



THE STATE EDUCATION DEPARTMENT / THE UNIVERSITY OF THE STATE OF NEW YORK / ALBANY, NY 12234

TO: Cultural Education Committee

FROM: Mark Schaming 

SUBJECT: Public Broadcasting – GPS for Success

DATE: April 25, 2019

AUTHORIZATION(S): 

SUMMARY

Issue for Discussion

Staff from WPBS (Watertown PBS station) will discuss their educational programs including “GPS for Success”, a web resource that provides students and young adults with information about career opportunities, income potential, and education/training requirements in careers experiencing a shortage of skilled workers.

Reason for Consideration

For information.

Background Information

WPBS, the PBS station for Northern New York, has developed a career path web resource for students, educators, employment and training agencies, and underemployed adults to explore career options and prepare for college and/or a career. The website, www.MyGPSforSuccess.com is an interactive and mobile responsive resource featuring videos, scholarship information, a career interest survey, curriculum resources, and student resources. Lynn Brown, WPBS President and General Manager, and Kraig Everard, WPBS Director of Advancement, will discuss the project’s development, successes, and plans for future growth.

GPS for Success identifies real career opportunities in the Northern New York region, income potential, and education requirements in each career cluster. Career cluster examples include Health Science; Manufacturing; Agriculture, Food and Natural Resources; and Science, Technology, Engineering and Math (STEM). WPBS staff met

with hundreds of industry leaders in their respective career clusters to produce videos and create webpage content. Additional phases for the initiative will include resume building skills, interview skills, and lessons on ethics in the workplace.

WPBS collaborated with the Northern New York Community Foundation and Jefferson-Lewis and St. Lawrence-Lewis BOCES to create this resource. WPBS has developed a licensing agreement so that the website and resources can be tailored for other markets. GPS for Success was included in the Board of Regents Non-State Aid Budget Priorities for 2019-2020.