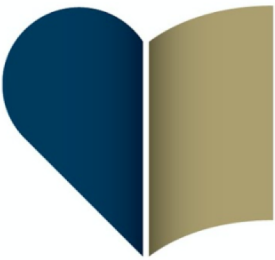


**“It’s workforce  
talent, silly”:  
the politics of  
dual enrollment  
January 2020**





**GOVERNOR'S  
HEALTH  
SCIENCES  
ACADEMY**  
AT T.C. WILLIAMS HIGH SCHOOL

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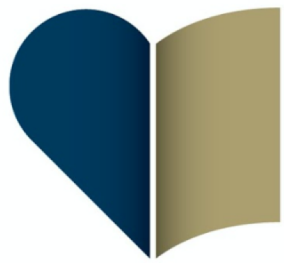


**Linda Zanin**  
Director of Strategic Partnerships  
The George Washington University



**David Baker**  
Assistant Director, Government & Community Relations  
Virginia Polytechnic Institute and State University

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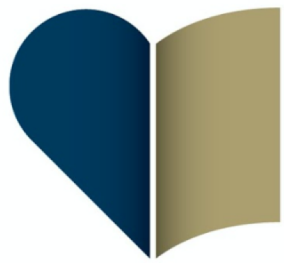


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# Presentation agenda

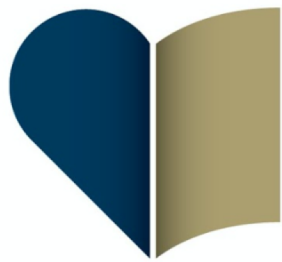
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**Political Environment**  
**Building Your Team**  
**Case Study**  
**Identifying Partners**  
**Lessons Learned**  
**Q & A**

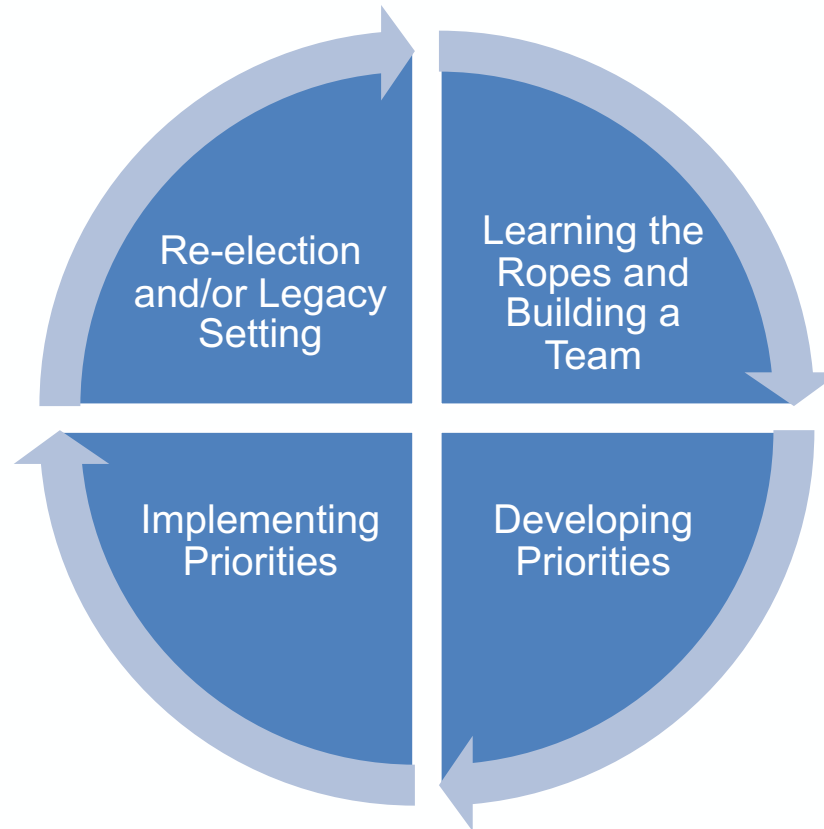


## Understand your political landscape

- **Which party is in control?**
  - **Single party or shared power?**
- **Do your elected officials have term limits and where are they in the political cycle?**



## Cycle of Government



## What are the local, regional, and statewide priorities?

**Local** - Are local leaders focused on k12, healthcare crisis, transportation, opioid addiction?

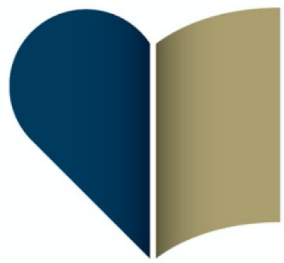
- be realistic where education falls in the pecking order for your elected officials.

**Regional** - Do you live in a community where there is a regional body?

- Economic Regional Workforce Development
- Council of Governments
- Greater Washington Partnership (MD, DC, VA)
- Regional Economic Development Authority

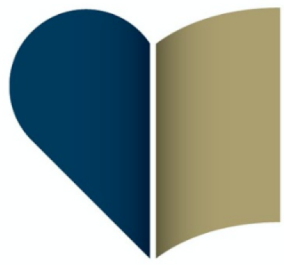
**Statewide** - Governor's Office, members of state legislature, state agencies

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## Tell your story... what's your pitch?

- **Public - Private Partnership**
- **Healthcare jobs projected to grow 18% through 2026, adding 2.3 million new positions nationwide, more than any other occupational group, according to the Bureau of Labor Statistics**
- **Provide opportunity to attend a STEM program focusing on health sciences**
- **Start a career pathway and earn college credits while in high school**



## Who should be part of the internal team?

- **Support from your department/ school/ institution**
  - **Who is your champion in the senior administration?**
  - **Faculty that will be expected to participate/ contribute**
- **Communications**
- **External Affairs/ Government Relations**
- **Finance**



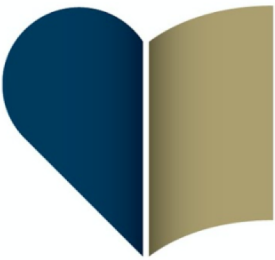


## Building Your Team

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**How do you make your External Affairs/ Government Relations team care?**

- **How does your project relate to their role? How can you make their job easier?**
  - **Politics is everything and everything is political**
  - **Use them as a dry-run for telling your story externally and see what “sticks”**
  - **They don't need to be in every planning meeting, but establish a time to periodically update them**
  - **One-pagers and visuals are always best**



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# Case Study

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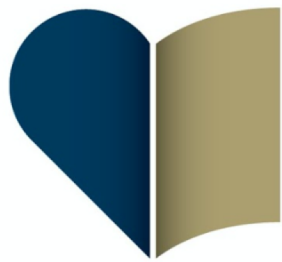
### The Academy's students are representative of ACPS' diverse population

- T.C. Williams is the largest high school in Virginia with more than 4,000 students
- Diverse population of students across ethnic and racial demographics
- Represent 118 countries and speak more than 120 languages
- More than 55% are eligible for free or reduced lunch

## Academy Goals

Create future generation of health professionals from diverse backgrounds to provide culturally competent care for unrepresented and underserved populations

- Build a sustainable educational infrastructure
- Addresses healthcare workforce shortage
- Provide career exploration in high school
- Earn certifications and college credits
- Enter the healthcare workforce in careers at entry, mid and high level health professions



## Academy outcomes: Student options upon high school graduation

**Option 1**



**Students leave high school with enough training to enter the workforce**

**Option 2**



**Students can pursue an associate's degree**

**Option 3**



**Students earn guaranteed admission into GW SMHS or can take their GW transcript to another school.**

## Case Study

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For the Academy, our story became five points:

- **Created seven pathways to high-demand, high-paying careers**
- **Opportunity to earn college credit at no cost to students & parents**
- **Addressing a critical need in our community: healthcare workforce shortage**
- **Students are prepared for entry, mid and high-level jobs in healthcare**
- **Guaranteed Admissions Agreement**

## Our Stakeholders

### Internal Stakeholders



### External Stakeholders



# Identifying Partners

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- **Make a list of internal and external stakeholders that will/should care**
- **Understand how stakeholders can help influence your initiative**
  - **“We would really be successful if X bought into this program.”**
- **Bring stakeholders on board during the planning process – bring them on early but not too early**
- **Understand stakeholder perspective, this will help shape your initiative**
- **Develop and manage relationships**



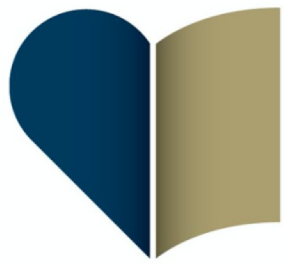
## Develop a diverse network Partners

### Internal stakeholders

- Participate in the strategy, organizational policy, coordination, funding, resources

### External stakeholders

- Contribute their needs, interests, views, experiences and knowledge in addressing the issues that are important to the organizations they represent and communities they serve



## How do you build a coalition of partners?

### Identify the right people to involve in your program

- Who is on what side of the issue?
- Who holds official positions that can help influence?
- Who runs local, regional or state organizations with relevant interests?
- Who will be affected by your program? Are they represented in the group?
- Who has been/ is involved in similar programs?

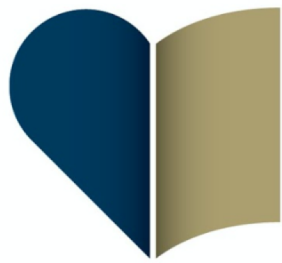
## Challenges we encountered and how we overcame them:

- **Personnel challenges**
  - **Established clear criteria for reporting/ disseminating info**
  - **Always looking for new people to join the team**
- **Political roadblocks**
  - **Leveraged political relationships**
  - **Utilized industry partners**
- **Financial obstacles**
  - **Partnered to pursue federal funding**
  - **Both ACPS & GW have made lasting financial commitments**

# Lessons Learned

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- **Know your lane**
- **Understand your competitors**
- **Recognize where you fit in the broader picture**
- **How does the work you are doing fit into local, regional, state and national needs**



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**Q&A**

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# Questions?

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