

MICRO
PROFESSIONALS



HAL 2013: Education Team

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Mission Statement

To engage, educate, and inspire children in our local communities by connecting real world professionals to our classrooms.

Executive Summary

The HAL Education Team created the Micro-Professionals Program based on national and local research done on the growing Hispanic population and their educational attainment levels. Nationally, the Hispanic population grew by 43% in the last decade with more than one-third of the population being younger than 18 years old. In 2010, 63% of Hispanics age 25 and older had at least a high school diploma, but only 14% had a bachelor's degree or higher. In addition, only about one in five Hispanics worked in management and professional occupations in 2010.

In response to this data, the Micro-Professionals Program designed a program to introduce professional careers at an early stage of primary education. Our program focused on helping 4th graders understand how businesses work, engage them in real world problems, and inspired them to develop long term professional goals.

The Micro-Professionals Program focused on education and activities in the following areas:

- **Science and Technology – Engineering**
- **Business – Marketing and Sales**
- **Environmentalism – Conservation**
- **Finance – Banking**

In order to help us achieve our objectives, the HAL Education team coordinated educational modules that were presented by real professionals in their fields. With the help of IBM, HEB, Austin Water Utility, and Charles Schwab; each 4th grade class participated in at least one module to explore careers in the four target areas.

With the help of Cunningham Elementary and our business contributors, the Micro-Professionals Program served over 50 students, provided 4 modules, and increased students' awareness of the varied professions by 48 percent.

The Micro-Professionals program now serves as model that will be utilized in the following school year by Cunningham Elementary and is replicable at any school in the Central Texas area. In addition, the program has helped to inspire an entire group of students to plan for their careers to make prosperous futures for themselves and their communities.

Identifying the Need

Since 2000, the Hispanic population has grown much faster than the U.S. population as a whole, a trend projected to continue in future decades.

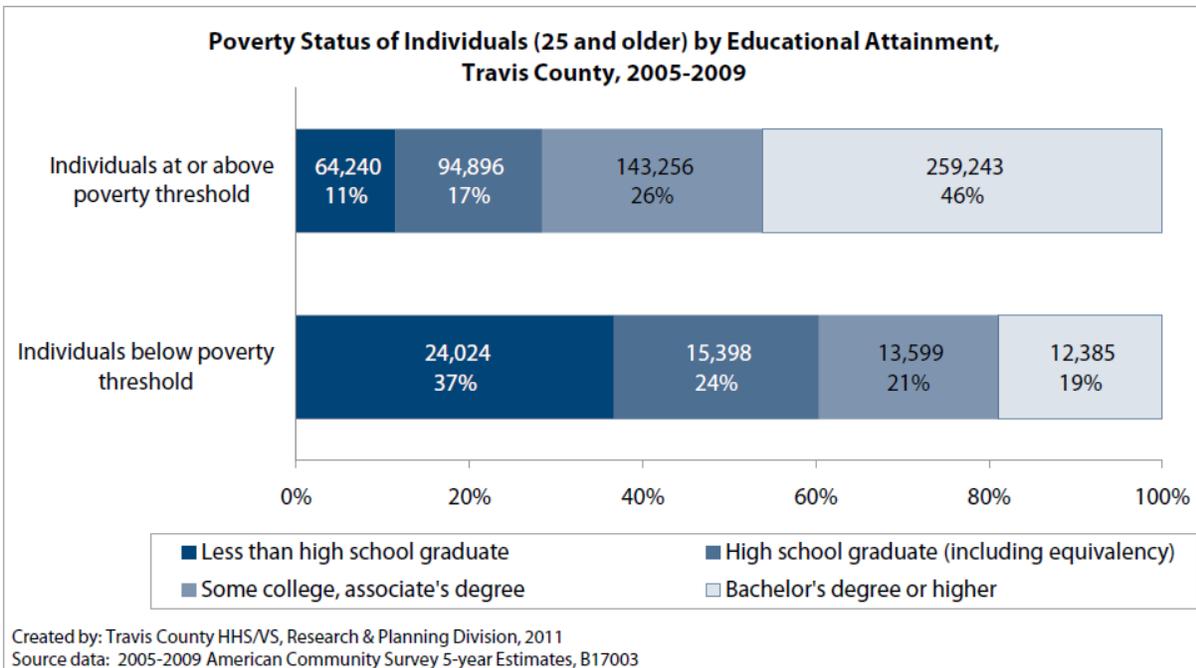
The most recent population projections indicate that by 2050, the Latino population will total roughly 132.8 million people, or 30% of the total population.

Based on data collected in 2010:

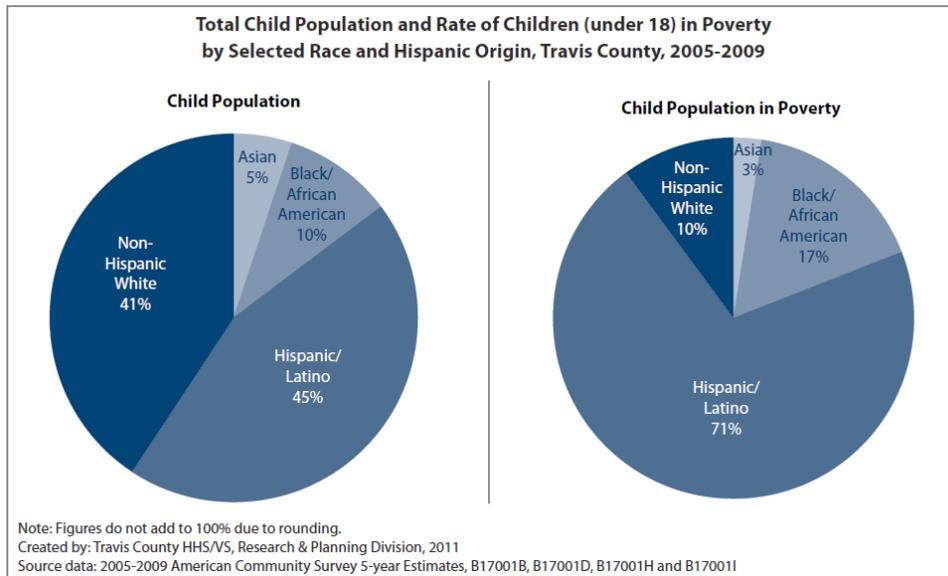
- 22% of the nation’s elementary and high school students were Hispanic
- Only 11% of U.S. college students were Hispanic
- Only 14% of Hispanics age 25 and older had a bachelor’s degree or higher in the U.S.

Local Trends

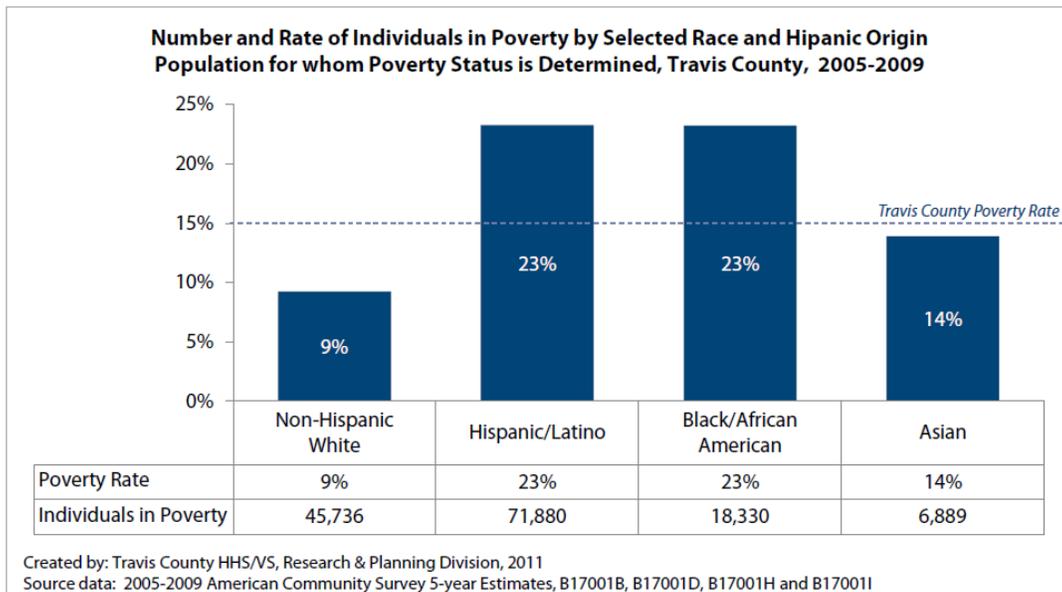
In Travis County, we see strong correlation between education and poverty status. Individuals with low educational attainment are far more likely to have income below the poverty threshold.



Hispanic/Latino children make up slightly less than half (45%) of the Travis County child population, yet they represent nearly three-quarters (71%) of children who are living in poverty.



In Travis County the poverty rate is highest among Hispanic/Latino and Black/African American residents (23% for both groups).



Based on our research, it became evident that many lower-income, disadvantaged Hispanic students are in danger of missing out on opportunities to advance their education and long term earning power. If the students do not realize the wealth of career options and importance of entering and completing college, they may settle for a low-paying job and not achieve their full potential.

Program Design

Micro-Professionals was created to address the gap between educational attainment in the Hispanic community. The Micro-Professionals program partnered with Cunningham Elementary in South Austin due to its diverse population that includes 65% who are Hispanic and low-income students.

Cunningham Elementary is one of the only Austin schools that offer an after-school program called the MicroSociety, which allows children to set up and run their own government and business ventures. The MicroSociety model has shown success in other parts of Texas, but currently can only be run in an afterschool format at Cunningham. Additionally, the program is supported by students paying full, partial, or scholarship tuition.

Both Cunningham Elementary and the Micro-Professionals program wanted to incorporate the real life learning in MicroSociety into the regular school curriculum to ensure we reached most students.

Micro-Professionals was designed as a short term program that brings in real business professionals into the classroom to provide students with the background on their profession and give them a sneak peak at what it would be like working in that field.

We focused on four target professions and had professionals come to meet with different 4th grade classes to provide modules on their professions.

- Each module was one hour long
- Provided background to the profession including roles and job titles
- Students did a group activity to address a real work problem
- Each student took on different roles of a professional





Program Modules

Engineering Module, presented by Karen Siles, Staff Software Engineer at IBM.

Overview: Karen showed the students examples of technology and explained how engineers play a part of the community and perform different jobs in the industry.

Interactive Activity:

- The students formed into teams of four and each were assigned the task of creating computer chips out of cheese and crackers.
- There were very basic instructions and the team decided who would be the project manager, quality control engineer, and the manufacturing line operators.
- After the team was finished creating their chips, they gave a short presentation to the class showing their chips and presenting them to the “client” (one of the teachers or HAL Education Team members) to see if they were happy with the quantity and uniformity of the “chips”.



Business Module, presented by Donald Burdett, HEB Store Director

Overview: Donald discussed what HEB is as well as the company’s mission, vision, purpose and typical customer. Donald went over the importance of marketing and industry competition.

Interactive Activity:

- Merchandising—HEB brought in several cases of products (HEB brand cereals, oatmeal, and chips) and each group was assigned the task of building a mock display. Each team was asked to create a display that would attract customers to their specific product.
- Selling--HEB demonstrated the art and science of selling by encouraging the students to be creative and think like a customer. Each group created a "selling" poster that would draw customers to their display.
- Customer Service-- Each group was asked to give their sales pitch to a potential customer to encourage purchasing and customer loyalty.



Conservation Module, presented by Ginny Guerrero, Public Information Specialist, City of Austin Water Utility

Overview: Ginny discussed how math, science and ecology all play a role in water conservation. Additionally, Ginny provided background on professionals whose job it is to take measurements, record observations, and use a variety of tools and methods to conduct scientific inquiries.

Interactive Activity:

- The students were divided into two groups and asked to simulate the uses and conservation of water. The students measured water usage based on real world behaviors. The goal was for the students to recognize wasteful uses of water in their own environment, and list ways to conserve.
- The students discussed the notable differences between the activities that save water and those that waste, and wrote down ways they can conserve in their daily activities.
- Students were asked to take home two water conservation activities to share with their parents: “Be a Water Detective and Investigate Ways to Save Water”.

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Banking Module, presented by Orlando Garza, Financial Advisor and Donna Miller, Education Manager, Charles Schwab

Overview: Donna and Orlando discussed the world of investment and the roles of a financial institution. Donna and Orlando provided background on the roles and professions involved in financial management.

Interactive Activity:

- The students participated in an interactive activity where they helped determine if items were “wants” or “needs.”
- Magic pennies activity to see how small things can add up when you save
- Budget building for you and your family for fun purchases



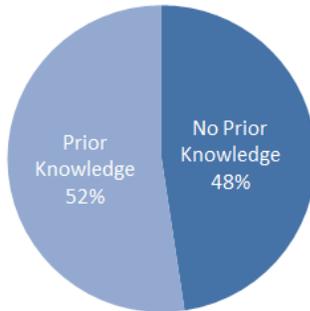
Program Metrics and Deliverables

Overall Stats (43 surveyed)

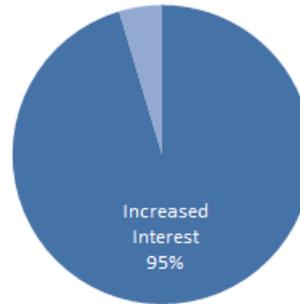
48% of the students had no knowledge of the profession/subject before the module

95% of the students became more interested in the profession/subject after the module

Knowledge of Profession



Increase in Interest in Professions



Engineering Stats (16 Surveyed)

50% of the students had no prior knowledge of engineering

88% of the students became more interested in becoming an engineer

100% of the students would like more activities like the Engineering Module in the future

Students mentioned 11 different types of engineers they would like to be in the future.

Water Conservation Stats (14 Surveyed)

29% of the students had no prior knowledge of water conservation

100% of the students became more interested in water conservation

100% of students would like more activities like the Water Conservation Module in the future

One student said that after hearing the presentation they would like to work for Austin Water.

Money Management/Financial Profession Stats (13 Surveyed)

64% of the students had no prior knowledge of money management/finances

100% of the students became more interested in finance

100% of the students would like more activities like the Financial Module in the future

Students wrote that they learned about bankers, investment firms, and stock brokers.

Program Sustainability

The final piece of the project required us to look at the sustainability and growth of the Micro-Professionals program for the community. As we were designing the program, we wanted to ensure the program could be replicated at other schools and communities. Micro-Professionals decided that providing a video package to Cunningham Elementary would allow the school to cast a broader net for future partnership and marketing. Also included was a recruitment brochure to provide potential business interested in providing Modules. Principal Lloyd plans to introduce the Micro-Professionals concept to other schools across AISD with the help of the video we created.

Micro-Professionals Brochure and Video:

- Provides an overview of the project and background on Cunningham Elementary
- Includes interviews with teachers and students on their experiences with the project
- Provides Principal Lloyd with a sustainable, web-friendly marketing piece to help recruit other schools and businesses in Austin to participate in the Micro-Professionals program. The video can be viewed at <http://vimeo.com/64929649> and will be posted on Cunningham's school webpage.



Financial Statement

Contributions & Expenses	Description	Type	Amount
Karen Siles – Staff Software Engineer at IBM	Presentation on careers in engineer. Hands on project simulating making a computer wafer.	Donation	\$160.00
Donald Burkett - Manager at HEB	Presentation on careers at HEB primarily marketing to customers, visit from HEBuddy, products and goodies bags.	Donation	\$330.00
Geneva Guerrero – Public Information Specialist at Austin Water	Presentation on careers at Austin Water. Project materials on water conservation	Donation	\$300.00
Orlando Garza-Financial Advisor Donna Miller–Manager at Charles Schwab	Presentation on careers at Charles Schwab. The reasons for saving for the future.	Donation	\$642.00
Matt Elizondo – HAL 2013	Supplies for Micro-Professionals project with kids.	Donation	\$20.00
Happy Day Media	Production of Micro-Professionals video	Donation	\$800.00
GAHCC – HAL Class	Seed Money – Food and snacks for Micro-Professionals Celebration	Donation	\$23.06
Total Value of Goods & Services			\$2275.06

All presenters and services were provided to the program from businesses in the local community. With their donations, the Micro-Professionals program brought in **\$2,275.06** worth of education and community services to Cunningham Elementary.

About the Education Team

Julie Hatfield served as the Assistant Project Manager on the Micro-Professionals project. Julie provided support and input on the program structure. Julie works at Texas Gas Service as a Customer Development Specialist and promotes natural gas appliance benefits and rebates to Austin's residential customers, home builders, retailers and Realtors.

Carrie Schneider assisted with research and statistics and coordinated the HEB Micro-Professionals session. In addition Carrie served as producer for the Micro-Professionals video. Carrie works as a Waiting Child Specialist for Great Wall China Adoption/Children of all Nations, and is also co-owner of Happy Day Media specializing in photography and video services.

Sammy Morales served as the Project Manager on the Micro-Professionals project. Sammy coordinated the project and oversaw all activities. Sammy works at Goodwill Industries of Central Texas as a Project Coordinator. Sammy coordinates the implementation of grants to assist those looking for work in the local community.

Matt Elizondo served as the Finance Analyst for the Micro-Professionals. Matt provided support and monitoring for all donations, contributions, and spending. Matt has worked for the Lower Colorado River Authority for over 13 years in the Accounting Department.

Eeva Carr served as Marketing Manager on the Micro-Professionals. Her role involved recruiting businesses and presenters for the Micro-Professionals Program. Eeva is Vice President of Small Business Banking at Bank of America. Eeva is committed to taking the time to understand what makes each business unique and delivering financial solutions that can help business owners grow, manage, protect and plan for the future



Julie Hatfield – Carrie Schneider – Sammy Morales – Matt Elizondo – Eeva Carr

Acknowledgements



The Micro-Professionals Program would not have been possible without the support of:

Cunningham Elementary

HEB

Charles Schwab

IBM

City of Austin Water Utility

Happy Day Media

Goodwill Industries of Central Texas

Texas Gas Service

Bank of America

LCRA

The Greater Austin Hispanic Chamber of Commerce

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