

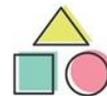
Louisiana Believes

Jump Start 2.0

Proposed Pathway

Business Management & Administration

The **Louisiana Department of Education** is committed to ensuring that every child and school has the opportunity to grow and thrive.



Unified Early Childhood Systems



Academic Alignment



Teacher and Leader Preparation



Pathways to College or a Career



Targeted Support for Struggling Schools

Louisiana's success is a result of the belief that those closest to children are best positioned to make decisions that impact student learning.

In Louisiana, change is achieved through the following process:



1. **Start the work at a small scale with innovative educators** through grants and pilots.
2. **Encourage projects to grow to scale**, through coherent and aligned incentives like funding and reporting.
3. **Nurture and assist the expansion**, through regional partnerships, external support organizations and strategic communications.
4. **Codify changes in policy** after learning from pilots and achieving statewide scale.
5. **Embed the change in the school system planning process and statewide support structures** to facilitate local implementation.



Jump Start Historical Context

LDOE launched Jump Start in 2014 with the Jump Start Blueprint. This created critical infrastructure for redefining Industry-Based Credentials (IBCs) and Career and Technical Education (CTE) in the state of Louisiana.

The framework of Jump Start pathways includes:

- required completion of 9 courses that align to a particular industry
- required attainment of an Industry Based Credential (IBC)
- incentivizing the obtainment of valued IBCs through inclusion in the accountability system

Class of 2018

- 8,736 students graduated with a Jump Start Diploma
- 61% of Jump Start students earned a statewide IBC
- 97,238 credentials were earned by all students in 2017-2018

Jump Start 2.0

In February 2019, after an extensive consultation process, the Department launched a Draft Jump Start 2.0 Blueprint for Public Feedback.

There were three pillars in the Draft Blueprint:

- Every Jump Start Career Diploma student graduates having demonstrated success in the workplace, preparing them to work in a high-wage, high-growth industry.
- Every Louisianan knows and values the Jump Start Career Diploma path as fluently as the TOPS University path.
- Community leaders create systems that bridge education and employment, without state intervention, throughout Louisiana.

In order for Louisiana's economy to thrive, students need to enter into the workforce prepared for high-quality jobs

Pathway and Credential Update

Through December LDOE conducted an engagement process with business and industry, educators, and post-secondary to streamline 40+ Jump Start technical pathways into 11 pathways and orient them with national career clusters, Workforce Investment Opportunity Act (WIOA), Federal Carl D. Perkins, and programs of study. This will also include updated pathway alignment to relevant credentials and coursework. Additionally, the Workforce Investment Council reauthorized the Statewide IBC portfolio - there will be some credentials removed and some added.

Proposed Jump Start 2.0 Pathways

For incoming freshmen 2020-2021

1. Agriculture, Food, & Natural Resources
 2. Architecture & Construction
 3. Arts, A/V Technology, & Communication
 4. Business Management & Administration
 5. Health Sciences
 6. Hospitality & Tourism
 7. Human Services
 8. Information Science & Security
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1. Distribution, & Logistics

Existing K16 Pathways

1. Pre-Educator
2. Environmental Protection and Sustainability
3. LSU Biomedical
4. LSU Computing
5. LSU Digital Design and Emergent Media
6. LSU Pre-Engineering
7. NICERC Cyber Security
8. PLTW Pre-Engineering
9. Xavier University Pre-Pharmacy

Jump Start 2.0: Universal Course Document

For incoming freshmen 2020-2021

Definition: Universal Courses have relevance to all Jump Start 2.0 pathways. The content learned in these courses benefit the students ability to increase technical skills.

Sample of courses for consideration on the Jump Start 2.0 Universal Course list:

General Universal

- Workplace Safety
- Emergency Medical Responder
- Cyber Society
- Introduction to Business Computer Applications
- Entrepreneurship

Basic Career Readiness:

- Agriscience 1
- Quest for Success
- JAG I

Advanced Career Readiness:

- JAG II
- Propel
- OneGoal
- Career Success Skills (LCTCS Partnership)

Work-based Learning:

- JAG III
- JAG IV
- Internships
- Virtual Workplace Experience
- Cooperative Marketing Education
- Cooperative Office Education
- General Cooperative Education

Business Management & Administration: Overview

For incoming freshmen 2020-2021

The Business Management and Administration Jump Start 2.0 Pathway focuses on careers that plan, organize, direct, and evaluate all or part of a business organization. Students will learn **fiscal responsibility when allocating and using financial, human, and material resources**. Pathway coursework equips students to give support needed to make all aspects of a business run, whether training new employees or leading as a top executive. This pathway also **encompasses social media use as a marketing strategy to promote and keep businesses relevant**.

Business Management & Administration: College & Career Ready

For incoming freshmen 2020-2021

High School to Career Ready	Technical College to Career Ready	University to Career Ready
Administrative Assistant	Executive Assistant	Management Professional
Customer Service Representative	User Experience Associate	Human Resources Director
Event Technician	Meeting, Convention, and Event Planner	Event Production Draftsmen and Renderer
Social Media Content Specialist	Digital Community Manager	Social Media/Market Research Strategist

Business Management & Administration: Example of Courses

For incoming freshmen 2020-2021

Example of Courses

- Accounting I, II
- Business Communications
- Business Computer Applications
- CIW Internet Business
- Desktop Publishing
- Economics: AP Macroeconomics and AP Microeconomics
- Economics: DE - CECN 2223 Microeconomics and DE - CECN 2213 Macroeconomics
- Ethics In Business
- Law Studies
- Principles of Business

Business Management & Administration: Example of Credentials

For incoming freshmen 2020-2021

Example of Credentials

- LCTCS credit-based credentials: Associate Degree, Technical Diploma, Certificate of Technical Studies, Career and Technical Certificate
- CIW Internet Business Associate
- Customer Service
- Micro-Enterprise

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Questions or Comments

jumpstart@la.gov