



ABOUT

The future success of our economy rests in the hands of today’s students. South Central Kentucky Learning About Unique and New Careers Here—**SCK LAUNCH**—is an overarching talent development strategy that begins at the earliest opportunity in kindergarten and carries to graduation. The initiative builds on momentum achieved through implementation of the principles of **FranklinCovey’s “7 Habits of Highly Effective People”** in elementary and middle schools, then continues the efforts in our local high schools. Our elementary and secondary school systems rank among the best in **Kentucky** and the **U.S.** because of our region’s commitment to strong community values, supportive business leaders and parent involvement.

WHO

SCK LAUNCH is a partnership between the **Bowling Green Area Chamber of Commerce, Bowling Green Independent School District, Warren County Public Schools** and local business partners. With the backbone support of the Chamber, SCK LAUNCH drives toward a common agenda, shared measurement, continuous communication and mutually reinforcing activities. The community’s **Collective Impact** efforts inspire the powerful education and business partnership necessary to create the talent pipeline for high-demand sectors to grow our economy.

WHAT

The intent of the **SCK LAUNCH** initiative is to ensure our children graduate with the knowledge, skills and abilities needed to succeed in whatever path they choose upon graduation. Regardless of their path, we want them to be prepared to succeed in their chosen career. SCK LAUNCH envisions that every student demonstrates the characteristics of **The Ideal Graduate – Global-Minded, Emotional Intelligence and Lifelong Learner.**



HOW

SCK LAUNCH prepares students by providing opportunities to explore their interests, experience relevant work and connect with the real-world. The Chamber partnered with **Alignment Nashville** and **Ford Next Generation Learning** to develop a process to ensure effective planning and strategic alignment of community resources. The **SCK LAUNCH Community Plan** provides the implementation road map to engage business and school partners to strategically coordinate and align efforts. The work of SCK LAUNCH is organized and conducted by specialized **Tactic Teams** made up of 50% community members and 50% educators who bring a diversity of expertise and a passion for education.

| Teams | Purpose |
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| SCK LAUNCH <i>experience</i> | Design a quality career expo for eighth-graders |
| SCK LAUNCH <i>career shadowing</i> | Provide realistic experiences for students to increase career awareness in local companies |
| SCK LAUNCH <i>student-led leadership</i> | Provide opportunity for students to gain the necessary skills to drive their future |
| SCK LAUNCH <i>educator externship</i> | Create engaging opportunity for educators to experience and connect with the local economy |
| SCK LAUNCH <i>parent engagement</i> | Increase parent awareness and engagement in SCK LAUNCH and impact on students |
| SCK LAUNCH <i>communication and marketing</i> | Inform and engage stakeholders and promote importance of career awareness |

The Tactic Teams are overseen by a **Steering Committee** whose efforts are guided by the initiative’s principles and overarching goal.

PRINCIPLES:

1. Support student-driven leadership that builds self-awareness, empowerment, and a career wise graduate
2. Provide meaningful opportunities to explore, experience and connect to build career skills and knowledge
3. Support attainment of nationally-portable industry credentials and post-secondary courses to LAUNCH student’s future career path

OVERARCHING GOAL: Every student will graduate with a career-related experience.

SCK LAUNCH prepares our youth to succeed in a changing world which requires innovative thinking and provides opportunities to connect the dots from learning in the classroom to application in the workplace.