

Debunking Myths and Stigmas Surrounding Careers in the Trades and 2-Year College Pathways



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www.agcentric.org

During this presentation we will...

- Explore myths and stigmas surrounding trades pathways
- Discuss strategies to help debunk myths and stigmas in the trades
- Offer examples of resources to information on college pathways, scholarships, career exploration, and advocacy
- Share links to valuable resources
- Provide contact information for Judy Barka and Steve Hoemberg



How would you describe your skills in the trades?

(enter in the chat) (annotate your favorite picture)



1) HIGHLY SKILLED

I should probably start my own YouTube repair channel!

2) MODERATELY SKILLED

It ain't purdy, but me and the YouTube get'er done!

3) SKILL CHALLENGED

I call the fire department before I even start!



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What do you think students/parents see in this picture?

(enter in the chat) (annotate what catches your eye)

- Arms crossed
- Boots and stained clothes
- Cold
- Hats
- Big machine, headlights, bucket
- Gloves
- Beards
- Laborers
- Levels of education/training?
- Wages?



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What industries do these phrases describe?

(enter in the chat) (annotate phrases you have heard or used)



- Low paying
- Hard on bodies – bloody knuckles, sore backs, headaches, etc.
- Dangerous
- Not for the smartest people
- Only for “those types of kids”
- Boring
- Less fulfilling than “real jobs”
- Only for a certain gender or ethnicity
- “Punishment” for not being more highly successful
- Ongoing education/training probably not necessary
- Dirty/Messy
- Uncomfortable
- Others? (enter in the chat)



Examples of industries that were just described?

Farming?



Electrician?



Building Construction?



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Because we were talking about “those kinds of industries,”
you maybe thought about the trades.

But, do these fit too?

Teacher?



Dental Hygienist?



Clerical Worker?



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What you see
AND say is what
you get!

What can we do to
inspire change?
("debunk")



Show and Tell

Share examples of modern day skilled trades, showcase opportunities, and avoid exclusive rhetoric.



Let's practice using our words. 😊

What industries do you see in these pictures?

(enter in the chat) (annotate the industries)





It's not just “farming” is it??

- Geopositioning
- Electronics
- Hydraulics
- Marketing
- Food/Feed Processing
- Clothing
- Manufacturing
- Veterinary
- Lumber
- Economics
- Social Media
- Programming
- And so much More!



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And how can we talk about these industries?

Ways to describe the trades:

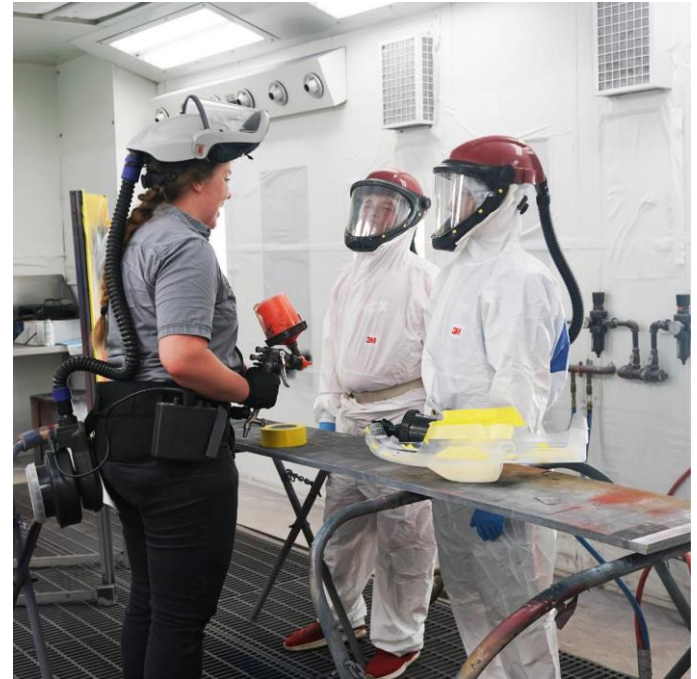
- Meaningful
- High tech
- High demand
- Hands-on
- Skilled
- Fulfilling
- Opportunity
- Affordable training
- Important
- Needed
- Fun
- High-paying
- Others?
(enter in the chat)



Let's try another?

What industries do you see, or how would you describe them?

(enter in the chat) (annotate the industries)



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Something for everyone...

- Construction
- Manufacturing
- HVAC
- Eco-friendly products
- Electronics
- Lighting Design
- Trucking
- Truck repair
- Fluid power
- Chemistry
- Healthcare
- Visual Art
- Civil engineering and design
- Project management
- And so much more!



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Pathway credibility is fueled by opportunities and advocacy!

- Our state needs highly skilled people (healthy job market)
- Many opportunities to receive training (dozens of training programs)
- There are numerous resources available to help students reach their goals (scholarships and internships)
- Help people understand the meaningful and fulfilling nature of these careers (advocacy)



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We Hope These Resources Will Help!



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Sharing resources AND talking about options can help bring credibility to trades careers and pathways.

Lifetime Earnings

You can't NOT afford to go to college.



Scholarships Frequently Go Unawarded

Free Money!

TRADES HUB

SCHOLARSHIP BOARD

SCHOLARSHIPS TO HELP YOU TAKE YOUR FIRST STEP

Tag certain fields to find scholarships only for you, or conduct a broad search to see what is available.

Are you a foundation, employer, or charitable organization?
[Post your scholarship here!](#)

Select a School

Select a job category

Select demographics

SEARCH NOW



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Knowing specific information about job markets, college pathways, and advocacy are essential.

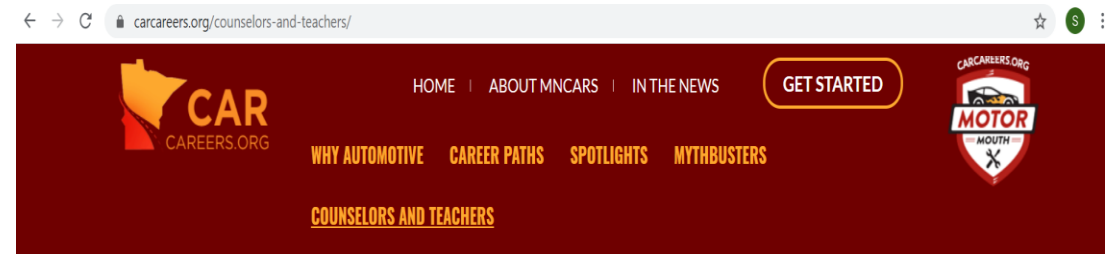
Are There Really Any Jobs Out There?

Multiple web resources to answer questions.

AUTOMOTIVE TECHNOLOGY			
	Automotive Technician \$38,972 - 62,982 +11 1.9%	Service Manager \$8,018 - 99,403 +11 7.1%	
AVIATION			
	Airline Pilot \$102,987 - 156,931 +11 5%	Commercial Pilot \$0,742 - 188,310 +11 5.3%	Aircraft Maintenance Technician \$0,507 - 98,782 +11 1.9%
			Avionics Technician \$8,488 - 78,123 +11 7%
COLLISION REPAIR TECHNOLOGY			
	Collision Repair \$0,893 - 74,714 +11 6.6%	Painter \$2,786 - 67,883 +11 9.8%	Automotive Glass Installers & Repairers \$9,875 - 60,008 +11 8%
DIESEL, EQUIPMENT & TRUCK			
	Bus & Truck Mechanics \$1,889 - 72,800 +11 9.9%	Heavy Equipment Mechanics \$8,884 - 75,774 +11 7.4%	Crane & Tower Operators \$6,294 - 88,632 +11 12.5%
			Excavating & Loading Machine Operators \$8,892 - 84,739 +11 8.3%
MARINE & POWERSPORTS			
	Motorboat Mechanics \$3,389 - 61,298 +11 1.1%	Motorcycle Mechanics \$6,322 - 64,355 +11 6%	Outdoor Power Equipment Mechanics \$9,368 - 58,032 +11 15.4%
PROFESSIONAL TRUCK DRIVING			
	Heavy & Tractor-Trailer Truck Drivers \$8,713 - 68,680 +11 6.4%	Industrial Truck & Tractor Operators \$1,476 - 58,680 +11 7.5%	School Bus Drivers \$8,171 - 52,187 +11 8%
			Transit & Intercity Bus Drivers \$0,352 - 57,470 +11 8.9%
SPECIALTY			
	Automotive Engineering \$7,762 - 80,018 +11 1.2%	Nondestructive Testing Technology \$7,762 - 80,018 +11 1.2%	Transportation Management \$8,018 - 99,403 +11 7.1%
TECHNOLOGY EDUCATION			
	High School Career & Tech Ed Teacher \$4,387 - 92,898 +11 4.5%	Middle School Career & Tech Ed Teacher \$3,834 - 84,833 +11 5.5%	

How Can I Convince Parents and School Leaders That The Trades Are Legit?

Share these resources with influencers.



Today's auto industry offers ample opportunities for careers, not just jobs

With the increase in demand for qualified auto and collision repair technicians, students have a huge opportunity for rapid career growth and advancement. With a two-year degree, students have access to technology-oriented careers where computer diagnostics and complex electronic systems keep technicians learning and problem-solving every day. As graduates' knowledge, hands-on experience and skill sets expand, so do their salaries. The median salary for auto technicians is \$39,550, and senior-level technicians earn more than \$60,000 per year. Superstars can make six figure incomes within the industry.

We hope you will share this helpful, accurate information on a booming industry that can

- Why Automotive
- Setting students up for financial success
- Infographic
- PowerPoint for counselors
- PowerPoint for teachers to use in class
- Success in the New Economy (video)
- Letter to Parents (English)
- Letter to Parents (Spanish)



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Whether in-person, or virtual, students need to TOUR INDUSTRIES!

What kind of professionals work here?

These are safe and clean environments.

YouTube

Search

VIRTUAL TOUR
BRainerd AIRPORT

PLAY ALL

Virtual Tours

5 videos • 246 views • Last updated on Jul 16, 2020

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SUBSCRIBED

- 1 **Brainerd Airport Virtual Tour**
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WATCHED 28:06
- 2 **Luther Honda Virtual Tour**
Minnesota State Transportation Center of Excellence
WATCHED 16:53
- 3 **Miller Marine Virtual Tour**
Minnesota State Transportation Center of Excellence
WATCHED 19:06
- 4 **Miller Collision Virtual Tour**
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WATCHED 13:42
- 5 **Lube-Tech Virtual Tour**
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WATCHED 23:06



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Help students understand that their first click in a search engine isn't necessarily the best option, especially in MN!

Did you know MN State awards MILLIONS in trades scholarships annually?

Adv. Manufacturing, Agriculture, Healthcare, I.T., Transportation, Early Childhood



\$2,500
WORKFORCE DEVELOPMENT
SCHOLARSHIPS

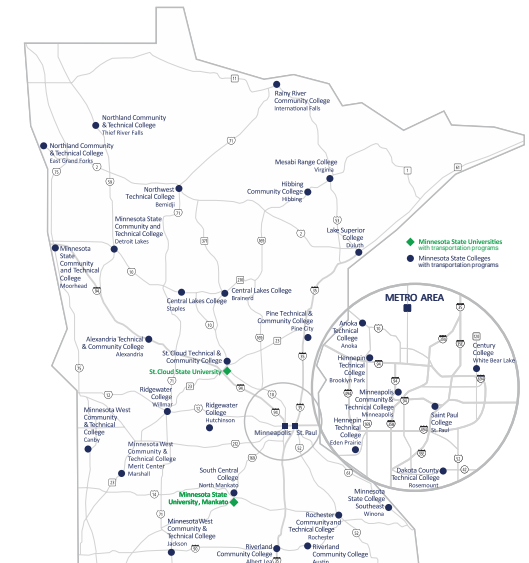
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Opportunities for trades training are all across the state of MN!

Something for someone everywhere!

State College
Agriculture, Food,
& Natural Resources
MAJORS & PROGRAMS
by Career Cluster

	Agribusiness Systems	Food, Beverage & Nutrition	Food Products and Processing Systems	Environmental Systems	Animal Systems	Plant Systems	Biotechnology	Transportation Systems
Alexandria Technical & Community College	•	•	•	•	•	•	•	•
Anoka-Ramsey Community College	•	•	•	•	•	•	•	•
Century College	•	•	•	•	•	•	•	•
Central Lakes College	•	•	•	•	•	•	•	•
Dakota County Technical College	•	•	•	•	•	•	•	•
Fond Du Lac Tribal & Community College	•	•	•	•	•	•	•	•
Hibbing Community College	•	•	•	•	•	•	•	•
Hennepin Technical College	•	•	•	•	•	•	•	•
Inner Hills Community College	•	•	•	•	•	•	•	•
Itasca Community College	•	•	•	•	•	•	•	•
Lake Superior College	•	•	•	•	•	•	•	•
Minnesota State College Southeast	•	•	•	•	•	•	•	•
Minnesota State University Moorhead	•	•	•	•	•	•	•	•
Minnesota State Community and Technical College	•	•	•	•	•	•	•	•
Minnesota State University, Mankato	•	•	•	•	•	•	•	•
Minnesota State University, St. Cloud	•	•	•	•	•	•	•	•
Minnesota State University, Duluth	•	•	•	•	•	•	•	•
North Hennepin Community College	•	•	•	•	•	•	•	•
Northland Community & Technical College	•	•	•	•	•	•	•	•
Northwest Technical College	•	•	•	•	•	•	•	•
Pine Technical & Community College	•	•	•	•	•	•	•	•
Ridgewater College	•	•	•	•	•	•	•	•
Rochester Community and Technical College	•	•	•	•	•	•	•	•
St. Cloud State University	•	•	•	•	•	•	•	•
St. Cloud Technical & Community College	•	•	•	•	•	•	•	•
South Central College	•	•	•	•	•	•	•	•
Southwest Minnesota State University	•	•	•	•	•	•	•	•
Veridian Community College	•	•	•	•	•	•	•	•
Winona State University	•	•	•	•	•	•	•	•
Winona State University	•	•	•	•	•	•	•	•



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TRANSPORTICULTURE - Top 12 Web Resources

Scholarship Resource Pages

- <https://minnstate.edu/stories/wds/index.html> (6 sectors: Agriculture, IT, Adv. Manufacturing, Healthcare, Transportation, Early Childhood) – MN based
- <https://trades-hub.com/scholarship-board> (all trades) – MN based
- <https://www.minntran.org/students/scholarships/> (all transportation sectors: aviation, automotive engineering and technician, collision repair, diesel and heavy equipment, marine and powersports, truck driving)
- <https://www.centerofagriculture.org/students/scholarships> (agriculture) – Nat'l and MN based
- <https://techforce.org/scholarships/> (auto tech and collision repair)
- <https://automotivescholarships.com/scholarships> (auto tech and collision repair)

Exploration / Market Outlook / Advocacy

- <https://www.minnstate.edu/coe/index.html> (links to all Minnesota State Centers of Excellence in Adv. Manufacturing, Agriculture, Energy, Engineering, Healthcare, IT, and Transportation)
- <https://www.minntran.org/> (Minnesota State Transportation Center of Excellence)
- <https://agcentric.org/> (Minnesota State Northern Agriculture Center of Excellence)
- <https://trades-hub.com/> (all trades)
- <https://techforce.org/> (technicians)
- <https://carcareers.org/about/> (automotive)



So what about those guys in the loader bucket??



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Ordinary people, doing extraordinary things...

- What school/career paths do you think each of these guys chose?
- How much do they earn?

4 Yr. Degree
20+ Graduate
Level Credits
CDL
Heavy Equip
Various Certifications

GED
CDL
Heavy Equip

2 Yr. Degree
CDL
Heavy Equip

Military
2 Yr. Degree
CDL
Heavy Equip
Various Certifications
Beard



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Thank You



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