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Cover Letter

February 14, 2018

Dear Business Partners and Educators:

On behalf of the Career Technical Education Team from Mt. Shasta and Yreka High Schools, we would like to thank you for your attendance and input at our November 1st Industry and Education night. Please find attached the results from the initial Work-Based Learning Experiences and Needs survey that was completed by participants that night. The results show the work-based learning experiences and needs that Business and Industry and education have used or would use along with feedback about their experiences.

This year's CTE Industry and Education Night continued to evolve the vision to "Grow Our Own" workforce and "Bridging the Gap" between business and industry and education in Siskiyou County to increase economic growth. The results of the evening survey and activity will be shared and utilized by the countywide Siskiyou Occupational Advancement Roadmap (SOAR) team. The goal of SOAR is to continue to build a process that allows education to provide preK-14 students and adults with work-based learning opportunities throughout Siskiyou County focused to "Grow Our Own Workforce." The soft skills posters from the 2016 CTE Industry Night are in production and should be distributed within the next few months.

If you are interested in applying to be a member of SOAR or have any questions regarding CTE Industry Night and/or SOAR, please contact Bright at bnichols-stock@sisuhd.net or Marie at mcaldwell@svusd.us. The 2018 CTE Industry Night will be sponsored by Marie Caldwell, Superintendent, Scott Valley Unified and held in the Scott Valley. Watch for information in September 2018!

Again, we thank you for your participation in the very collaborative, productive event on November 1st as well as your continued partnership to grow our own workforce in Siskiyou County. We look forward to continuing this partnership together!



Bright M. Nichols-Stock, Ed.D.
SOAR Lead/Business and Technology Teacher
Mount Shasta High School



Marie Caldwell
Superintendent
Scott Valley Unified

Summary

The goal of the Career Technical Education Industry Advisory Night was to bring together Siskiyou County educators and advisors from business and industry to continue the discussion about how to “Grow Our Own” workforce by:

- 1) Share out, by industry sector, the results of last year’s integrated business and industry, with education activity; and
- 2) Determine business and industry work-based learning experiences and needs;
- 3) Brainstorm, by industry sector, “How business and industry benefit from work-based learning opportunities with students” in Siskiyou County; and
- 4) Request business and industry representatives to apply to be considered to serve on the SOAR steering Committee.

Participants

- Sue Villarreal, Teacher, MSHS
- Nancy Patrick, Mt. Shasta Chamber of Commerce
- Paula Reynolds, Great Northern Services
- Pamela Neronha, Pluvion, Inc.
- Roi Crouch, Community Consulting
- Denise Spayd, Siskiyou Food Assistance
- Emily Acord, Klamath Alliance for Resources and Environment
- Christina Schmidlin, MLFN/Hellikon
- Sati Shah, Principal, MSHS
- Cassandra Tobey, Jefferson Economic Development, Inc.
- Regina Hanna, Etna High School
- Jacob Hargett, Etna High School
- Bryce Cummings, YHS
- Canada Ross, Dignity Health
- Chris T. Stock, Mt. Shasta Police Department
- Georgia Liniger, McCloud High School
- Mike Matheson, Superintendent, Siskiyou Union High School District
- Jeremiah LaRue, Siskiyou County Sheriff's Department
- Ariel Patterson, Etna High School
- Tammy Thackeray, Etna High School
- Ryan Ramos, Etna High School
- Jessica Bowman, Principal, McCloud High School
- Christina VanAlfen, CTE Grant Manager, College of the Siskiyous
- Crystal Aston, The Ford Family Foundation
- Bruce Deutsch, City Council, Dunsmuir
- Alysia Garcia, Dunsmuir High School
- Clarissa Murillo, Dunsmuir High School
- Katinan Price, Dunsmuir High School
- Bright Nichols-Stock, SOAR, Lead/Teacher, MSHS
- Sher Barber, Consulting
- Sean Smith, Siskiyou Economic Development Corporation
- Stacey Shoemaker, School Nurse, Siskiyou County Office of Education
- Rhonda Daws, Assistant Principal, YHS
- Amy Gaither, Teacher, YHS
- Harry Sampson, Teacher, YHS
- Larry Brown, Teacher, YHS
- Terry Jones, Discover Siskiyou
- Michelle Korkowski, Instructor, College of the Siskiyous
- George Jennings, Ore-Cal RC&D
- Jim Mullins, Mt. Shasta Chamber of Commerce
- Kristen Stroud
- Steve Baker, City of Yreka
- Melody Shah, Teacher, MSHS
- Seata Madison, Great Northern Services
- Marie Caldwell, Superintendent, Scott Valley Unified
- Robert Cobo, Teacher, YHS
- Christian Birch, Teacher, YHS
- Diane Oliver, Teacher, Happy Camp High School
- Jeff Capps, Teacher, Dunsmuir High School
- Tim Stearns, City of Mt. Shasta
- Sarah Kirby, Mt. Shasta Herald
- Josh Oates, Teacher, Weed High School
- Stephen Schoonmaker, President, College of the Siskiyous

Themes and Recommendations

COUNTYWIDE “GROW OUR OWN WORKFORCE”

This theme recommended continued collaboration between K-14 education and business and industry to:

- Provide centralized education and business/industry liaison for work-based learning support and resources countywide.
- Enhance coordination and communication between education and business/industry through educating all stakeholders about work-based learning opportunities in the county.
- Train youth through work-based learning to keep future business owners and employees in the county.

WORK-BASED LEARNING AND SKILL ATTAINMENT FOR STUDENTS

This theme recommended the following challenges be addressed:

- Financial barriers including, but not limited to, insurance and costs for business and industry.
- Logistics, coordination, and scheduling to get students to the workplace.
- Capacity to pay interns is minimal to none.
- Limited financial resources to provide work-based learning opportunities.

BUSINESS AND INDUSTRY BENEFITS FROM WORK-BASED LEARNING OPPORTUNITIES WITH STUDENTS

This theme recommended the following benefits for business and industry if students can participate in work-based learning opportunities:

- Develop viable, trained workforce for the future of our county.
- Learn from youth as well and start youth learning program with business/industry outside of school (workplace, technology, and soft skills).
- Labor at little to no cost to business/industry.
- Provide students the opportunity to learn about various careers in the county in hopes they will stay here or return after college.

Agriculture

PROMPT: Using survey results and the easel pad and Post-It Notes, brainstorm “How can business and industry benefit from work-based learning opportunities with students” (unpaid/paid internships, job shadows, work experience, guest speaker and/or apprenticeship opportunities).

School:

- Elective credit while in school doing an internship
- The school needs to mirror work more closely
- Awareness of B&I
- Career Exploration before graduation
- 4-day school week, 5th-day on-the-job training

School-to-Work:

- Local people that want to return to this area.
- Show the differences between a school-day and a workday routines
- Part-time work
- Funds for training
- How do you get community buy-in?
- Record book to book-keeping
- Previous experience with new work opportunities
- Keeping the workforce engaged for the entire time frame
- Interns Paid/Unpaid = Additional Training:
- Internship - Linking content to industry needs
- Social connections

Business/Entrepreneurship

PROMPT: Using survey results and the easel pad and Post-It Notes, brainstorm “How can business and industry benefit from work-based learning opportunities with students” (unpaid/paid internships, job shadows, work experience, guest speaker and/or apprenticeship opportunities).

Mentorship:

- Mentor youth on good “soft skills.”
 - Ability to train for upward movement in entry-level positions. Mold to the future BUT adapt to the change

Youth utilized for revenue increase:

- Increased sales/revenue due to greater exposure
- Promotion of your business
- Get ideas for products and services targeted to youth

Develop Skill-base----> Future employees with applicable skills:

- Develop viable workforce
 - Train students for job readiness
 - Recruitment
 - Staff training (To teach is to learn)
 - Future employees
 - Trained employees
 - Ease of recruiting
 - Fresh and youthful look to problem-solving
 - Skills for the job - future
 - Create employee pool
 - Job Shadow - gain onsite on the job workers - free up your time to do other things
 - Catch up work - more hands-on
 - Future employees for your business
 - Skilled future workers
 - Industry skilled workers
 - Try out potential employees

Community/Marketing:

- Spread the word about the value of your business to the community
- Increasing capacity of community
- Awareness of local opportunities
- Can market themselves as a community supporter
- Helping to secure economy/community by having students want to stay
- Increased community connectivity

Learn from the Youth:

- Infuse Energy (youth)
- Good Karma
- Increase enthusiasm
- Students can impart knowledge
- Bring youth to an aging workforce
- Expanded understanding of new and opening markets

Low Cost/No Cost Labor:

- Low-cost labor
- Access to low-cost labor for short-term projects
- Free up staff time

Graphic Production/Media

PROMPT: Using survey results and the easel pad and Post-It Notes, brainstorm “How can business and industry benefit from work-based learning opportunities with students” (unpaid/paid internships, job shadows, work experience, guest speaker and/or apprenticeship opportunities).

Build Community:

- Communication to the public
- Help market toward youth demographic

Training:

- The training and education future employees receive
- Provide a path in their industry
- New Information from potential future workers
- Influence the curriculum to include relevant technology
- Train workforce in soft skills
- Write off their time spent with students.

Economy:

- Decrease job turnover: long-term employees
- Allow students who graduate to stay in the area
- Grow the economy

Perspectives:

- Gain insights into the culture and community of our youth
 - Unique perspective
 - Experience with dealing with young adults
 - Youthful energy

Work Ethic:

- Exploration of careers
- Transitioning - maturity (matureness)
- Teamwork or self-motivated

Health

PROMPT: Using survey results and the easel pad and Post-It Notes, brainstorm “How can business and industry benefit from work-based learning opportunities with students” (unpaid/paid internships, job shadows, work experience, guest speaker and/or apprenticeship opportunities).

Grow our own!

- Loyalty
- Community
- Relationships

Future labor at little to no cost:

- Work ethics
- Peer-to-Peer
- Energetic

Fresh eyes:

- Entertaining

Quick Study:

- Adaptability
- Expectations
- Coachability

Development of Internal Systems:

- Understand current technology and troubleshoot/learn new technology

Hospitality/Culinary Arts

PROMPT: Using survey results and the easel pad and Post-It Notes, brainstorm “How can business and industry benefit from work-based learning opportunities with students” (unpaid/paid internships, job shadows, work experience, guest speaker and/or apprenticeship opportunities).

- Lessen workload
- Work away program partnership
- Fill hard-to-fill, part-time positions with internships
- Assist succession planning with apprenticeships
- Students can teach employees, i.e., technology

Manufacturing

PROMPT: Using survey results and the easel pad and Post-It Notes, brainstorm “How can business and industry benefit from work-based learning opportunities with students” (unpaid/paid internships, job shadows, work experience, guest speaker and/or apprenticeship opportunities).

- Students may come up with new ideas.
- B&I can save time and money and create greater profit.
- Soft skill development
- Qualified workforce
- Create a future with more qualified workforce
- Exposure to jobs in the industry
- Familiarity with technology
- Give students opportunity to learn the business (and find out they like it!)
- Helping business be more productive
- More productive
- Can get more work done
- Can expand what we do
- Businesses learning about lobbying/working limitations for under 18-year-olds
- Influence the training programs
- Nurturing the next generation

Natural Resources

PROMPT: Using survey results and the easel pad and Post-It Notes, brainstorm “How can business and industry benefit from work-based learning opportunities with students” (unpaid/paid internships, job shadows, work experience, guest speaker and/or apprenticeship opportunities).

Capacity:

- “Grooming” opportunity
- Possible employee
- Uncover talent
- Free Screening opportunity
- Allows them to know if they like the job
- Gain capacity from youth skills

Connections:

- Outside perspective
- Speakers
- Industry: Learn psycho-social aspects of the current generation. Develop communication.
- Students: Allow them to understand how important it is to do your biz locally
- Field trips
- Hands-on learning tours

Purpose:

- B/I - Become mentors/stakeholders
- Soft skill development
- Fulfillment
- B/I = Higher purpose
- Decrease in education

Skilled and Informed Workforce:

- Skill development
- Skills in the specific field
- Students: Community buy-in with relationship development
 - Students: Chance to experience different occupations before committing to training/education.
 - Students: Chance to figure out what they like - who they are - what’s important to them
 - Career opportunities
 - Young stakeholder
 - Motivating high school students to do well in school

Public Safety

PROMPT: Using survey results and the easel pad and Post-It Notes, brainstorm “How can business and industry benefit from work-based learning opportunities with students” (unpaid/paid internships, job shadows, work experience, guest speaker and/or apprenticeship opportunities).

- Keep people local
- Community Involvement (WE - 4-5 FT)
- Bridge the Gap (School to Job)
- Recruitment
- Low cost/high gain for an employer
- Students explore a career field
- Unique Challenges -
 - Background
 - Limited exposure opportunities