Education and MnSCU). It will be distributed in February, 2009 as they register for classes.

The six programs of study developed in 2008 will again be included in the registration guides at both Mankato High Schools in February of 2009. Supporting materials that enhance their use, including the Minnesota Career Wheel and Mankato Schools Course to Career Grid, will also be distributed to all senior high students.

Developing additional Programs of Study in 2009 is not necessary. The career areas additional programs would represent would overlap those already created.

- ²⁸ Following the implementation plan, guidance counselors will use the 6 Programs of Study with students during class registration for next year in February. 6 more Programs of Study will be written in June, 2009.

A team of teachers from both East and West High Schools will be working throughout the 2009-10 school year to identify a career guidance system that can be used to support students as they plan for post-secondary education and careers beyond high school. Any career guidance system selected will incorporate the 16 Programs of Study and help students identify which program they would like to pursue, which academic path they need to take in order to prepare for that program, and what post-secondary plans they need to make in order to reach their identified goal.

- ²⁹ Career guidance curriculum will be revised during the 2009-10 school year. The newly revised curriculum will address the need to educate students about and promote pathways to high skill, high wage or high in demand careers with all students.

Six off-campus career experiences are offered to students throughout the school year in high wage, high skill, and high demand industries, including Healthcare, STEM, Manufacturing, Business and Culinary skills. 24 students in the Mankato schools have also registered for internship experiences. These students will spend a semester learning about employability skills and work onsite in their selected industry.

- ³⁰ The Career Expo was held April 2, 2008 with an estimated 1,147 students participating from the following schools: Lake Crystal Welcome Memorial, Mankato West High School, RiverBend Academy, St. Peter Project C-3, St. Peter Public Schools, Maranatha, Immanuel Lutheran School, Central Freedom School, Nicollet High School, Cleveland Public Schools, Loyola High School, St Clair High School, Waterville Elysian Morristown, United South Central, Mankato East High School, and Madelia.

The Career Expo was held April 1, 2009 with an estimated 1,169 students participating from the following schools: Lake Crystal Welcome Memorial, Mankato West High School, RiverBend Academy, St. Peter Public Schools, Maranatha, Immanuel Lutheran School, Central Freedom School, Nicollet High School, Cleveland Public Schools, Loyola High School, St Clair High School, Waterville Elysian Morristown, United South Central, Mankato East High School, Sleepy Eye High School and Madelia.

- ³¹ Development of matrix of career development services and programs will take place during the career guidance curriculum work in 2009 – 2010.

- ³² Upgrading of web pages will take place after the career guidance curriculum work in 2009 – 2010.

iseek.org has worked with us to establish a South Central, MN section to their career website. Greatermankato.com has also enhanced their education pages.

- ³³ 3 students are currently working on the U.S. work readiness curriculum and credentialing. Throughout the school year, 10 more are projected to do that work. Grant funding used to support use of work readiness credentials is not available in 2009-10.
- ³⁴ Secondary technology standards and curriculum will be revised during the 2010 – 2011 school year.
- ³⁵ The Business Education Department has implemented a new Broadcasting Communications class in 2009.
- ³⁶ From 2008 to 2009 the number of students taking classes for credit increased from 58 to 109, which is an 89% increase. The reason the increase was so dramatic had to do with the fact that Accounting is being taught concurrently at both Mankato High Schools this year with South Central College for the first time.