



Oregon State
University

CONNECTING RURAL ECONOMIC
STRATEGIC PLANS TO YOUTH AND
ENGAGING STUDENTS: *IMPACTFUL
CAREER LEARNING EVENTS*

DIDGETTE MCCRACKEN

OPEN CAMPUS & AGRICULTURE FACULTY



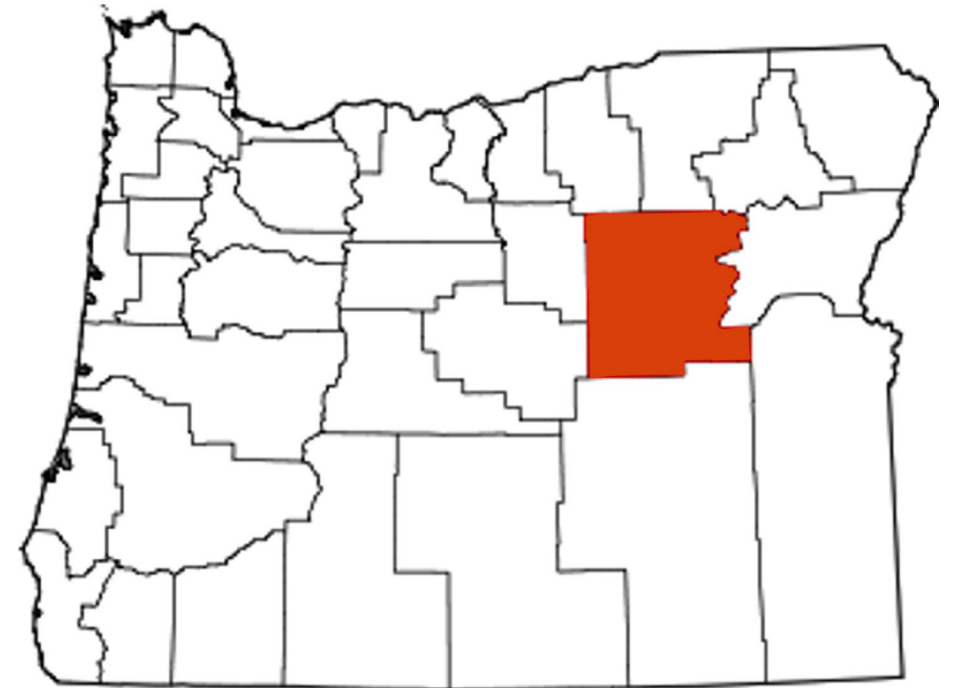
DIDGETTE MCCRACKEN

**OSU YOUTH CTE,
TRADES & WORKFORCE
DEVELOPMENT
SPECIALIST**



OUR COUNTY

- Frontier (<6 people/sq mile)
- 7200 people
- 4500 square miles
- 63% public lands (USFS)
- Economic/Population center is John Day
pop 1400
- 5 school districts
- Approximately 50 graduates a year
- No post secondary institutions
- Oldest county in the state –over half 55+



THE CHALLENGE:

- Finding engaging ways to connect students to workforce development opportunities

and....

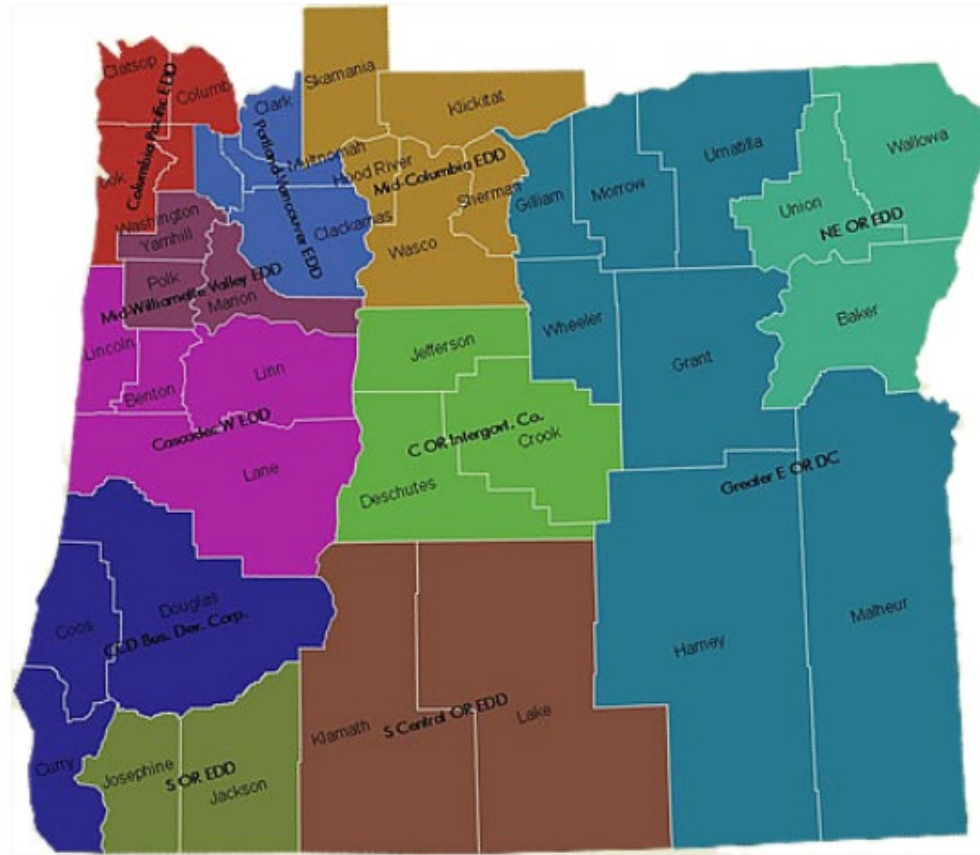
- What is the need?

Economic Development Plan:

- Economic development plan – what is it?
- How do you find it? CEDS!
- How does it guide us?
- How is it used in extension and what does it affect or effect?



OREGON ECONOMIC DEVELOPMENT DISTRICTS



SWOT ANALYSIS

We asked residents and community partners to identify key factors that influence economic development in Eastern Oregon.

Strengths

Land and infrastructure

- Availability of buildable lands
- Transportation networks/linkages

Variety of natural resources

- Renewable/green energy sources
- New natural resource economy

Variety in local culture and flair

Agriculture, food, and recreation industries

Access to grants and loans

- Federal and state grants
- GEODC loan services for small businesses

Support for economic development in communities and government

Weaknesses

Workforce infrastructure

- Family-wage job shortage
- Lack of affordable housing
- Childcare shortages
- Lack of skilled labor

Workforce supply

- Lack of diversity in employment opportunities
- Mismatch between employer needs and employee skills

Diverse sources of capital

Technical support for innovation

- Access to grant-writing or administration

Development infrastructure

Rural/frontier vitality

- Small tax base, limited local commerce

GOALS & PRIORITIES

The 2024-2029 CEDS Action Plan is organized around four broad goals that capture the economic development priorities of GEODC’s region. The areas of need and strategies to address these needs were identified through our community outreach efforts.

2024-2029 CEDS Action Plan *(continued on next page)*

Goal: Community Development		
Areas of Need	Strategies	Priority
<ul style="list-style-type: none">• Workforce Supply• Affordable and Available Housing• Population Retention and Growth• Childcare Supply and Sustainability• Community Health• Technical Assistance and Capacity Support	Develop a Roadmap to Childcare Solutions	High
	Promote Local Childcare Sustainability	High
	Enhance Visibility and Capacity of GEODC’s Core Services	High
	Increase Affordable and Available Housing Supply	High
	Support Workforce Education and Training	Other
	Seek Healthy Food Access	Other
	Create Pathways for Increased Technical Assistance and Capacity Support	Other

COLLEGE AND CAREER READINESS

- INITIATIVE 3: BUSINESS SECTOR DEVELOPMENT & AMENITIES Grant County is committed to raise the diversity and quality of commerce, to bring more wealth and prosperity into the community in an equitable manner.
- Objective 3.1 Support and grow a healthy and skilled workforce
- Objective 3.2 Support and grow existing business community

WHAT DOES A CAREER EVENT LOOK LIKE?

- On site
- Interactive
- Organized chaos
- Connects workforce needs to education to training
- Utilizes local resources

PARTNERSHIPS

- Industry Partners – local and regional
- Community Partners – Economic Development, Work source, TEC
- School Partners- ESD, School Districts
- Education Partners – Unions, Colleges, Private and public
- Local Experts and Grads***

MUST HAVES! DO IT OR *SUFFER*

- Videographer/Photographer
- Swag
- Student leaders/volunteers
- Lunch for presenters
- Follow up surveys
- Shared files and master binder
- Start planning early!
- Learn from others
- Communicate early and often with partners

AREAS OF FOCUS

- Aviation Careers – National Data, Local Opportunities
- Trades Careers –Local Needs –County Strategic Plan
- Rural Health Careers – Local needs – Regional Strategies
- Natural Resources – Local needs – Regional Strategies

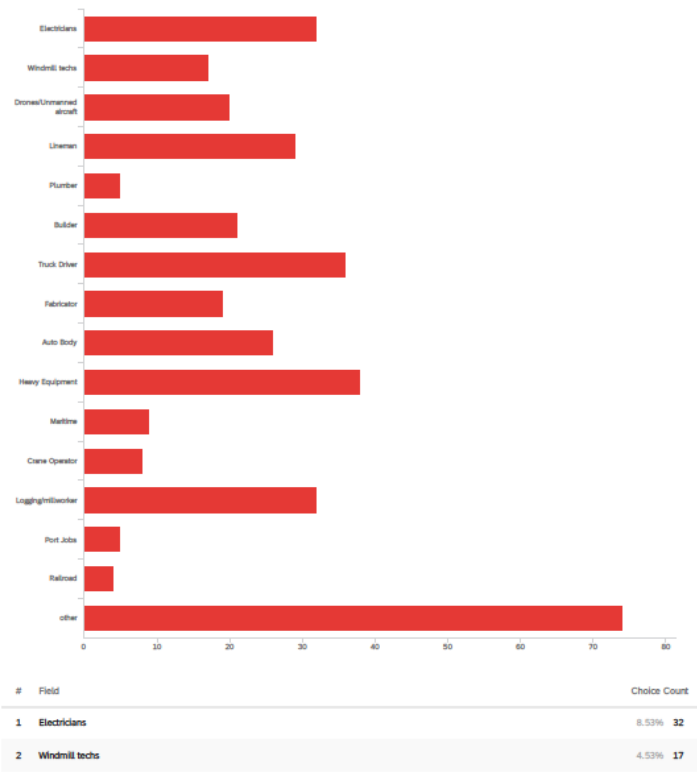
SURVEY OF INTERESTS

- You Science
 - Survey to students
1. Identify Interests – Student Data
 2. Understand Workforce Needs - CEDS
 3. Match Interests to Opportunities – Perfect Combo

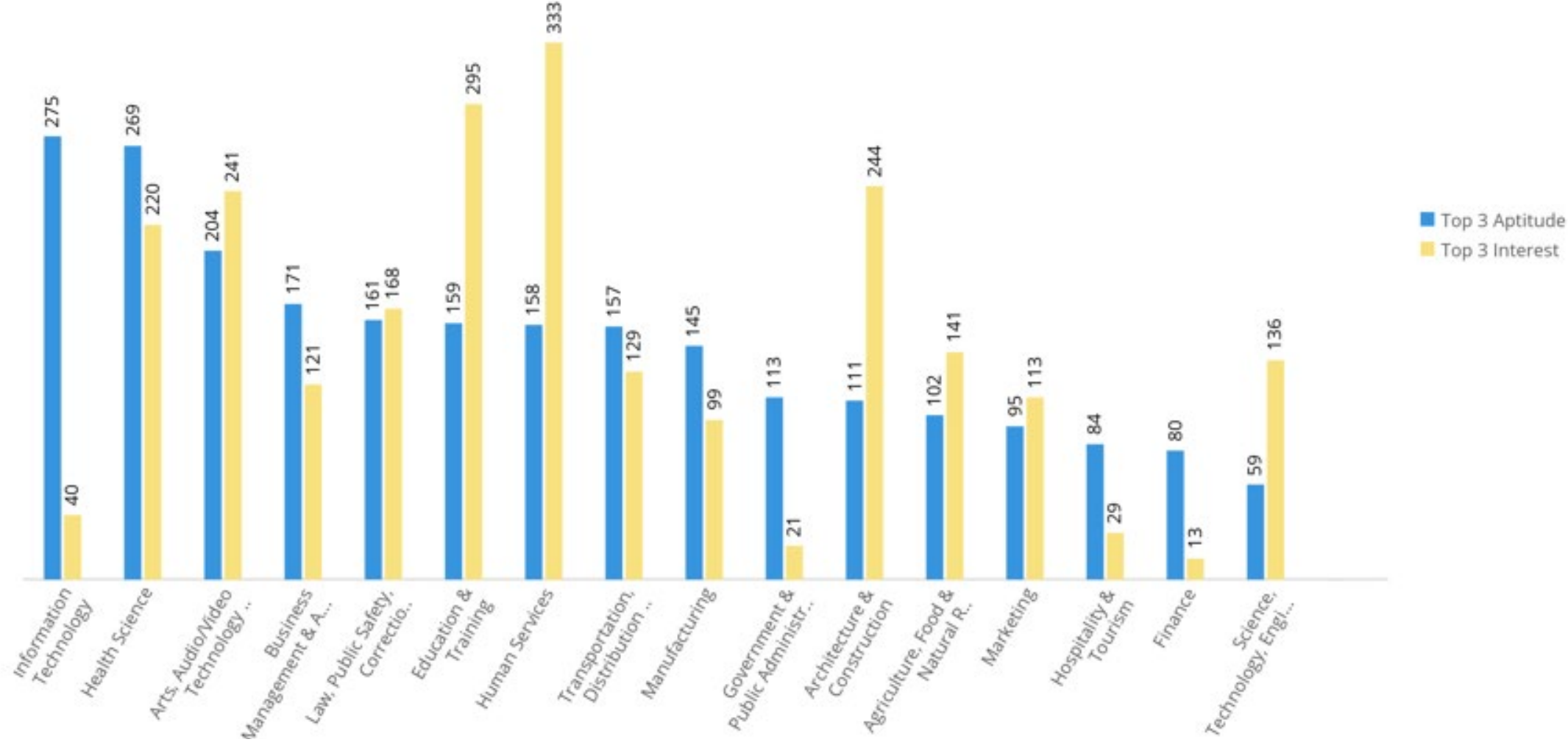
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Trades Day Survey of Interest
August 22, 2024 8:30 AM MDT

Q3 - Choose your top 3 areas of interest



YOUSCIENCE DATA FOR STUDENT INTEREST



TRADES DAY

- All high school students in the county – 256
- On site at Grant County Fairgrounds
- [Trades Day Video](#)



RURAL HEALTH CAREERS DAY

- All county 9th and 10th graders
- On site at Blue Mountain Hospital
- [Rural Health Career Day Video](#)



AVIATION DAY

- All county 7th and 8th graders
- On site at Grant County Regional Airport
- [Aviation Day Video](#)



NATURAL RESOURCE CAREER DAY

- All county 9th and 10th graders
- At the Grant County Fairgrounds
- [Natural Resource Career Day Video](#)



EXAMPLE SCHEDULE

Welcome/Opening 9:00-9:20 a.m. on sidewalk lawn														
Closing session 1:55-2:10 p.m. on sidewalk lawn														
Location	Presenter	Station/ Activity	9:00-9:20 WELCOME on grass	9:30-9:45 Session 1	9:55-10:10 Session 2	10:20-10:35 Session 3	10:45-11:00 Session 4	11:10-11:25 Session 5	11:35-12:05 LUNCH on grass	12:15-12:30 Session 6	12:40-12:55 Session 7	1:05-1:20 Session 8	1:30-1:45 Session 9	1:55-2:10 Closing Session on grass
Ciochetti hangar	Flight Instructor/Retired Pilot	Dave Ciochetti	*	RED	GRAY	PURPLE	BROWN	PINK	*	ORANGE	BLACK	GREEN	BLUE	*
WHERE? (Watt hangar?)	Sheriff McKinley	Search & Rescue	*	BLUE	RED	GRAY	PURPLE	BROWN	*	PINK	ORANGE	BLACK	GREEN	*
Auxier hangar?	WHO?	Oregon Department of Aviation	*	GREEN	BLUE	RED	GRAY	PURPLE	*	BROWN	PINK	ORANGE	BLACK	*
WHERE? (McCann hangar?)	OSU Extension/WHO?	Paper airplane exercise	*	BLACK	GREEN	BLUE	RED	GRAY	*	PURPLE	BROWN	PINK	ORANGE	*
N. Corp Apron	BMCC	UAS Mobile Lab	*	ORANGE	BLACK	GREEN	BLUE	RED	*	GRAY	PURPLE	BROWN	PINK	*
1st floor lobby	Kathy Stinnett	Aviation in General	*	PINK	ORANGE	BLACK	GREEN	BLUE	*	RED	GRAY	PURPLE	BROWN	*
USFS	USFS	Fire Aviation	*	BROWN	PINK	ORANGE	BLACK	GREEN	*	BLUE	RED	GRAY	PURPLE	*
conference room	Ashley Armichardy	College & Career Readiness	*	PURPLE	BROWN	PINK	ORANGE	BLACK	*	GREEN	BLUE	RED	GRAY	*
patio	T-O Engineers/WHO?	Aviation Engineering	*	GRAY	PURPLE	BROWN	PINK	ORANGE	*	BLACK	GREEN	BLUE	RED	*
grass	WHO?	Flight Observation												
* Students eat their lunch on the outdoor patio/grassy area														
	Principles of Flight	Air Search	*						*					*
	Medical Aviation	Local Ambulance Crew/Medical	*						*					*
WHERE?	AIRLINE REP/WHO?								*					*
		VR Goggles							*					*
Fuel island ramp	Nick Schott	Ag Aviation							*					*

WILL WORK FOR FOOD AND HOURS

STUDENT LEADER VOLUNTEER

Volunteer Hours Certificate

EIGHT HOURS — AVIATION DAY, 2024

Name of person getting hours

Wednesday, September 25th, 2024
Grant County Regional Airport Aviation Day

This certificate acknowledges the achievement of eight (8) student leader volunteer hours supporting 100+ Aviation Day participants experiencing STEM through the lens of aviation.

09/25/2024

Didgette McCracken
Oregon State University

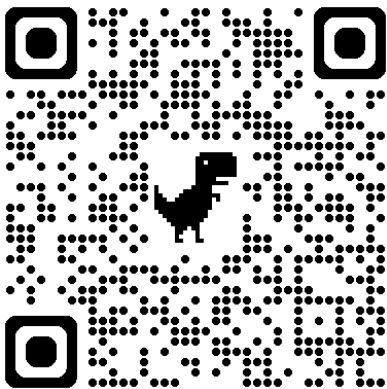
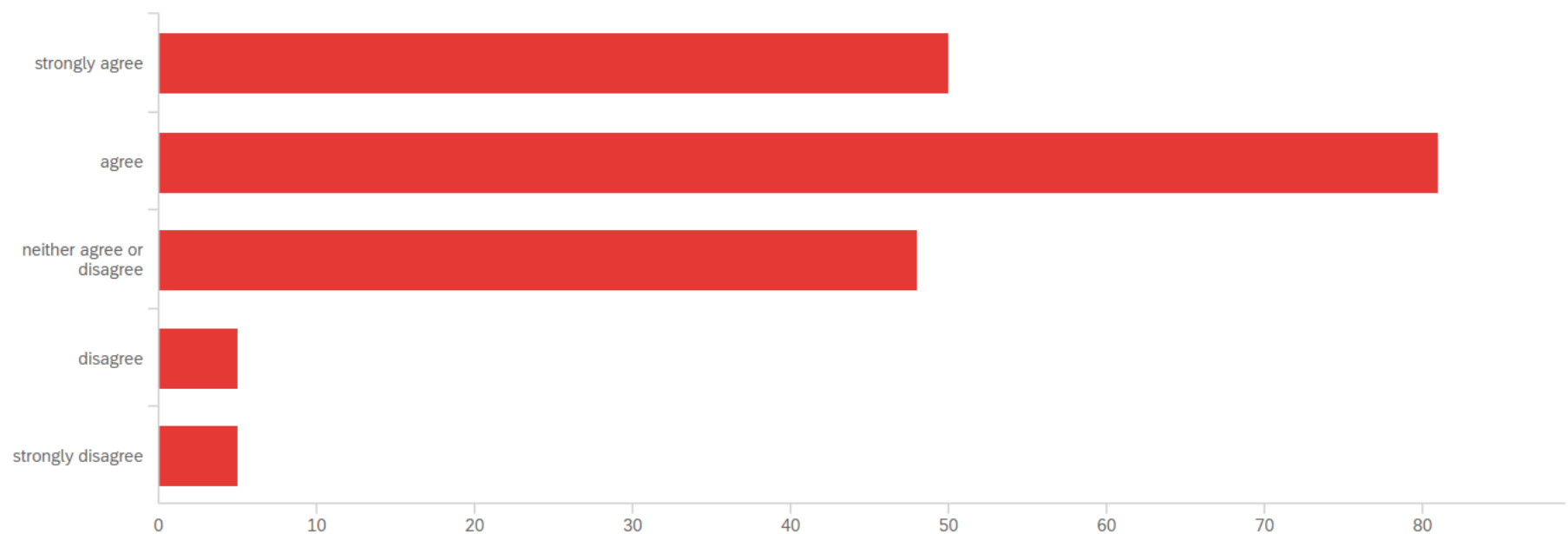


COLLECTING THE DATA

COLLECT AND REPORT THE IMPACT

Q1 - Overall Trades Day 2023 gave me ideas on different careers.

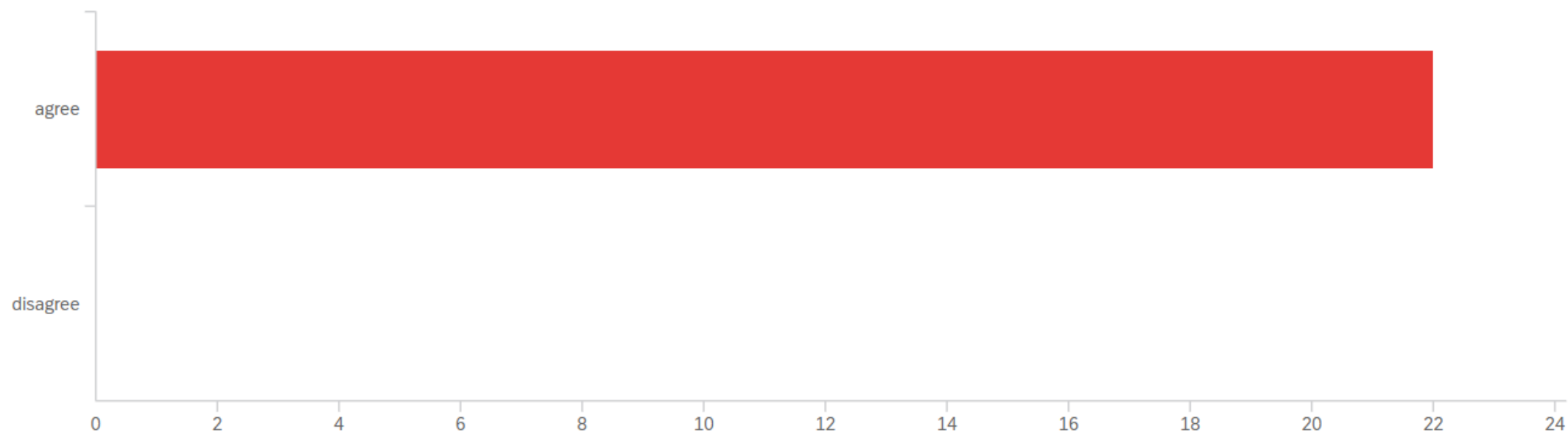
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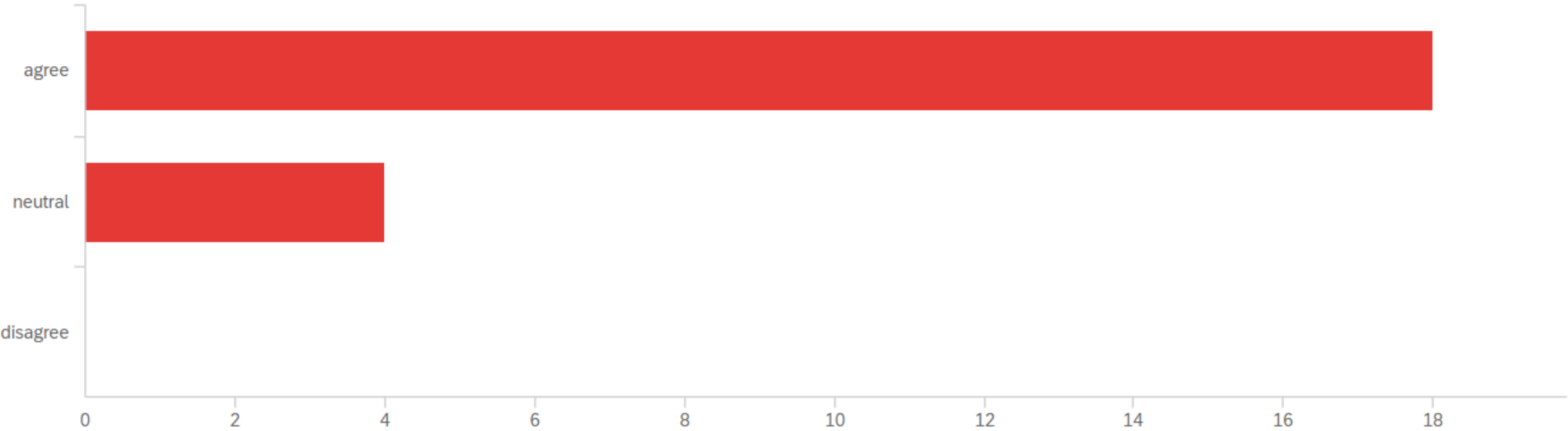
PRESENTER POST SURVEY

Q10 - I would participate again in the future

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Q7 - Students were engaged in the event

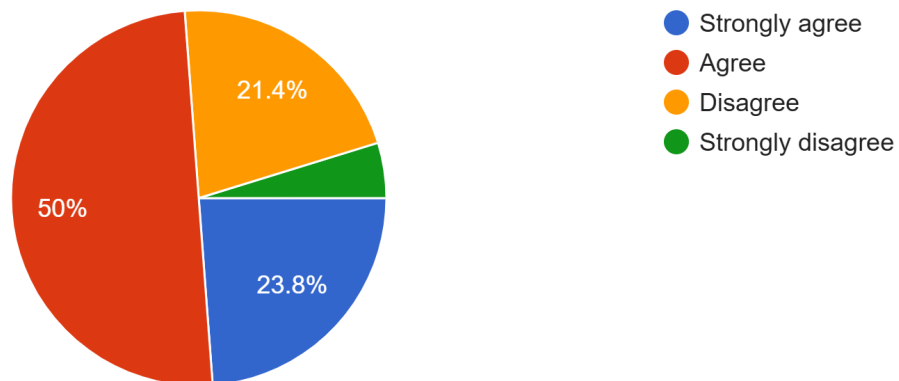


NATURAL RESOURCE CAREER DAY

STUDENT FEEDBACK

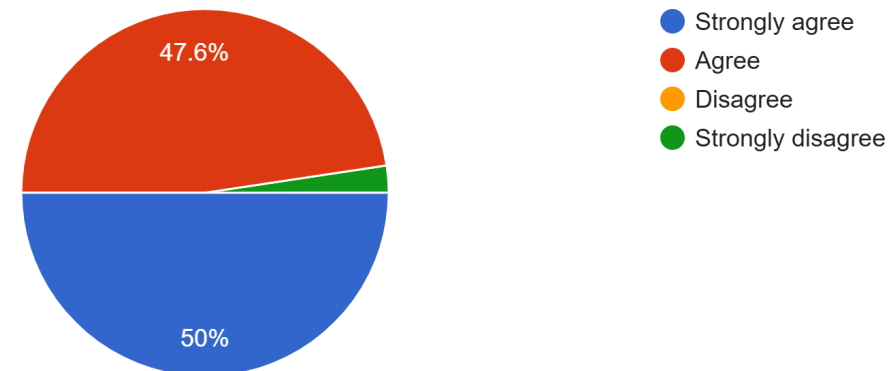
My interest in Natural Resources has increased after participating today

42 responses



I learned NEW things about Natural Resources after participating today

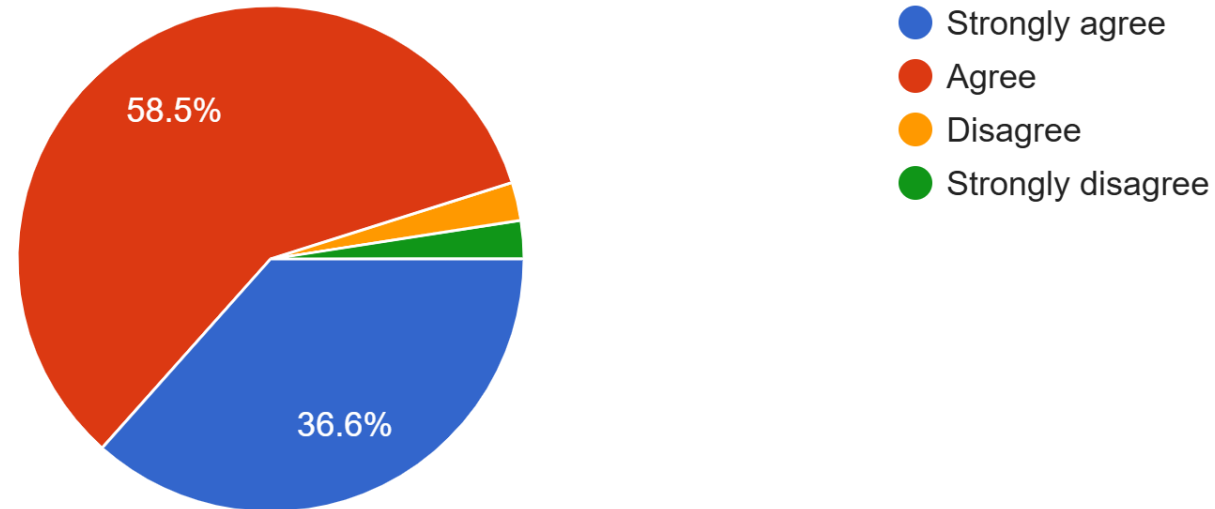
42 responses



REPORTING BACK TO STAKEHOLDERS

I know more about Natural Resource careers after participating today

41 responses



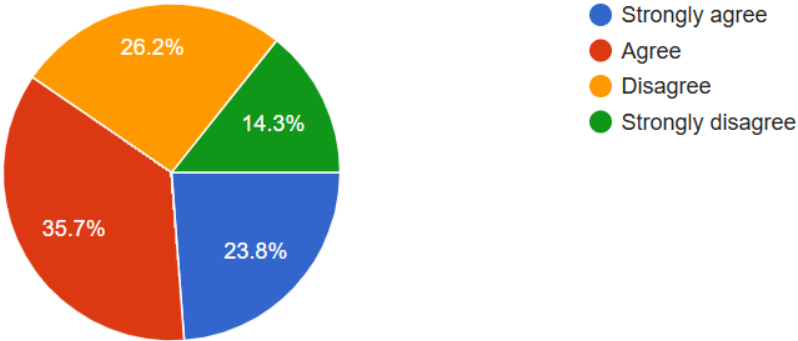
BEFORE AND AFTER

Have you considered a career in natural resources? [Contact Property](#)

CHOICES	ANSWERS	
Yes	10	<div></div>
No	54	<div></div>
Maybe	55	<div></div>

After participating today I want to consider a career in Natural Resources

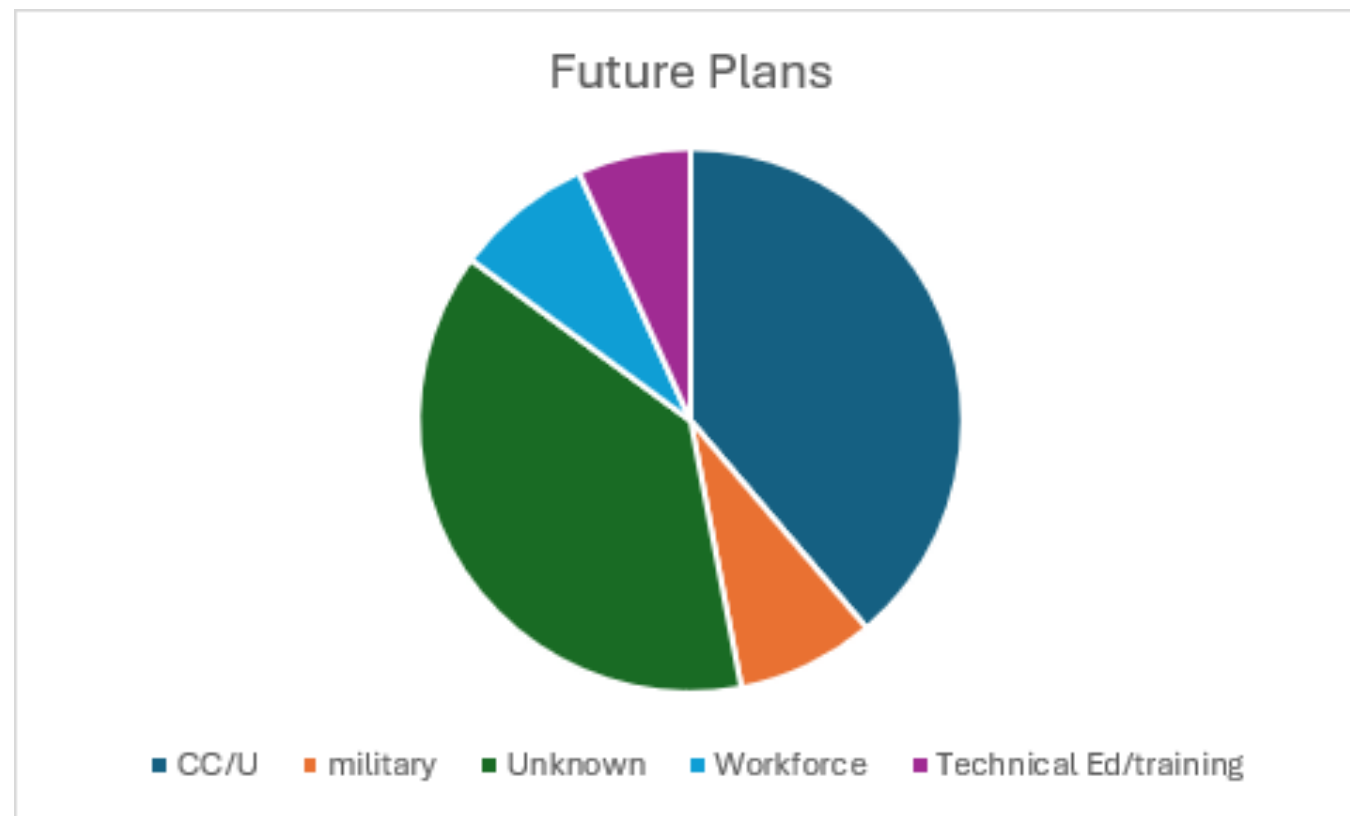
42 responses



STRATEGIC PLANS LEADING TO STUDENT ENGAGEMENT

Economic Development = Workforce Development =
Youth Investment = Community Investment

9th/10th GRADE PRE SURVEY FUTURE PLANS



WHAT SORT OF CAREERS WOULD
YOU PURSUE TO ENGAGE
STUDENTS?

QUESTIONS?



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