



UNIVERSITY OF  
**GEORGIA**

Carl Vinson  
Institute of Government  
*Georgia Workforce and  
Economic Resilience Center*

**GEORGIA'S  
WORKFORCE  
CONFERENCE**

# The Next Frontier: Successful Industry Engagement with Parents

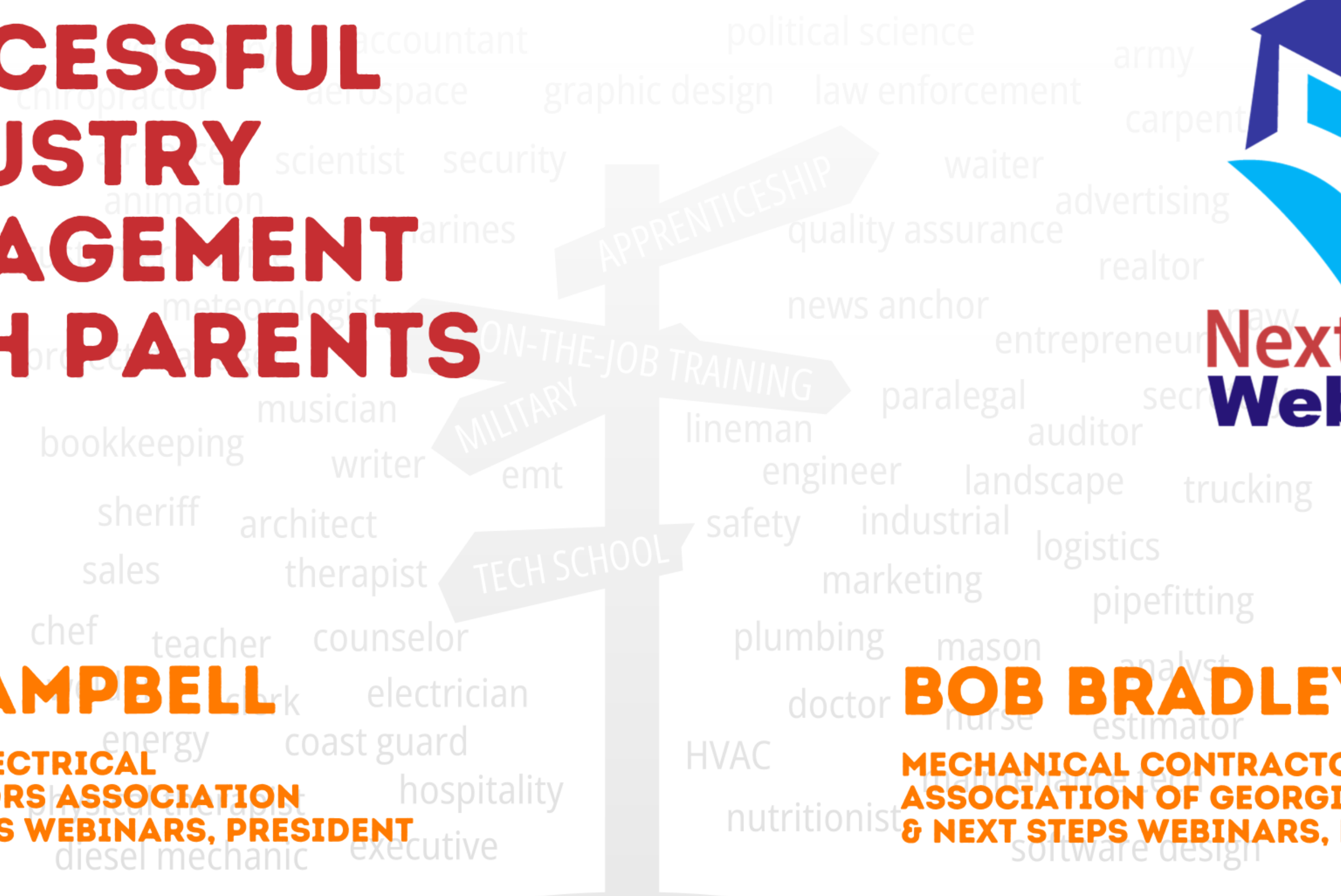
Liz Campbell & Bob Bradley

# THE NEXT FRONTIER:

## SUCCESSFUL INDUSTRY ENGAGEMENT WITH PARENTS

**LIZ CAMPBELL**  
ATLANTA ELECTRICAL  
CONTRACTORS ASSOCIATION  
& NEXT STEPS WEBINARS, PRESIDENT

**BOB BRADLEY**  
MECHANICAL CONTRACTORS  
ASSOCIATION OF GEORGIA  
& NEXT STEPS WEBINARS, FOUNDER





# ABOUT US

Next Steps Webinars is a 501(c)3 non-profit organization focused on successfully partnering with local school districts to help engage parents and students about career opportunities after high school graduation that are alternatives to the traditional college route.

Since 2021, We have reached over 50,000 parents and students with our webinars.



## OUR PARTNERS



## OUR MISSION

Our mission is to provide genuine, valuable resources to parents, students, and educators and connect them with employers and training programs who are looking to engage these critical populations and build a pipeline for recruiting their future workforce.







# ABOUT THE EVENT

This unique webinar is designed to reach parents and students after school, after dinner, and when you have a moment to “sit and talk”. Starting out with a 30 minute keynote featuring skilled trades enthusiast and industry leader, Kayleen McCabe from the McCabe Foundation, the webinar introduces the audience to the many pathways to careers such as military, technical school, apprenticeships, and other local training programs. Next Steps provides virtual breakout rooms so parents and students can engage directly with local industry professionals regarding the careers and opportunities each organization has to offer.





# OUR GOALS

- ✓ Expand our network of employers and training programs
- ✓ Expand our network of school districts and their reach to parents and students
- ✓ Bring our webinar series to parents and students in other states through our employer and education connections.



## WHAT PARENTS ARE SAYING

“I was able to get the information I needed to help my two sons get jobs in the electrical industry. The keynote speaker did a great job explaining all of the careers after they graduate high school and all of the employer tables I visited answered all of the questions my sons and I had.”

*Jalisa Martin, Parent*



**2024-2025 SERIES**

**JAN 21, 2025**

**FEB 25, 2025**

**MAR 18, 2025**

**SPONSORSHIP OPPORTUNITIES  
AVAILABLE**

# BOB BRADLEY

 DIRECTOR, WORKFORCE DEVELOPMENT - MCAG  
FOUNDER, CEO - NEXT STEPS WEBINARS

 BOB.B.MCAG@GMAIL.COM



# LIZ CAMPBELL

 DIRECTOR, CHAPTER DEVELOPMENT - AECA  
BOARD PRESIDENT - NEXT STEPS WEBINARS

 LIZ.CAMPBELL@ATLANTA ELECTRICAL.ORG



[WWW.NEXTSTEPSEWEBINARS.ORG](http://WWW.NEXTSTEPSEWEBINARS.ORG)





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# Leader in Me: Fostering Student Leadership & Lifestyle Skills

**Jamie Cassady**



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# Career Ready Bulloch: Innovating Workforce Development for Local Impact

**Bethany Gilliam**



**CAREER** **READY**  
**BULLOCH**

INNOVATING WORKFORCE DEVELOPMENT FOR LOCAL IMPACT

*Bethany Gilliam, Bulloch County  
Schools*

# The Need

## Why create a website?

- Centralized resource for Bulloch County Workforce Development efforts
- Locally driven platform for students, parents, counselors, industry, and community
- One-stop shop for workforce education and opportunities
- Dual purpose: Promote local trade careers and industries





# The Foundation

- Concept started as an idea on paper, brought to life
  - We balanced technical needs with aesthetic considerations
- Emphasized visual appeal with minimal text to engage users
  - Prioritized images, icons, and concise content for ease of navigation
  - Designed with the modern user in mind—quick, easy-to-digest information
- Created a feedback loop with district PR Director and key stakeholders
  - Iterative process: prototype, feedback, and improvements
- Involved business leaders from the beginning to ensure alignment
  - Ensured the site reflected both educational needs and industry perspectives





# The Collaborative Approach

- Collaboration at every stage: from initial design to feedback and marketing strategy
- Development Authority of Bulloch County: funded domain, hosting, and supported licensing
- Georgia Southern University: contributed marketing expertise and financial resources for promotion
  - Assisted with social media campaigns, local print ads, and billboard placements
- Inclusive feedback process: involved input from partners, industry leaders, and community members
- Ongoing partnership: continuous feedback loop to keep the website evolving and relevant





# The Finished Product



HOME DATA WBL CLUSTERS DISCOVERY INDUSTRIES PARTNERS PLAN

CONTACT US!

Search...

## DUAL ENROLLMENT



**BULLOCH COUNTY  
ARE YOU  
CAREER  
READY?**

**ENROLLED • ENLISTED • EMPLOYED**







# The Recipe

## Step 1: Begin with Vision and Leadership

- Preparation Time: Ongoing
- Define clear goals and purpose
- Revisit as needed

## Step 2: Set Up Technical Foundation

- Preparation Time: 1 Month
- Select website platform(s)
- Needs to be a flexible, scalable platform

## Step 3: Design and Customize

- Preparation Time: 2 Months
- Develop a cohesive brand
  - Three signature colors
  - Two key fonts
- Build navigation to ensure intuitive use





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# The Recipe

## Step 4: Content Development and Prototyping

- Preparation Time: 5 Months
- Draft, test, and refine site content with multiple prototype versions
  - Continuous Feedback loop

## Step 5: Incorporate Media and Visuals

- Preparation Time: 2 Months
- Curate and create high-quality images, graphics, and video content
  - WebP format for fast-loading visuals and FileBird for organized media management

## Step 6: Secure Collaborative Support

- Preparation Time: Ongoing
- Find local partners to support the management and marketing of the website



# The Recipe

## Step 7: Test and Launch

- Preparation Time: 1 Month
- Finalize site design
- Conduct usability testing
- Soft launch with small groups to get feedback
- Launch website
  - Arrange media to cover and promote

## Step 8: Maintain and Refresh

- Preparation Time: Ongoing
- Monthly standing meeting to review
- Look for ways to expand and improve the website



# Considerations

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- Time and skills needed
  - Ensure you have the expertise or partners to build and maintain the site
- Plan for evolution
  - The first version is just the beginning; expect continuous updates and improvements
- Identify key partners
  - Consider who can help with technical, financial, and marketing support
- Define website purpose
  - Be clear on how the site will be used and who it will serve
- Assign responsibility
  - Designate a person or team to monitor and keep the website updated



**CAREER** **READY**  
**BULLOCH**

Visit Our Website

[www.careerreadybulloch.org](http://www.careerreadybulloch.org)

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# Georgia DNR Career Academy

Jaynie Gaskin



# Georgia DNR Career Academy



Jaynie L. Gaskin, MPI  
Camp Director



# GADNR Career Academy

## Mission:

- Find outdoor-focused youth
- Show them DNR's work
- Open doors to lifelong careers



Recruit & Educate Our Future Colleagues



- More than 300 Applicants
- 24 Georgia High Schoolers Participate



- 7 days, 6 nights
- Hands-on work with boots-on-the-ground staff



- + 100 DNR Staff Participate
- 12 DNR Sites



- Charlie Elliot Wildlife Center
- Jekyll Island 4H Camp



# College Night



- +10 Georgia Colleges & Universities







**GEORGIA**  
DEPARTMENT OF NATURAL RESOURCES

LAW ENFORCEMENT DIVISION

# Game Wardens



Lake Jackson

Jekyll Island





# Park Rangers



Indian Springs State Park



Fort King George, HS





# Technicians



## Fisheries

## Wildlife



Hatcheries & PFAs

Conservation & Game



# Marine Technicians



Coastal Regional Headquarters, Brunswick, Georgia

Jekyll Island, Georgia



# Student Feedback



“I went into it not even being sure I wanted to pursue the DNR anymore but now I cannot see myself doing anything else. I’ve met people that I hope to work with throughout my career and been given so many opportunities to continue to be involved. I can’t wait to pursue the rest of my career here.”

Mal Reiss  
Future Wildlife Technician



“I cannot wait to apply for DNR internships and jobs!”

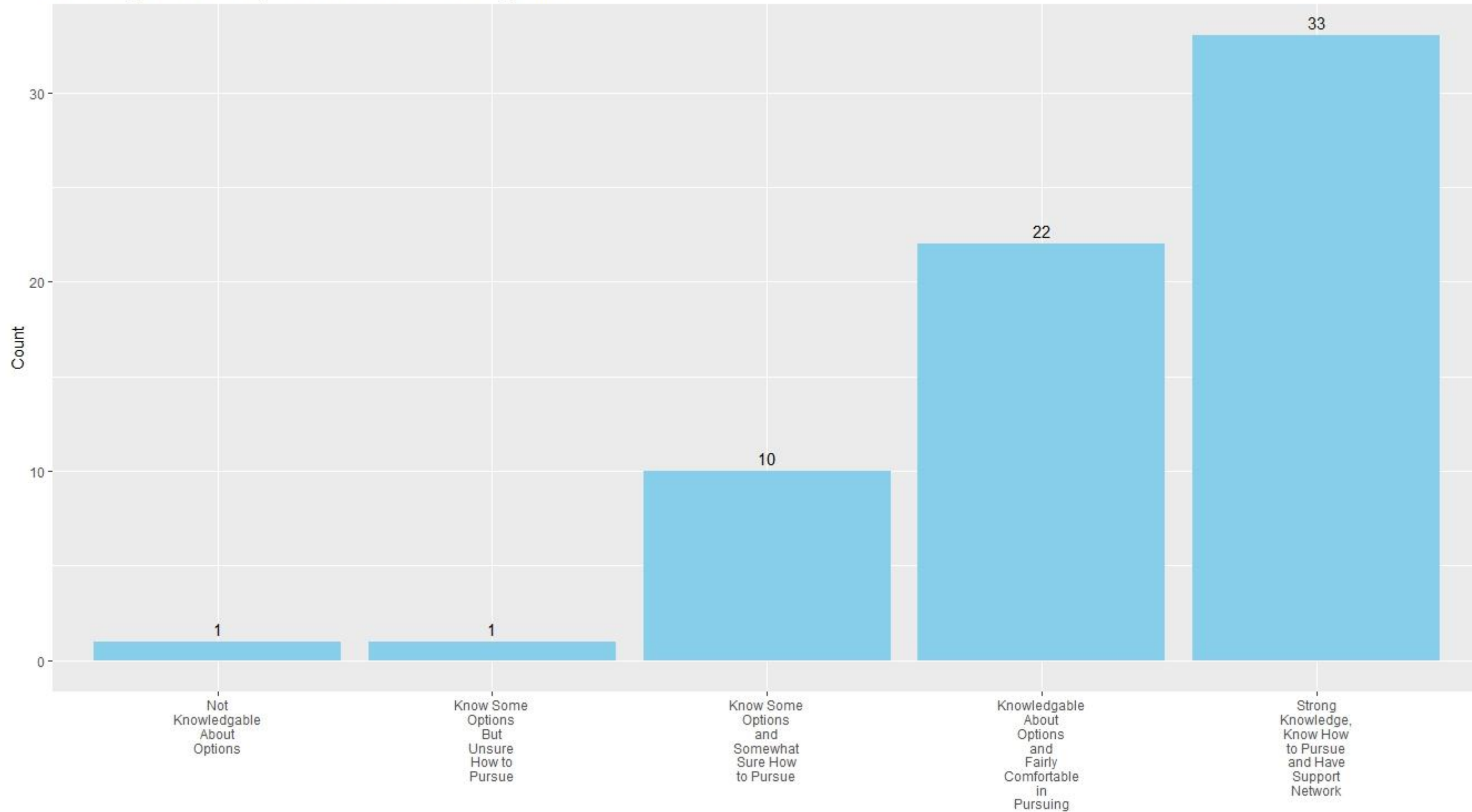
Anna Hoyt  
Future Policy Biologist



# Participant Feedback



Knowledge of Career Options and Comfort Pursuing Paths

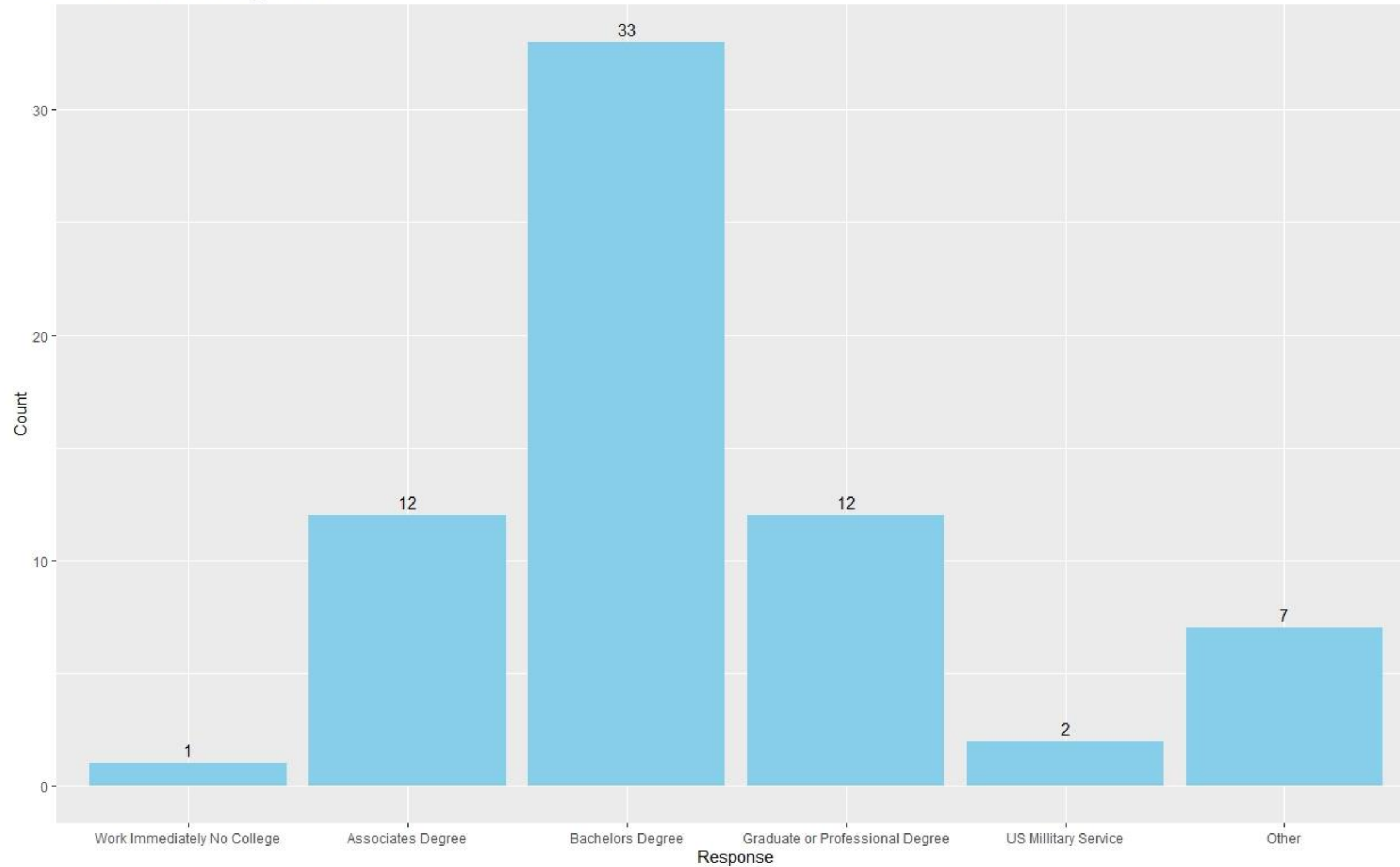




# Participant Feedback



Current Plans After High School





# Continuing the Connections



## After Camp Experiences

### Volunteer Opportunities:

- Public Events
- Work-Days on Properties

### Mini Camp:

- CRD + PHSD + WRD
- Five Days, “Day Camp”

### Shadowing:

- Field Work with Biologists & Techs
- Game Warden Ride-Alongs

### Reunions:

- Up to 57% participation





# Success Stories



## Continued Communications:

- 77.3%
- Annual Surveys
- Emails, Phone Calls & Texts

## Interest in DNR Careers:

- 70.5%
- Pursuing degree programs for DNR-specific career paths

## Actively Engaged with DNR:

- 61.4%
- Strong staff mentorship
- Volunteering, shadowing, etc.
- Currently Employed (four)





# Staff Retention



- Peer to Peer Mentorship
- Increased Coordination among Divisions
- Professional Development Opportunities



# Thank you!

