

Building the Future of East Tennessee's Workforce

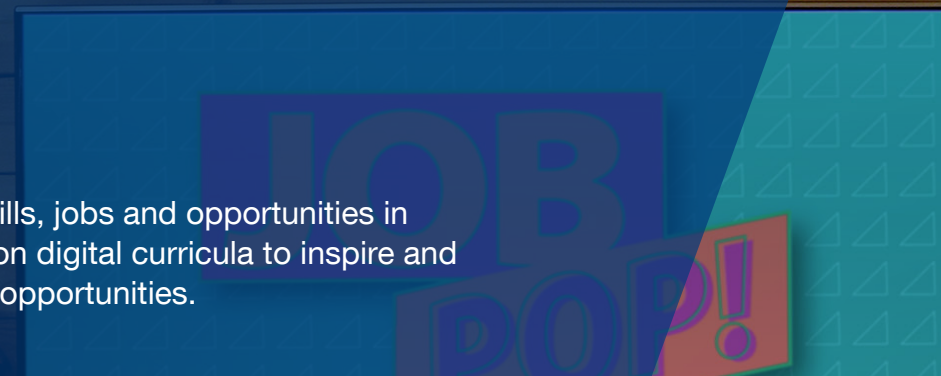
East Tennessee PBS is creating pathways for early learners to the skills, jobs and opportunities in the TVA service region by producing a series of videos and companion digital curricula to inspire and engage youth in STEM careers and regional workforce development opportunities.

BUDGET

\$582K

\$407K
TVA Connected
Communities

\$175K
Proposed
Match



Background



Current Programs Fall Short

Present efforts don't provide equal access to information that introduce young people to the jobs, skills and careers needed. There are several programs addressing the immediate labor shortage problem, but few programs look beyond 5-10 years.

FOCUS

K-8
grade level

5-13
years in age

THE OPPORTUNITY

Vocational and STEM Careers

Increase awareness and interest in vocational and STEM career fields by introducing students as early as possible to regional opportunities and how to get there.

Scope



Video Series

produced by East Tennessee PBS and Land Grant Films cover skilled labor and STEM-field career opportunities.



Digital Curriculum

is created for teachers, parents and students for expanded engagement.



Distribution Channels

include public television broadcast, online distribution and in-classroom use.

DETAILS

48
videos planned
in phase one

90
second videos

TikTok Style
with the substance
of Mr. Rogers

THE GOAL

Creating Awareness in the Youngest Citizens

around STEM-related careers and necessary skills ensures a pipeline of talent for years to come.

Performance

Key Performance Indicators

- Schools/school systems engaged
- Community engagement events and activities
- Community engagement surveys and data collection
- Teacher input and engagement
- Online video and social media engagements

The Value

Regional Workforce

- Ensures the area has a pipeline of talent of in-need jobs and skills for years to come.
- Increases interest in vocational and STEM career fields.

K-8 Students

- Creates awareness of in-demand careers and skills during developmental years.
- Leads to more engaged students, by connecting learning to local career opportunities.
- Provides digital companion curriculum for further engagement.

Other Communities

- Demonstrates a long-term, sustainable and collaborative model for replication of other concepts.
- Supports the ability to continue indefinitely into the future with more episodes developed to address new technologies, industries and a changing region.



Key Partners

PROJECT LEAD

East Tennessee PBS

ADDITIONAL PARTNERS

Knoxville Chamber of Commerce

Land Grant Films,
University of Tennessee

Tennessee Valley Authority

The Office of Research, Innovation
and Economic Development,
University of Tennessee

University of Tennessee Oak Ridge
Office of Innovation Institute

Timeline

Ongoing

Project Development

April 2022

Preproduction

July 2022

Full-Scale Production

October 2022

Distribution

Ongoing

Follow-Up



Learn more about
this pilot project