



TOMORROW'S INNOVATIVE WORKFORCE IS IN OUR SCHOOLS TODAY!

Kent Ellis, T⁴ Energy Education Director
701-426-4891
kent_ellis@bismarckschools.org

Marilyn Kipp, T⁴ Coordinator
701-226-2273
NDT⁴T-mkipp@midco.net

T⁴ Tools Trades Torque Tech

What is T⁴:

T⁴ introduces students to workforce skills, needs, training and networking opportunities with industry leaders and technicians!

How do we expect young people to dream if they don't know what they can dream about? Opportunities for industry career exploration give young people broader exposure to the working world they will one day enter. It helps them "connect the dots" between school and career in ways that keep them motivated to learn the skills they will need for the future.

Why Industry Career Exploration Matters:

- Industry career exploration experiences and opportunities can improve academic performance.
- Industry career exploration opportunities improve the attitudes of young people and provide motivation about their industry career possibilities.
- Industry career exploration improves students' knowledge of career options, encouraging them to develop and work toward goals during their critical years.
- With a better understanding of the working world, young people can more easily envision how they fit successfully into the world.

- Once students know what preparation is needed for specific industry careers, participants will become better able to set realistic goals for themselves and pursue them.
- Students participating in industry career exploration programs are more likely to enroll in career, technology, and academy courses based on future goals.
- Connecting students, and their parents, to industry career exploration at an earlier age is imperative to raising awareness of, and interest in industry career, internship, and apprenticeship options available today and in the future.

Why Your Involvement Can Make a Big Difference!

- Industry Leaders have the opportunity to share needs, provide guidance, give feedback and provide resources.
- Education: Industry leaders can be a part of creating and implementing programming by primary, secondary and post-secondary education and training organizations.
- Community: Industry leaders can facilitate community conversation.

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