

Building the Future of East Tennessee's Workforce

East Tennessee PBS will create pathways for early learners to the skills, jobs and opportunities in our region by producing a series of videos and companion digital curriculum to generate awareness and engagement in youth around STEM careers and regional workforce development opportunities.

BUDGET

\$573K

\$408K
TVA Connected
Communities

\$165K
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.

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.

FOCUS

K-8
grade level

5-13
years in age

Scope



Video Series

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



Digital Curriculum

will be created for teachers, parents and students for expanded engagement.



Distribution Channels

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

DETAILS

48
videos planned
in phase one

90
second videos
that will have the substance of Mr. Rogers with the style of TikTok

THE GOAL

Creating Awareness in the Youngest Citizens

around the careers and skills needed, will ensure 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

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.

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.

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

East Tennessee PBS

Land Grant Films, University of Tennessee

Knoxville Chamber of Commerce

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

University of Tennessee Oak Ridge Office of Innovation Institute

Tennessee Valley Authority

Process

Project Development:

Ongoing

Preproduction:

April 2022

Full-Scale Production:

July 2022

Distribution:

October 2022

Follow-Up:

Ongoing

