

# 8TH ANNUAL 2023



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**STUDENTS  
EXPLORING  
CAREER  
OPPORTUNITIES**

**NOVEMBER 15-16**

PRESENTED BY



OUR FUNDING PARTNERS



**THE RAPIDES FOUNDATION**



**REGIONS**

# WHY SECO?

The **Students Exploring Career Opportunities (SECO) Expo** is Central Louisiana's premier college & career awareness and exploration event. SECO provides an engaging space for 10th and 12th grade students to experience different career options while exploring the educational pathways to achieve their goals.

The annual two-day event intersects each student's educational journey during a critical stage in their high school careers. SECO strives to help 10th and 12th graders make a critical educational decision: to pursue a university-oriented diploma, or to focus on the industry-based credentials that will prepare them for entry level jobs post-high school.

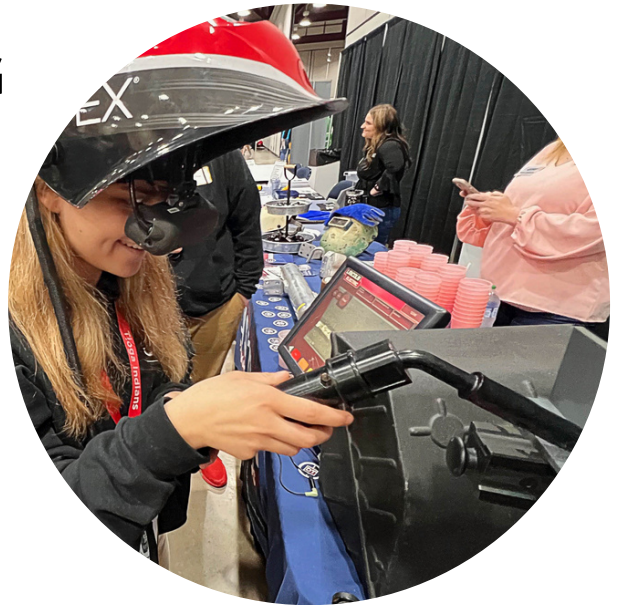
Produced by The Orchard Foundation and The Rapides Foundation, SECO brings together 60+ industry partners, local educational institutions, and community groups. Interactive demos and simulations engage students in planning for their futures.

In addition to exploring potential career pathways, students at SECO learn how the career decisions they make will impact their personal finances. They build a budget that reflects their career and lifestyle goals, considering the opportunities as well as the potential financial barriers associated with their career choice.

# HOW IT WORKS

## INTERACTIVE & ENGAGING

All SECO activities are interactive, requiring engagement and movement. Exhibitors present thought-provoking simulations and demonstrations that grab and hold students' attention.



## REGIONAL EMPLOYERS

Students journey through multiple career clusters, learning about job prospects from regional industries. They learn about skill requirements to be competitive in the workforce.



## FINANCIAL LITERACY

Students build imaginary household budgets based on the lifestyle they envision for themselves. They determine if their future job selection would support that budget.



# SECO STATS

**20,868**  
TOTAL  
**STUDENTS**  
SERVED IN  
**NINE PARISHES**

- *Nine Parish Service Area includes Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon & Winn School Districts.*
- *Sixty-five Central Louisiana Businesses & Postsecondary Institutions participated in the 8th Annual SECO.*

SECO	DATE	NO. STUDENTS ATTENDED	NO. SCHOOLS ATTENDED	GRADE LEVELS ATTENDED
8th SECO	NOVEMBER 2023	2,667	47	10th & 12th Grades
7th SECO	NOVEMBER 2022	2,442	46	10th Grade
6th SECO	NOVEMBER 2019	2,761	47	10th Grade
5th SECO	NOVEMBER 2018	2,458	43	10th Grade
4th SECO	NOVEMBER 2017	2,443	41	10th Grade
3rd SECO	JANUARY 2017	2,799	52	8th Grade
2nd SECO	DECEMBER 2015	3,104	52	8th Grade
1st SECO	JANUARY 2015	2,194	35	8th Grade

## CAREER CLUSTERS AT SECO 2023

AGRICULTURE,  
FOOD & NATURAL  
RESOURCES

EDUCATION  
& TRAINING

MANUFACTURING

ARCHITECTURE  
& CONSTRUCTION

FINANCE

HUMAN  
SERVICES

MARKETING,  
SALES & SERVICE

ARTS, AV  
TECHNOLOGY &  
COMMUNICATIONS

GOVERNMENT  
& PUBLIC  
ADMINISTRATION

INFORMATION  
TECHNOLOGY

STEM

HEALTH  
SCIENCE

LAW,  
PUBLIC SAFETY,  
CORRECTIONS  
& SECURITY

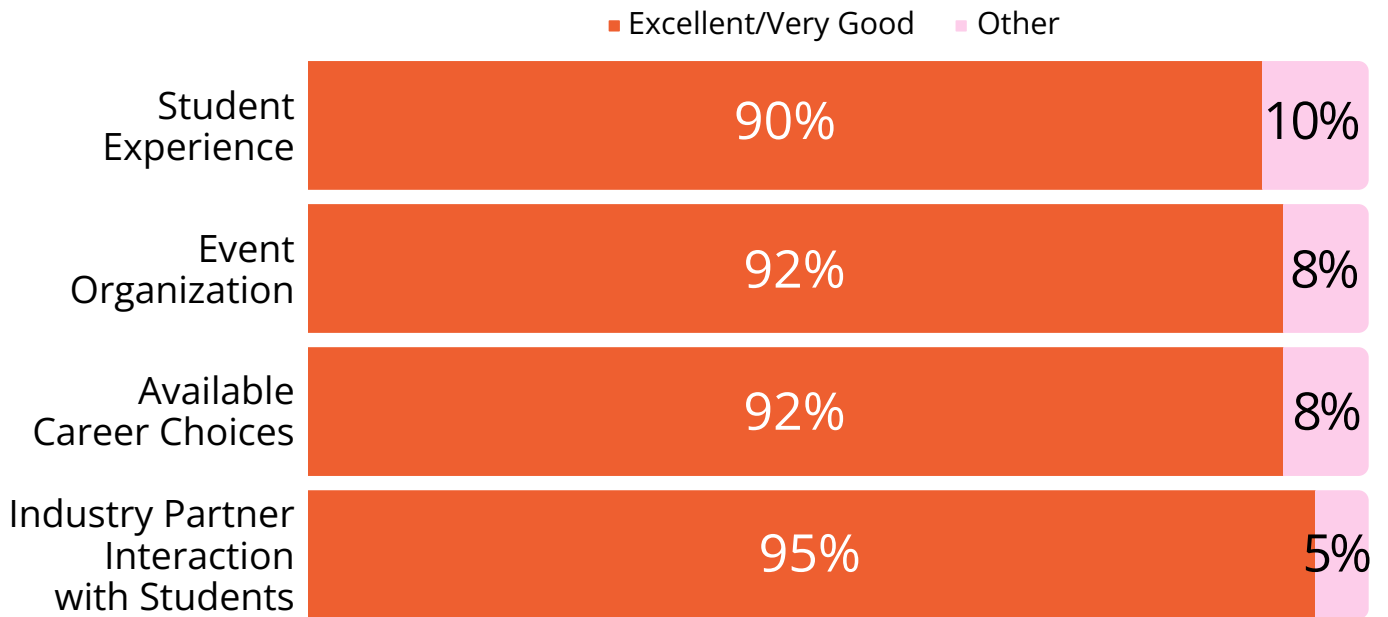
TRANSPORATION,  
DISTRIBUTION &  
LOGISTICS



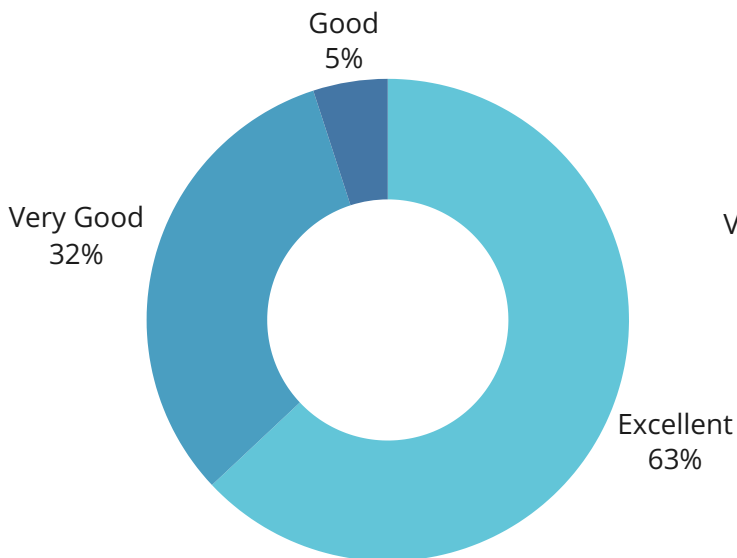
# FEEDBACK

Results from post-SECO satisfaction surveys of educators & exhibitors.

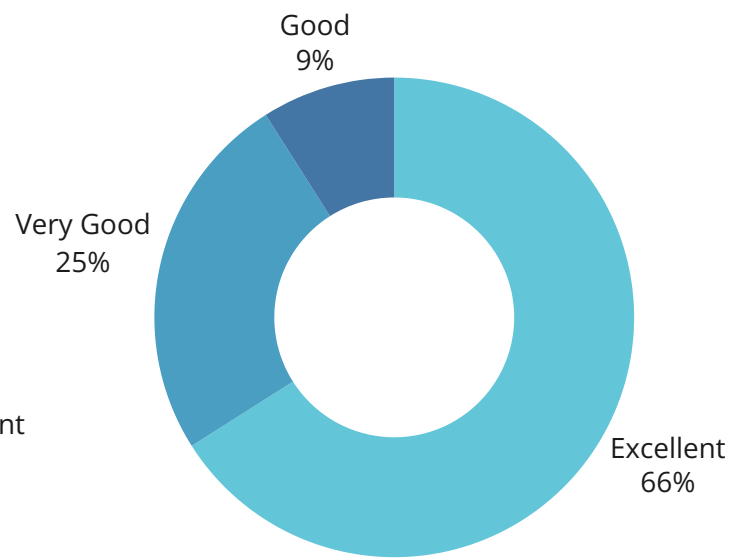
## Overall Student Experience According to Educators



## Overall Exhibitor Experience According to Exhibitors



## Level of Booth Traffic According to Exhibitors



# MEDIA

See clickable links below.

Students explore careers at SECO Expo

[https://www.thetowntalk.com/picture-gallery/news/local/2023/11/17/photos-students-explore-careers-at-seco-expo/71614758007/?fbclid=IwAR0eKYULepLTocbjgwJrFzurR57cFJ3nEVVijCD4GqzTVznITtS87IEfZnQ\\_](https://www.thetowntalk.com/picture-gallery/news/local/2023/11/17/photos-students-explore-careers-at-seco-expo/71614758007/?fbclid=IwAR0eKYULepLTocbjgwJrFzurR57cFJ3nEVVijCD4GqzTVznITtS87IEfZnQ_)

The Orchard Foundation hosts annual SECO event for thousands of CENLA youth

<http://klax-tv.com/orchard-foundation-hosts-annual-seco-event-for-thousands-of-cenla-youth/>



*“I really enjoy how interactive it [SECO] is for the students and how they can learn about the different career opportunities that are in Central Louisiana!”*

*- Educator*



*“I feel the event improves every year. The students, faculty, and others attending were so friendly and all seemed so happy to be involved. It was a wonderful experience as always!”*

*- Industry Partner*

# STUDENT CHOICE AWARDS



## HONORABLE MENTION

PRESENTED TO

**Louisiana CAT**

**LSUA Department of Allied Health  
Clinical Laboratory Science**

**CHRISTUS Health**

**LSUA School of Education**

**LSUA Department of Allied Health  
Radiologic Technology**

**City of Alexandria, Police Department**

**CLTCC Workforce Health**

**CLTCC Mobile Unit & Welding**





# SECO SNAPS

