

**Social Advocates for Youth (SAY) - College and Career Readiness (CCR) Program**  
**Santa Rosa City Schools Work-based Learning Services**  
**Quarterly Report: July-September 2016**

The SAY College and Career Readiness team created a menu of services in conjunction with Debi Batini, SRCS Director of Career Technical Education/College and Career Readiness. The menu offered a variety of services that are in alignment with the work-based learning continuum of career awareness, exploration, and preparedness. These services include developing and coordinating: industry connections, job readiness workshops, worksite tours, job shadows, mock interviews, guest speakers and informational interviews in addition to supporting middle school career fairs and, SRJC 9<sup>th</sup> grade site –level CTE days.

**Roll out of work-based learning services in SRCS high schools:**

Site meetings were scheduled and held with all high school principals, Debi Batini (SRCS Director of Career Technical Education/College and Career Readiness), Lorez Bailey (SAY Director of College and Career Readiness), and site assigned Work-based Learning Coordinators. This was an opportunity to explain what work-based Learning is, share the menu of services, determine WBL Coordinators school site hours and create a school wide WBL roll out plan.

**Work-based Learning Implementation:**

- The SRCS Work-based Learning team to assist in facilitation of services:
- Created a WBL request Google Doc form for school site to utilize and request opportunities.
- Created Work-based Learning Coordinator information sheets with services and contact information.
- Created data tracking forms to monitor student participation.
- Developed a WBL manual for each school site.
- Created workshops that covered the following topics: Resume and Cover letters, Job Applications, Social Media, Interview Basics, Job Readiness, Financial Literacy, Dress for Success and Business Etiquette. This includes the two 3-part certificate workshop series-*Job Readiness* and *Career Preparation*.
- The Work-based Learning Coordinators continue to develop industry connections that support on and off school site WBL opportunities.

**Job Shadow Week: November 2-November 16**

The CCR team has begun coordinating a Job Shadow Week for junior and senior students. Businesses that are hosting students include: Sonic, Sonoma County Auto Fleet, Link CPA, Sonoma County District Attorney's Office, PDI Dental Surgery Center, and Marin Sanitation. Through these experiences, students will receive a company tour and overview and the opportunity to shadow multiple departments to expose them to the variety of career paths available within a given business.

**\*\*Explanation of Numbers\*\***

This table is a representation of the number of WBL activities that students were engaged in this quarter. This is not a representation of the total number of students who were reached. The fields with the number "0" are services that were available, but not requested during this reporting period. Industry panels and worksite tours are both scheduled and will be reflected in the next quarterly report.

<b>Santa Rosa City School Work Based Learning Quarterly Student Engagement Totals (July-September 2016)</b>			
	<b>Students (Non Pathway) Student Engagement</b>	<b>NCCPA Pathway Student Engagement</b>	<b>Total Student Engagement Activities</b>
<b>Walk in/1:1</b>	6	0	<b>6</b>
<b>Workshops</b>	248	0	<b>248</b>
<b>Guest Speakers</b>	0	0	<b>0</b>
<b>Job Shadows</b>	0	0	<b>0</b>
<b>Industry Panel</b>	0	0	<b>0</b>
<b>Mock Interviews</b>	125	0	<b>125</b>
<b>Worksite Tours</b>	0	0	<b>0</b>
<b>Industry Classroom Engagement</b>	0	0	<b>0</b>
<b>Business Networking Event</b>	0	0	<b>0</b>
<b>Total Student Engagement</b>	<b>379</b>	<b>0</b>	<b>379</b>
<b>Additional Services &amp; Numbers</b>			<b>Total Engagement</b>
<b>Job Readiness Certificate</b>			<b>0</b>
<b>Career Preparation Certificate</b>			<b>88</b>

**Social Advocates for Youth (SAY) - College and Career Readiness (CCR) Program**  
**Santa Rosa City Schools Work-based Learning Services**  
**Quarterly Report: October-December 2016**

The College and Career Readiness (CCR) team at Social Advocates for Youth (SAY) has coordinated a variety of work-based learning activities on SRCS high school campuses this quarter including: Job Shadow Week, mock interviews, networking events, workshops, SRJC tours, guest speakers, collaborative class-based projects with industry, and the successful completion of Career Prep and Job Readiness Certificates for students. Overall, 2,316 total student engagement activities have taken place this quarter. Listed below are highlighted efforts from the CCR team collaboratively and at each high school.

**Job Shadow Week**

The College and Career Readiness team coordinated its second annual Job Shadow Week in November for 85 students from Elsie Allen, Santa Rosa, and Maria Carrillo high schools. These job shadows took place at the following companies: Central Marin Sanitation Agency, PDI Surgery Center, LinkCPA, Sonic, the Sonoma County District Attorney's Office, and the Sonoma County Fleet Operations Department. Students received an overview of the business they visited, careers available in that industry sector, education requirements, and current opportunities to get involved. The structure of each job shadow varied, but some of the activities included worksite tours, one on one discussion with professionals, and observations of work in action. Students saw dental surgeries, listened in on customer service calls, observed felony and misdemeanor court hearings and many other workplace happenings. Many of the youth who participated walked away saying they were interested in pursuing a career in the field that they shadowed. The industry partners provided positive feedback and are interested in hosting students again.

**Elsie Allen: Public Safety Pathway Fire Codes Unit**

The Public Safety Pathway at Elsie Allen High School completed a unit in conjunction with the Santa Rosa Fire Department (SRFD) to teach students about local fire codes and inspection policies. This partnership began over the summer when the three teachers involved in the pathway participated in an externship at SRFD and developed an authentic project with their support. SRFD inspection staff lead by Assistant Fire Marshal, Ian Hardage, has dedicated their time to the Public Safety Pathway classes and interacted with students on several different occasions in the following ways: introduction to fire codes and inspections, practice inspection at Elsie Allen, field inspection at Cook Middle School, writing inspection follow up letter of recommendation, and judging student presentations on historical fires.

**Piner: Business Networking Event**

The Senior Economics classes participated in a Business Etiquette workshop and attended a Business Networking Event on campus. There were 100 students prepped on how to conduct themselves professionally, how to network, questions to ask, and how to communicate in person and via email. Out of those students, 85 participated in the Business Networking Event which is an activity for students to interact with a variety of industry partners to practice their networking skills and learn about career paths available to them through engaging professionals in meaningful discussion. The businesses who attended were: Link CPA, PG&E, City of Santa Rosa Violence Prevention Partnership, TeamLogic IT, and SAY.

**Montgomery: Career Awareness and Exploration Unit**

Three Algebra Readiness classes are participating in a series of workshops and activities with industry professionals to bring relevancy to their math curriculum as well as their general high school experience. This quarter, the students have completed part one of this three part unit; a Job Readiness workshop. For part two, the students will complete the career exploration activities using Naviance; the classes will then discuss the math requirements for an array of career fields. Part three will entail bringing in business professionals to speak of their background as well as how they utilize their math skills at work.

**Maria Carrillo: Career Readiness Workshops**

Since October, 229 students at Maria Carrillo, participated in workshops geared toward job readiness and preparation. The topics included: Social Media Etiquette, Job Readiness, Interview Preparation, Job Application Basics, Resume Writing, and Email Etiquette. The majority of the students have had multiple workshops and are in the process of completing the Career Preparation Certificate which will be concluded with each student participating in a one-on-one mock interview with a local professional.

**Santa Rosa High: Career Prep Certificate**

This quarter, 52 Senior students from Santa Rosa High School completed the Career Prep Certificate-- a four-part career preparation activity consisting of a resume workshop, a resume writing session, an interview prep workshop, and culminated by a one-on-one mock interview with an industry professional. These students created a new resume or refined an existing resume, learned advanced interview etiquette, practiced deeper-level interview questions and answers, and prepared to interview in a real-life situation. Students took what they learned from the workshops and applied it to the culminating mock interview activity, receiving on the spot feedback in the form of a rubric and verbal discussion.

**Ridgway: College & Career Center reboot**

The College and Career Center at Ridgway High School received a reboot this semester. A Hub Implementation Team was formed, consisting of the College and Career Counselor, a teacher, and the Work-based Learning Coordinator. Within this team, ways to renovate and revamp the existing College and Career Center on campus were discussed. The team mapped out how to re-envision the space to best serve students at Ridgway by polling 25 teachers using an interest survey, speaking with students and administration, as well as the Family & Community Engagement Facilitator. The district donated new furniture and decorations. The center has posters, maps, college information, SRJC resources and other career related materials, creating an inclusive and accessible space for all students on campus.

**Bite of Reality**

Work-based Learning Coordinators have collaborated with school sites and Redwood Credit Union to lead and support Bite of Reality at Elsie Allen, Maria Carrillo, and Ridgway high schools this quarter. This is a program intended to teach students about the financial realities of the real world. First reviewing how to write a check and how to utilize a transaction register, students are then given a new identity: a career, income, spouse, his/her income, child(ren), insurance copay, student loan and credit card debt. They must then utilize the "family" income to purchase life needs from 8 different stations run by volunteers. WBL's have recruited volunteers, assisted with identifying students, supported logistics management, and have been the liaison between Redwood Credit Union and school sites to finalize agendas and other details.

**\*\*Explanation of Numbers\*\***

This table is a representation of the number of WBL activities that students were engaged in this quarter. This is not a representation of the total number of students who were reached. The fields with the number “0” are services that were available, but not requested during this reporting period.

<b>Santa Rosa City School Work Based Learning Quarterly Student Engagement Totals (October-December, 2016)</b>			
	<b>Students (Non Pathway) Student Engagement</b>	<b>NCCPA Pathway Student Engagement</b>	<b>Total Student Engagement Activities</b>
<b>Walk in/1:1</b>	26	0	<b>26</b>
<b>Workshops</b>	1320	15	<b>1335</b>
<b>Guest Speakers</b>	181	65	<b>246</b>
<b>Job Shadows</b>	70	11	<b>81</b>
<b>Industry Panel</b>	0	0	<b>0</b>
<b>Mock Interviews</b>	192	0	<b>192</b>
<b>Worksite Tours</b>	0	0	<b>0</b>
<b>Industry Classroom Engagement</b>	0	130	<b>130</b>
<b>Business Networking Event</b>	86	0	<b>86</b>
<b>9th Grade SRJC CTE Day (Elsie Allen)</b>	220	0	<b>220</b>
<b>Total Student Engagement</b>	<b>2095</b>	<b>221</b>	<b>2316</b>
<b>Additional Services &amp; Numbers</b>			<b>Total Engagement</b>
<b>Job Readiness Certificate</b>			<b>16</b>
<b>Career Preparation Certificate</b>			<b>155</b>
<b>Bite of Reality</b>			<b>205</b>

**Social Advocates for Youth (SAY) - College and Career Readiness (CCR) Program**  
**Santa Rosa City Schools Work-based Learning Services**  
**Quarterly Report: January-March 2017**

The College and Career Readiness (CCR) team at Social Advocates for Youth (SAY) has coordinated a variety of work-based learning activities on both SRCS high school and middle school campuses this quarter including: Middle School Career Days, mock interviews, networking events, workshops, a Santa Rosa Junior College (SRJC) tour, guest speakers, and the successful completion of Career Preparation and Job Readiness Certificates for students. Overall, 2,862 total student engagement activities have taken place this quarter. Listed below are highlighted efforts from the CCR team collaboratively and on each high school campus.

**SRCS Middle School Career Days**

The CCR team coordinated individual Career Days at each of the five comprehensive SRC middle schools, reaching a total of 1,518 students primarily in the month of March. The CCR team was responsible for securing industry partners for each section of the day, assisting school sites with the format and structure of the day, and facilitating day-of logistics and coordination at each Work-based Learning Coordinator's (WBL) feeder middle schools. All students participated in each of the following three portions of the Career Days:

- **Keynote Address:** Each Career Day was kicked off with a keynote address from David "Dave" Hamelburg, of Boomerang Plus, that introduced students' first impressions, soft skills, his personal career path, and how to succeed in pursuing career goals.
- **Breakout Sessions:** All students participated in two 30 minute breakout sessions. Many of the sessions were guided by student interest and led by local industry partners who talked about careers available in a given sector. Some of the businesses represented were: Sonoma County District Attorney's Office, TLCD Architecture, QKA Architects, The Engine is Red, Macy's and Bloomingdale's, PDI Surgery Center, and City of Santa Rosa Economic Development Division. Other sessions included topics of college and career readiness as well as A-G requirements led by school counselors.
- **Career Tabling Fair:** There were over 20 industry partners involved during the tabling portion of each Career Day. At all events, there were blacktop demonstrations from Santa Rosa Fire Department, Santa Rosa Police Department, American Medical Response, Sonoma County Sheriff's Office, and California Highway Patrol. The indoor tabling fairs consisted of a variety of local businesses and educational programs including but not limited to: Sonic, Keysight Technologies, Medtronic, Amy's Kitchen, Viavi, United States Military Branches, Sonoma State, Santa Rosa Junior College, St. Joseph Health, Chop's Teen Club, Redwood Credit Union, Simply Solar, Canine Companions, and SAY. Students were given scavenger hunts created by the CCR team and had the opportunity to engage with professionals, ask questions, and interact in provided demonstrations.

**SAY/Chop's Youth Summit and Job Fair**

SAY and Chop's Teen Club collaborated to coordinate a job preparation youth summit (#GetThatJob) as well as a job fair in March. These events were open to all youth in Sonoma County, but the CCR team focused outreach efforts to SRCS high schools. There were 33 SRCS students in attendance at the youth summit. At this event, participants heard a keynote address from Senator McGuire, saw a dress for success fashion show, and participated in three job readiness workshops (First Impressions, Job Applications, and Interview Skills with one on one mock interviews). The purpose of this event was to prepare youth for the job fair which over 25 local employers and 81 SRCS students attended.

**Elsie Allen: AVID Volunteer Unit**

WBL collaborated with the AVID department to design and implement a volunteering/service learning program component for students. This is in response to the large number of Seniors who are realizing they

need community service hours to support college and scholarship applications, but did not know about or prioritize this while in high school. It is also an effort to increase student engagement and interest in the AVID program. WBL developed and presented an introduction to volunteering workshop to 95 students which reviewed the benefits of volunteering, how to find a placement that matches your interests, and how to secure a placement. After the presentation, students were tasked with seeking out volunteer opportunities, completing a given amount of hours, and turning in a reflective assignment.

#### **Piner: Internship Placement Assistance**

The advanced students in both the HSB and GIS programs are in the process of securing and completing course-related internships. The HSB students participated in workshops on resume writing, cover letter writing, and business etiquette which was geared toward teaching students how to request internships. In the GIS program, students are placed into internships coordinated by teacher Kurt Kruger. WBL supported this effort by identifying a student placement at Adobe & Associates where the student will learn about land surveying.

#### **Montgomery: Job Readiness Workshop Series Certificate**

Two of Grant Gibbs' Sophomore English classes completed the Job Readiness Workshop Series Certificate. This certificate is comprised of three workshops consisting of Job Readiness, Interview Basics, and Job Application workshops. These students learned about hard skills and soft skills, the job market in Santa Rosa, how to prepare for an interview, proper answers to interview questions, appropriate attire for interviews, and how to properly request and fill out a job application.

#### **Maria Carrillo: Career Preparation Certificate**

Two of Karen Zurich's English classes completed the Career Preparation Certificate. This certificate is comprised of four workshops consisting of a Resume Workshop, a Resume Writing Session, and an Interview Preparation Workshop. The students created a resume, learned interview etiquette, practiced common interview questions and answers, and completed a mock interview. The students utilized the skills they had acquired from previous workshops and applied them to the mock interviews with local business professionals. Students brought their resumes and received on the spot feedback after the mock interview in reference to their handshake, content of answers, eye contact, and professional dress. Students were expected to ask counter questions of interviewer.

#### **Santa Rosa High: Career Preparation Certificate**

This quarter, an additional 91 senior students from Santa Rosa High School completed the Career Preparation Certificate in their English class. The Career Prep Certificate is a four-part career preparation activity consisting of a resume workshop, resume writing session, interview preparation workshop, and a capstone one-on-one mock interview with a local professional. These students created a new resume or refined an existing resume, learned advanced interview etiquette, practiced deeper-level interview questions and answers, and prepared to interview in a real-life situation. Students took what they learned from the workshops and applied it to the culminating mock interview activity, receiving on the spot feedback in the form of a rubric and verbal discussion. To date, 143 students have earned a Career Prep Certificate.

#### **Ridgway: SRJC CTE Program campus tours**

Ridgway High School students attended a tour of Santa Rosa Junior College (SRJC) to explore a variety of the Career Technical Education (CTE) programs on campus. Students were divided into small groups and met with instructors and program directors from departments including but not limited to: child development, industrial trade and technology, health sciences, 3D printing, public safety, and business. Students rotated through three different CTE programs to listen to presentations and learn about program and soft skill requirements as well as job projections in that field. The purpose of this event was to expose students to the engaging and relevant educational opportunities available at SRJC while thinking ahead to the current and emerging local job market.

**\*\*Explanation of Numbers\*\***

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<b>Santa Rosa City School Work Based Learning Quarterly Student Engagement Totals (January-March 2017)</b>			
	<b>Students (Non Pathway) Student Engagement</b>	<b>NCCPA Pathway Student Engagement</b>	<b>Total Student Engagement Activities</b>
<b>Walk in/1:1</b>	22	0	22
<b>Workshops</b>	913	73	986
<b>Guest Speakers</b>	90	0	90
<b>Job Shadows</b>	0	3	3
<b>Industry Panel</b>	0	0	0
<b>Mock Interviews</b>	108	40	148
<b>Worksite Tours</b>	0	0	0
<b>Industry Classroom Engagement</b>	0	35	35
<b>Business Networking Event</b>	0	24	24
<b>Internships</b>	0	1	1
<b>Ridgway SRJC CTE Day</b>	35	0	35
<b>Total High School Student Engagement</b>	<b>1168</b>	<b>176</b>	<b>1344</b>
<b>Middle School Career Days Total Engagement</b>			<b>1518</b>
<b>Total Student Engagement Activities</b>			<b>2862</b>
<b>Additional Services &amp; Numbers</b>			<b>Total Engagement</b>
<b>Job Readiness Certificate</b>			<b>48</b>
<b>Career Preparation Certificate</b>			<b>108</b>
<b>Bite of Reality</b>			<b>415</b>
<b>Youth Summit &amp; Job Fair</b>			<b>180</b>



## **Year to Date Summary**

### **\*\*Explanation of Numbers\*\***

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<b>Santa Rosa City School Work Based Learning Year to Date Student Engagement Totals 2016/2017</b>			
	<b>Students (Non Pathway) Student Engagement</b>	<b>NCCPA Pathway Student Engagement</b>	<b>Total Student Engagement Activities</b>
<b>Walk in/1:1</b>	54	0	<b>54</b>
<b>Workshops</b>	2481	88	<b>2569</b>
<b>Guest Speakers</b>	271	65	<b>336</b>
<b>Job Shadows</b>	70	14	<b>84</b>
<b>Industry Panel</b>	0	0	<b>0</b>
<b>Mock Interviews</b>	425	40	<b>465</b>
<b>Worksite Tours</b>	0	0	<b>0</b>
<b>Industry Classroom Engagement</b>	0	165	<b>165</b>
<b>Business Networking Event</b>	86	24	<b>110</b>
<b>Internships</b>	0	1	<b>1</b>
<b>Elsie 9th Grade SRJC CTE Day</b>	220	0	<b>220</b>
<b>Ridgway SRJC CTE Day</b>	35	0	<b>35</b>
<b>Total High School Student Engagement</b>	<b>3642</b>	<b>397</b>	<b>4039</b>
<b>Middle School Career Days Total Engagement</b>			<b>1518</b>
<b>Total Student Engagement Activities</b>			<b>5557</b>
<b>Additional Services &amp; Numbers</b>			<b>Total Engagement</b>
<b>Job Readiness Certificate</b>			<b>64</b>
<b>Career Preparation Certificate</b>			<b>351</b>
<b>Bite of Reality</b>			<b>620</b>
<b>Youth Summit &amp; Job Fair</b>			<b>180</b>