

1997
Community
Outreach Kit



C o l o r a d o

School-to-Career Partnership

Connecting communities, classrooms and careers

1997 Community Outreach Kit

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May 1, 1997

Dear School-to-Career Partnerships and Norwest Managing Officers:

To date the Colorado School-to-Career Partnership has had phenomenal success thanks to all the local partnerships and Norwest managing officers. We anticipate an equally successful 1997.

Traveling the state last year, we visited many of you and we witnessed a variety of local School-to-Career successes. We anticipate the same growth and success in 1997. Enclosed is the 1997 Community Outreach Kit that will provide many of the tools that will help you reach your local community and local media.

This letter is a summary of the year's progress, a snapshot of local success stories, and an explanation of what's to come in 1997.

The first year of the initiative, 1996, generated considerable business, community and student participation. Thousands of businesses provided students with hands on business experience. These businesses reached 70 percent of the state's schools with the potential to impact more than 570,000 students. Business and community participation was greatly enhanced by the leadership of the 88 Norwest managing officers across the state. Last year's participation laid the foundation for sustained educational reform in Colorado.

All of you in the local partnerships have achieved a variety of success stories. These School-to-Career success stories are about giving students lifelong-learning skills, literacy and hands-on business experiences while achieving strong academics. Following are several examples of local partnerships' successes:

- Lutheran Medical Center and the Jefferson County Partnership developed a health career academy that exposes students to health care professionals and experiences relevant to science;
- Ignacio High School developed a class to inspire entrepreneurship. Students in the class wrote and presented a business plan to their local Norwest Bank representative;
- With the help of local wildlife organizations and senior citizens, Kremmling High School students are developing a wilderness wetlands;
- Thompson Valley High School, Loveland, received a national award as one of only 10 New American High Schools. The award recognized the school's success at giving students business exposure related to their academics;
- The Denver Metro Chamber of Commerce has made School-to-Career a top priority in 1997;
- *The Denver Post Career Guide*, which was a full run-of-print insert in the March 9 issue of *The Denver Post*, adopted School-to-Career as the theme.

We anticipate many other partnerships will have similar exciting successes in 1997. We hope the Community Outreach Kit will help maximize your local success.

The Community Outreach Kit contains a variety of public awareness and communication tools such as:

- Tips on contacting local media;
- Copies of overheads that can be produced locally for speeches;
- A news release;
- A list of all local coordinators, local Norwest managing officers and phone numbers;
- A model for employer participation.

This year, 1997, is one of high expectations. Please continue to increase awareness about and involvement in School-to-Career in your community.

Congratulations to each of the 1996 partnerships on a fantastic job. New and second-year partnerships, we wish each of you great success in 1997. Thank you for your commitment to the lifelong-learning and growth of Colorado's students.

Gail S. Schoettler
Lieutenant Governor
Chair,
Colorado School-to-Career Partnership

John C. Nelson
CEO, Norwest Bank
Business Spokesperson,
Colorado School-to-Career Partnership

To: Local Partnership School-to-Career Coordinators

From: Marilyn Akers

Date: March 1, 1997

Re: Community Outreach Kit

Your dedication, commitment and the leadership of Norwest Banks and other local partners has built a great deal of enthusiasm and momentum for School-to-Career over the last year. I have had the opportunity to see and hear about the real differences School-to-Career has made for students, teachers, and employers. For those local partnerships just joining the initiative, we look forward to working with you in another exciting, learning, and successful year.

Following is the 1997 version of the Colorado School-to-Career Partnership *Community Outreach Kit*. The kit contains background information, speaking points, a partnership list, media materials, success stories, a seven minute video on the Colorado School-to-Career Partnership, the NELC Employer Participation Model, and a Business Participation Form. As Norwest executives and other partners join the local partnerships and make speeches, they will distribute the Business Participation Form and ask audiences to fill out the form and send it to you. Please note that the Partnership, Norwest and Regional Council contact lists have also been updated.

Each partnership, through the local coordinator, will receive an original copy of this *Community Outreach Kit* and a copy of the materials on diskette. You may use the diskette to update and customize the kit to reflect the goals and activities of your local partnership. If you add success stories from your local partnership to the kit, please also send them to our office so we can share your examples statewide.

On behalf of the Interagency Team, we wish you continued success in 1997. Whether you are developing, piloting, or implementing School-to-Career in your community, your collaborative work with employers, educators, labor, and community partners is key to offering options and opportunities for all students in a School-to-Career system.

Congratulations on your successful proposals and commitment to School-to-Career. Please contact me if you have any questions.

Thank you.

Terms and Definitions

The following terms are defined within the context of the Colorado School-to-Career Partnership. This list is intended to give spokespeople a basic overview of the partnership.

National School-to-Work Initiative

The School-to-Career Partnership is Colorado's version of the national School-to-Work initiative. The national initiative evolved in 1994 from the School-to-Work Opportunities Act, which offered select states, including Colorado, federal grant money to finance a state School-to-Work initiative. The goal of the national School-to-Work and state School-to-Career initiatives is to build a new systemic movement in education that will continue after the initiative ends.

The following three elements make up the basic founding principals of the national School-to-Work and Colorado School-to-Career Partnership. These three elements result in integration of high academics and hands-on business experience for all students:

School-Based Learning Component

1. Career awareness, exploration and counseling beginning at the earliest possible age, but not later than 7th-grade;
2. Career major selection not later than the beginning of 11th-grade;
3. Study that meets the academic standards the state has established for all students;
4. Instruction and curriculum that integrates academic and vocational learning and incorporates instruction, to the extent practicable, in all aspects of an industry;
5. Regular evaluations of students and dropouts to identify their academic strengths and weaknesses, workplace knowledge, goals, and need for additional learning opportunities; and
6. Procedures that ease student entry into additional training or post-secondary education programs, and that ease the transfer of students between education and training programs.

Work-Based Learning Component

1. Work experience opportunities;
2. Job training and work experiences coordinated with school-based learning that are relevant to students' career major choices;
3. Workplace mentoring;

4. Instruction and activities in general workplace competencies, including positive work attitudes, employability, and practical skills; and
5. Broad instruction, to the extent practical, in all aspects of the industry.

Connecting Activities Component

1. Matching students with work-based learning opportunities with employers;
2. School-site mentors to act as liaisons among school, employer and community partners;
3. Technical assistance to small- and medium-sized firms and other parties;
4. Assistance to schools and employers in integrating school-based and work-based learning;
5. Encouraging active participation of employers in cooperation with local education officials;
6. Assistance to participants in finding jobs, continuing their education, or entering additional training and linking them with other community services to assure a successful transition;
7. Collecting and analyzing outcomes of participants; and
8. Linking youth development activities in this act with other employer and industry strategies.

Colorado School-to-Career Partnership

The Colorado School-to-Career Partnership is a system, *not a program*. The five-year initiative is designed to bring about a new way of educating students, k-16, by combining high academic requirements with knowledge about career opportunities and hands-on business experience. The new initiative will ensure job readiness of all Colorado students. When implemented properly the initiative will provide short- and long-term benefits to all stakeholders: educators, businesses, labor, students, families and the community.

Colorado's Local School-to-Career Partnerships

Within the Colorado School-to-Career Partnership there are 65 local partnerships. The partnerships are uniquely designed grassroots clusters of business leaders, labor organizations, educators, parents, community leaders and students working together to reinforce the importance of applied learning in the workplace, combined with classroom academics. The partnerships give students exposure to career options and work environments like never before. Eighteen of the local partnerships are in

the implementation stage, 27 are in the transition stage, and 20 are in the development stage.

As defined by the School-to-Work Opportunities Act, “the term local partnership means a local entity that is responsible for local School-to-Work Opportunities initiatives and that—

(A) consists of employers, representatives of local educational agencies, local post secondary educational institutions (including representatives of vocational education schools, where applicable), local educators (teachers, counselors or administrators), representatives of labor organizations or non-managerial employee representatives and students; and

(B) may include other entities, such as—employer organizations; national trade associations working at the local levels; industrial extension centers; rehabilitation agencies and organizations; registered apprenticeship agencies; local vocational education entities; proprietary institutions of higher education; local government agencies; parent organizations; teacher organizations; private industry councils; federally recognized Indian tribes, Indian organizations, Alaska Native villages, and Native Hawaiian entities.”

Implementation Partnership

An implementation partnership is a Colorado community which has created a comprehensive School-to-Career system. An implementation partnership has specific activities in place linking strong academics with exposure to career experiences prior to graduation from high school or college. These partnerships have also created multiple connections between education, community organizations and business.

Transition Partnership

A transition partnership is a community piloting and testing introductory activities. A transition partnership is evaluating the success of pilots and are preparing for future implementation of School-to-Career activities such as: internships, apprenticeships, job shadowing and business participation in the classroom. The next step for a transition partnership is implementation.

Development Partnership

A development partnership is researching the work- and school-based needs of their community and forming community connections. The next step for a development partnership is piloting activities in the transition stage.

Partnership Members

Local School-to-Career Partnerships include a diverse group of community leaders. It is the intention of the federal law and of the Colorado School-to-Career Partnership that 51 percent of each partnership be made up of business and industry representatives. Following are the groups from which partnerships draw:

- business/industry
- k-12 educators
- labor organizations
- colleges and universities
- vocational education/tech prep
- students/student organizations
- parents/parent organizations
- community-based organizations
- trade associations
- special populations' representatives
- vocational rehabilitation
- job training programs
- government (all levels)

School-to-Career Coordinator

School-to-Career coordinators draft local plans; recruit and coordinate business partners; organize technical assistance, provide follow up and placement assistance for local School-to-Career stakeholders and monitor local partnership plans and activities for improvement. Coordinators must be knowledgeable of community resources, labor markets, school operations, and must possess negotiation, team-building, and leadership and administrative skills.

Norwest Managing Officers

The Norwest managing officers (bank presidents) in each of the 88 locations in 43 communities across Colorado are School-to-Career business spokespeople. Spearheaded by John Nelson, CEO, Norwest Bank Colorado, the managing officers assist businesses in understanding the long-term benefits that School-to-Career will bring to each Colorado community. Other activities led by these managing officers include: convincing businesses to get involved in the initiative; seeking support from local chambers of commerce; speaking to local service groups; and interacting with students and teachers through mentoring, job shadowing and internships.

Regional Resource Centers

The six Regional Resource Centers are made up of councils of 15-21 businesses, educators, students, parents and community members. Fifty-one percent of each center's membership represents business. Each center serves the needs of regional and local partnerships and works toward sustainability of School-to-Career. The centers will be located at the

following: The University of Northern Colorado, Greeley; the Public Education and Business Coalition, Denver; Pikes Peak Community College, Colorado Springs; Otero Junior College, La Junta; Pueblo Community College, Cortez; and Colorado Mountain College, Glenwood Springs. (See key contacts section for a listing of the councils.)

Interagency Team

The Interagency Team is a group of various state agencies and organizations which are working in partnership to implement School-to-Career within and across departments to ensure sustainability after grant funding. The Interagency Team serves as an advisory group to the Colorado School-to-Career Partnership. The agencies represented on the Interagency Team are:

- Colorado Department of Education
- Colorado Community College and Occupational Education System
- Colorado Commission on Higher Education
- Colorado Department of Labor and Employment
- Division of Vocational Rehabilitation, Colorado Department of Human Services

Career Development

Career development is the process through which an individual comes to understand his or her place in the world of work. Students develop and identify their careers through a continuum of career awareness, career exploration and work exposure activities that help them to discern their career paths. Career development encompasses an individual's education and career related choices, and the outcome of those choices.

Career Awareness

Career awareness activities generally take place at the elementary level. They are designed to make students aware of the broad range of careers and/or occupations in the world of work. Career awareness activities range from limited exposure to the world of work, through occasional field trips and classroom speakers, to more comprehensive exposure.

Career Exploration

Career exploration generally takes place at the middle school level and is designed to provide some in-depth exposure to career options for students. Activities may include the study of career opportunities in particular fields to identify potential careers, writing individual learning plans that dovetail with career majors offered at the high school level, or review of local labor market information.

Career Exposure

Career exposure activities are at the high school level. Career exposure provides actual work experience connecting classroom learning to work through job shadows, mentoring, internships or paid work experience.

Internships

Student internships are situations where students work for an employer for a specified period of time to learn about a particular industry or occupation. Students' workplace activities may include special projects, a sample of tasks from different jobs or tasks from a single occupation. These may or may not include financial compensation.

Teacher internships are work-site experiences of at least two weeks. During this time, teachers may work at a particular job at the firm to learn specific skills, or rotate throughout the firm to learn all aspects of the industry in which they are employed. This may or may not include financial compensation.

Job Shadowing

Job shadowing is typically a part of career exploration activities in late middle and early high school. A student follows an employee at a firm for one or more days to learn about a particular occupation or industry. Job shadowing can help students explore a range of career objectives and select a career major for the latter part of high school.

Speaker Instructions

Encouraging others to participate in their local School-to-Career Partnership is one of the key roles of the business and community leaders who are serving in various capacities as volunteers in the initiative. Here are some helpful tips in arranging speaking engagements:

Invite the local School-to-Career Partnership coordinator to participate in the speaking engagement -- either to give part of the speech or be available for questions. Lieutenant Governor Gail Schoettler, chair of the statewide partnership organization, also may be available to make opening remarks. Please contact Carole Witka at (303) 866-2087 to determine her availability.

If no one from the state or local School-to-Career Partnership is available to participate in the speaking engagement, meet with the local coordinator in advance to discuss any areas of the speech that need clarification. (A list of coordinators is included under the Key Contacts tab.)

Refer any questions that the speaking materials don't answer to your local coordinator.

Write the name and fax number of the local School-to-Career Partnership coordinator on the appropriate line of the Business Participation Form and copy this form to hand out. Audience members may either fax it back themselves or leave it with the speaker to be faxed.

Give the audience the name and telephone number of the local School-to-Career Partnership coordinator.

Following are materials provided for use in speaking engagements:

Colorado School-to-Career Partnership video (useful as a beginning overview)

Speech outline

Presentation Support Documents (can be made into overheads)

National and Colorado School-to-Career Success Stories

Suggested Business Participation Handout

Business Participation Form

Suggested Target Organizations

Speech Outline

Overheads	Number
What is the Colorado School-to-Career Partnership?	1
Why Should Business Be Involved?	2
National School-to-Work Opportunities Act	3*
Funding for Colorado	4*
Why School-to-Career?	5*
Job Skill-Level Changes (1950-2000)	6*
Student Education Patterns	7*
Colorado Partnership Members	8*
School-to-Career Partnership Benefits All	9*
The Role of Educators	10*
The Role of Employers	11*
The Role of Labor	12*
The Role of Students	13*
The Role of Parents and Families	14*

*Some additional speaking points are provided for these overheads. Each of these speaking point pages directly follows the corresponding overhead and is not numbered.

National and Colorado Success Stories

Speakers may consider using any of the following examples of how companies are working to provide School-to-Career opportunities for students.

National Success Stories:

McDonald's

Of all teens employed in the United States, 12 percent work at McDonald's restaurants, and 50 percent of all McDonald's employees are students. This pool of young workers, along with the corporation's need to empower its workforce as part of McDonald's Service Enhancement process, created the perfect opportunity for School-to-Work in the food service industry. The McDonald's Restaurant Youth Apprenticeship Program combines school-based business management courses, McDonald's management and operations courses, and hands-on restaurant experience. Beginning as crew members, enrolled students progress through a series of jobs with increasing amounts of managerial responsibilities. Under this program, young people build a portfolio of transferable skills in the fast-growing consumer service industry. Successful completion of the program may lead to a salaried management position with McDonald's or other service industry companies.

Ford Motor Company

To maintain a competitive edge in the global marketplace, Ford Motor Company developed the Ford Academy of Manufacturing (FAM) sciences as a career academy for students. The rigorous, two-year program prepares students for careers in manufacturing, engineering and skilled trades. FAM consists of four accredited semester courses plus a summer internship or job-shadowing experience. The program objectives are to increase students' awareness of career opportunities, teach skills in the real-life environment and encourage post-secondary education.

ProTech Health Care

ProTech Health Care is a collaborative effort of the Boston Private Industry Council, seven local hospitals and the Boston Public Schools. ProTech combines classroom learning, clinical internships and paid work experiences in a youth apprenticeship model that links the last two years of high school with two years of community college. Hospital partners provide staff, space and resources for the hospital-based instruction delivered during clinical rotations and apprenticeships. ProTech is an

industry-driven program designed by the hospitals to meet their institutional needs. Through ProTech, participating hospitals satisfy both civic obligations and self-interest by training students in advanced skills currently in shortage.

Baltimore Academy of Finance

The Baltimore Academy of Finance is a financial services school-within-a-school for grades nine through twelve that offers closely linked academic and finance-related classes, work, job exploration, college preparation and personal development. Located at the Lake Clifton-Eastern High School in Baltimore, Maryland, approximately 70 students in each of the four grades take academic and finance-related classes. After the 11th-grade, students who have been certified by the academy staff, participate in a nine-week paid summer internship. During the school year, students work with a business mentor, participate in job shadowing and spend several days at the work site.

Colorado Success Stories:

Denver Partnership

Leo Hernandez, a senior at Manual High School, has made some serious changes in his life since becoming involved with School-to-Career in October 1995. Prior to his involvement with School-to-Career, Hernandez was uninterested in his academic studies. Currently, Hernandez holds a position at Youth Biz, a non-profit, youth-run organization that produces silk-screen items and teaches young people the logistics of managing a business. Hernandez participates in speaking engagements on behalf of School-to-Career to various businesses and government agencies. He enjoys history, dancing and being involved in the faith community and has improved his attendance and grades. Upon graduation, Hernandez hopes to go on to a local four-year college.

Denver Partnership

A senior at North High School, Terrie Brinkley, has taken advantage of the opportunities the Colorado School-to-Career Partnership offers. Brinkley has job shadowed an accountant at the Lutheran Hospital General Accounting Center, a physical therapist at Provenant Saint Anthony's Senior Life Center and a United Airlines pilot. She also finds time to volunteer at Lutheran Hospital as a candy striper, plays percussion in her high school band and is the 1996-1997 president of FBLA at North. She hopes to enter the military or a four-year college upon graduation in May 1997. Brinkley is planning a career as an accountant or pilot.

Reynolds Polymer Technology

Joel Wilken, a Grand Junction student, has his own fishy success story. Growing up he had a special interest in engineering and architecture. Today, as an intern at Reynolds Polymer Technology building huge fish aquariums, Wilken is demonstrating how academic interests can lead to a rewarding career. The company values the student's work so much that they have paid for him to travel to France and Canada to install their products.

Kremmling Partnership

In Kremmling, Colorado, West Grand School District administrators, educators and students are working with the local Bureau of Reclamation, historians and a neighboring senior citizens center to establish a wetlands preservation on a block of land bordering the West Grand High School. Students are managing and working with local officials on every step of the project, including designing a safety plan, planning strategic development of the wetlands and producing educational materials for visitors. The students' goals for the project are to create a nature preserve and develop an educational tourist stop in their community.

Loveland Partnership

K.C. Logan, a math teacher at Thompson Valley High School and an advocate of the Loveland School-to-Career Partnership, realized three years ago that his students were lacking the basic skills necessary to work in teams on in-class assignments. Logan decided to partner with Hach Company, a locally-based international corporation that manufactures water testing devices. Logan and a colleague at Hach adapted the problem-solving program, developed by the company for their employees, into a semester-long math class called Problem Solving Strategies. Throughout the semester, Logan presents his class with true-to-life scenarios that arise at Hach, so that his students are able to make the connection between the problem solving work they are learning in class and real-life work situations. As a finale to the class, Logan arranges a student visit to Hach Company where the students are given the opportunity to participate with various employees in problem-solving and team building exercises.

Poudre Partnership

The Poudre School District, through the opportunities presented by the Colorado School-to-Career Partnership, has partnered with Junior Achievement forming the Junior Achievement School Program. The program shows students the relevance of education to the workplace through business and economics curriculum. The Junior Achievement

School Program is k-16 and conducts a variety of activities and hands-on applications such as introductions to personal economics, learning the role of family in the local economy and operating a business in the United States economy. Those involved with the program hope that students will have a better understanding of their economic world in relation to their academic learning so that, upon graduation, they will be workforce ready.

Jefferson County Partnership

The Jefferson County Partnership has established a partnership with Lutheran Hospital called Y.E.A.H. (Youth Education Alliance for Health) that works with community partners to enhance wellness behaviors, improve academic performance and build health-career awareness of students. A major component of this partnership is curriculum enhancement -- the high-school-based Health Care Academy. The two courses through the Health Care Academy are Health Technology I, the introductory course, and Health Technology II, the continuation and exploration of the health care industry. The basic premise of Health Tech I is to present the students with case scenarios of health care situations and issues which the students must solve using problem-based learning. In Health Tech II, students are taught how to perform basic nursing procedures and personal care. They are also given the opportunity to participate in a wide variety of internship possibilities within the health care industry.

Suggested Business Participation Handout

"There is no better way to ensure the success of a business than to have highly productive, skilled employees. Through the Colorado School-to-Career Partnership, students will graduate with a strong academic foundation, knowledge about the work environment and workplace skills."

*--- John Nelson, Colorado School-to-Career
business spokesperson and CEO,
Norwest Bank Colorado*

Why you, as a business leader, should take an active role in the Colorado School-to-Career Partnership:

- To contribute to your community.
- To boost academic achievement of students.
- To show students how academic learning connects to the business world.
- To inform schools about what skills are needed in your industry.
- To create a wealth of skilled, valuable and high-quality new employees.
- To shape the future of education so that it benefits business and industry.
- To help ensure that Colorado students graduate from high school and college and go on to high-wage, high-skill jobs.
- To improve performance levels and attitudes of employees who serve as mentors.

Ways an employer or business person can participate:

- Conduct tours of your facilities for local students and educators.
- Work with educators to develop school-based curriculum and work-based experiences.
- Provide job-shadowing opportunities, internships, apprenticeships or paid experiences for students and school staff so they can relate the world of work to classroom experience.
- Offer employees ways to get involved in school-based learning.
- Formulate occupational skill standards, locally or through statewide or nationwide efforts.

Offer structured work-based learning experiences for students supervised by trained employee mentors.

Use the Employer Participation Model to assess current activities and develop a plan for continued involvement.

The Colorado School-to-Career Partnership focuses on six major career clusters. Each of the clusters are identified below, followed by a few examples of industry career options related to each cluster. Also, while School-to-Career groups are identifying industry-specific skills and knowledge, most of the jobs of tomorrow will also require general skill in technology and a strong academic background in a cross section of areas such as math, English, science, biology, physics, creative arts and others.

Business, Marketing and Financial: *Sales and Retailing, Advertising and Promotion, Information Processing, Real Estate, Accounting and Financial Services*

Examples of how businesses can participate:

- Conduct student training classes to discuss all aspects of your particular industry and how students can be more business savvy.
- Conduct business training with teachers, assisting them in incorporating today's business requirement into academic courses.
- Guest lecture students on how you use math, statistics, marketing and other academics in the workplace.
- Create work opportunities within your business for students.

Health and Related Services: *Medical Sciences, Mental Health Care, Emergency Medical Care, Biotechnology, Pharmacy Services, Sports Medicine*

Examples of how businesses can participate:

- Provide tours of facilities, show teachers and students how medical technology and tools assist your work.
- Teach a course that connects academic learning to the workplace...how algebra, biology, chemistry or physics work in the emergency room.
- Reenact a medical, dental or sports medicine patient scenario in the classroom discussing different careers required in each setting.
- Allow a student each week to shadow one of your employees, spending several hours with the professional conducting patient rounds, doing lab work, computer system analysis and other industry specific activities.

Engineering and Industrial Technology: *Flight Training, Engineering Technology, Architecture, Transportation/Mechanics Technology, Manufacturing Technology, Construction Technology*

Examples of how businesses can participate:

- Give an academic teacher the test your company gives to new hires; have the students take the test to see the skills needed in your industry.
- Work with an engineering or drafting class to draft a building design, secure a structure or create a new office design, including all aspects of planning, design work and implementation.

Arts, Humanities and Communications: *Creative Writing, Film, Video & Media Arts, Telecommunications Technology, Graphic Art & Production, Music*

Examples of how businesses can participate:

- Organize a benefit performance where funds raised are distributed to school arts and humanities classes. Allow the students to plan, design, and assist in implementing the performance.
- Hold a one-day drama class at your arts complex. Encourage each of the students to participate in a mock script reading or audition for a role in an upcoming performance.
- Give students a tour of your drama facility and assign each of the students a role in the production such as producer, director, actor or script writer.
- Encourage students to try out for a local school or community theater performance or shadow a local producer, director or set designer.

Natural Resources: *Agriculture Production and Processing, Aquaculture, Environmental Sciences, Forestry, Horticulture & Landscaping, Wildlife Management*

Examples of how businesses can participate:

- Provide tours and nature walks of the state and federal parks explaining the education needed to become a park employee.
- Invite a math or science class to help your department strategize and write a plan for a new bridge, trail or wetland development focusing on all jobs necessary to complete the work and identify skills needed for those jobs.
- Invite a class to monitor the financial and agricultural issues associated with your farm or ranch.

Human Services: *Child and Family Services, Government and Public Administration, Fire Science Technology, Criminal Justice, Law Enforcement, Social Services, Education, Food Service & Management*

Examples of how businesses can participate:

- Allow an elementary or junior high class to take the fire-training physical or other tests.
- Role play with a psychology class to demonstrate a typical counseling session.
- Turn a social studies classroom into a mock courthouse, assigning each of the students a job such as judge, prosecutor or jury foreman, to learn how the judicial system functions.
- Allow a junior high class to participate in a mock fire investigation to better understand the skills required to determine the cause of a fire.
- Offer a job shadowing or internship experience each semester to a student to educate the student about career options in your industry.

Business Participation Form

Fax completed form to: _____
(Name, fax number of local School-to-Career Coordinator)

Name/Title: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

**YES! I WILL PARTICIPATE IN MY SCHOOL-TO-CAREER PARTNERSHIP.
I AM WILLING TO:**

_____ Be a classroom speaker or guest lecturer

_____ Conduct tours of my business for students and teacher groups

_____ Offer a shadowing or mentoring experience for a student
or students

_____ Develop student internship or apprenticeship opportunities
within my company

_____ Meet with educators to discuss the skill needs of my industry
and how students can be better prepared for the workforce

Suggested Target Organizations for Speeches

Speaking to almost any organization will educate the community about the Colorado School-to-Career Partnership and increase recognition for your business.

Below is a list of clubs, associations and organizations that have chapters across the state. Contact a chapter in your local area or call the Metro Denver number listed below for more information about setting up a speaking engagement in your local community.

Clubs, Associations and Organizations

American Legion	(303) 757-1919
Boys and Girls Club of America	(303) 480-7500
Boy Scouts of America	(303) 455-5522
Chamber of Commerce	(303) 534-8500
Colorado Business Council	(303) 595-8042
Colorado Education Association	(303) 695-4300
Colorado Federation of Women's Clubs	(303) 722-7347
Girl Scouts of America	(303) 778-8774
International Association of Business Communicators	(303) 830-1588
Kiwanis Club	(303) 779-8715
League of Women Voters	(303) 663-VOTE
National Education Association	(303) 572-6060
Rotary Club	(303) 893-1919
YMCA of Denver	(303) 861-2256
4-H Clubs	(303) 730-1920

Other Local Suggestions

Colleges, universities, day-care centers, local business organizations, church groups, libraries, PTAs, community-based organizations, state and national park staff meetings, service clubs, YMCAs, media, education and business reporters, general managers, station directors and owners. Also, consider contacting local senior citizen organizations. They are usually very interested in helping students and can be a great source of expertise, experience and volunteer time.

Maximizing Local Media Opportunities

Media potential

After you have arranged a speaking engagement, consider the media potential. Is the message you are delivering timely or does it tie to another local current issue? Is the group you are speaking to of interest to the media? Does the fact that you are speaking to this group and their interest in the Colorado School-to-Career Partnership have relevance to the local media? In most cases the answer will be yes.

Alerting the media

If you answered yes to any or all of the above questions, draft a media advisory or news release explaining the significance of the event. The news release or advisory should answer who, what, when, where, why, how and include a description of a photo opportunity, if available. Target and invite the following media (see attached sample news release):

- reporters with whom you already have a relationship
- reporters that have written about School-to-Career in the past
- education, lifestyle or business editors
- reporters who cover the industry to which you are speaking

Work in partnership with your contact at the group to which you are speaking to organize media coverage. They may already be inviting the media (although an additional reminder won't hurt).

News “hook”

Before contacting the media, think through the news “hook” that will intrigue the media to attend the event. Examples: a new business or community member has joined the local School-to-Career initiative, student graduations, students' completion of a project, new milestones in a School-to-Career story previously covered by the media and back-to-school events.

Timeliness of Speaking Engagement

Keep in mind when you are arranging a media interview that the best time for the media to cover a story is between 10 a.m. and 2 p.m. It may not always be possible to arrange a speaking opportunity at these times but, if the event is later in the afternoon or evening, you may have to take more initiative to get the story to them rather than have them attend the event.

Helping the reporter who can't make it to a meeting can take several forms: writing a story, taking photos and submitting them to the paper; arranging interviews ahead of or right after the event by phone and giving

media plenty of time to schedule coverage of the event. Also, if you can tie your speech to an already scheduled event, it will help maximize publicity.

FILL IN THE BLANK NEWS RELEASE

News Release

FOR IMMEDIATE RELEASE
XXXX, 1997

Contact: Name
Phone

(NAME OF COMMUNITY/PARTNERSHIP) AWARDED \$ (INSERT AMOUNT) TO IMPLEMENT SCHOOL-TO-CAREER

(INSERT CITY) -- Today, **(NAME OF PERSON, TITLE, NAME OF ORGANIZATION)** announced receiving (\$) to implement School-to-Career in the **(NAME OF PARTNERSHIP)**.

The grant money will be used in 1997 to implement School-to-Career practices in **(NAME OF COMMUNITY)** . The **(NAME OF PARTNERSHIP)** is a **(FIRST-YEAR OR SECOND-YEAR PARTNERSHIP)** . The partnership will use the funds granted to **(DESCRIBE THE ACTIVITIES THAT WILL BE IMPLEMENTED IN 1997 AS PART OF GRANT FUNDING)**.

“We couldn’t be happier with the participation from businesses, students and educators who have joined the local Colorado School-to-Career Partnership,” said Lieutenant Governor Gail Schoettler, Chair of the Colorado School-to-Career Partnership. “As this initiative becomes more fully integrated into schools and communities, Colorado will begin to see students graduate from high school and college with far better skills and a better understanding of the education and experience needed to enter the workplace as successful employees.”

(NAME OF PARTNERSHIP) is **(an IMPLEMENTATION, a DEVELOPMENT OR a TRANSITION)** Partnership. **(DEFINE LEVEL OF PARTNERSHIP)**.

-more-

Our partnership was one of 65 communities throughout Colorado to receive funding from the state School-to-Career office.

The Colorado School-to-Career Partnership is part of the federally funded, national School-to-Work initiative that incorporates strong academics with hands-on business experience for students k-16.

The U.S. Departments of Labor and Education awarded Colorado \$8 million this year as part of the \$24 million, five-year School-to-Work Opportunities Act grant.

Seventy-percent of the state's school districts now participate in the Colorado School-to-Career Partnership as a result of the success of 1996 partnerships. Business participation has been significant, with more than 24,500 employers from the seven implementation communities active in local partnerships. School-to-Career will continue to reach more than 570,000 k-12 students statewide.

For more information about the Colorado School-to-Career Partnership, call 1-800-472-9121, e-mail, stc@capitol.state.co.us, or visit our web page at www.state.co.us/gov_dir/ltagov_office.html.

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Suggested Local Target Media

Region One:

Newspapers

Brush News-Tribune	(970) 842-5516
Eastern Colorado Plainsman Hugo	(719) 743-2371
Fence Post, Windsor	(970) 686-5691
Fort Collins Collegian, CSU	(970) 491-1688
Fort Collins Coloradoan	(970) 493-6397
Fort Morgan Times	(970) 867-5651
Greeley Tribune	(970) 352-0211
Haxtun Herald	(970) 774-6118
Holyoke Enterprise	(970) 854-2811
Journal-Advocate, Sterling	(970) 522-1990
Limon Leader	(719) 775-2064
Windsor Beacon	(970) 686-9646
Wray Gazette	(970) 332-4846
Yuma Pioneer	(970) 848-2174

TV

KCNC-TV Channel 4 (CBS)	(303) 861-4444
KMGH-TV Channel 7 (ABC)	(303) 832-7777
KRMA-TV Channel 6 (PBS)	(303) 892-6666
KUSA-TV Channel 9 (NBC)	(303) 871-9999
KWGN-TV Channel 2 (IND)	(303) 740-2855

Radio

KATR-FM/KRDZ-AM, Wary	(970) 332-4171
-AM 1400, Fort	(970) 482-5991
KS-FM, Fort Collins	(970) 491-7611
KFKA-AM 1310, Greeley	(970) 356-1310
KFTM-AM/KBRU-FM, Fort Morgan	(970) 867-5674
KJCO-FM, Yuma	(970) 848-5828
KPMX-FM 105.5, Sterling	(970) 522-4800
KSIR-FM/KKGZ-AM, Fort Morgan	(970) 867-7271
KSTC-AM/KNNG-FM, Sterling	(970) 522-1607
KTCL-FM/KIIX-AM, Fort Collins	(970) 484-5449
KVVS-AM 1170, Windsor	(970) 686-7709

Region Two:

Newspapers

Aurora Sentinel	(303) 750-7555
Boulder Daily Camera	(303) 442-1202
Brighton Standard Blade	(303) 659-1141
Clear Creek Courant	(303) 567-4491
Commerce City Beacon	(303) 289-4600
Daily Times-Call Longmont	(303) 776-2244
Denver Weekly News	(303) 292-5158
Douglas County Publishing Co.	(303) 688-3128
Eastern Colorado News Bennett	(303) 622-4417
Gateway Gazette Aurora	(303) 340-8142
Littleton Independent	(303) 794-7877
Middle Park Times	(970) 724-3350
South Metro Business Ledger	(303) 794-7877
Thornton/Northglenn Sentinel	(303) 659-1141

TV

KCNC-TV Channel 4 (CBS), Denver	(303) 861-4444
KMGH-TV Channel 7 (ABC), Denver	(303) 832-7777
KRMA-TV Channel 6 (PBS), Denver	(303) 892-6666
KTVD-TV Channel 20 (IND), Englewood	(303) 792-2020
KUSA-TV Channel 9 (NBC), Denver	(303) 871-9999
KWGN-TV Channel 2 (IND), Denver	(303) 740-2855
KWHD-TV Channel 53 (IND), Englewood	(303) 773-9953

Radio

KBCO-AM/FM, Boulder	(303) 444-5600
KCFR-FM, Denver	(303) 871-9191
KDEN-AM 1340, Aurora	(303) 343-1133
KGNU-FM 88.5, Boulder	(303) 449-4885
KOA News Radio 850, Denver	(303) 893-8500
KQKI-AM 1550, Englewood	(303) 783-0880
KRKS-AM 990/FM 94.7, Englewood	(303) 779-8797
KTLK-AM 760, Denver	(303) 893-8500
KYGO-FM, Denver	(303) 321-0950

Magazines

5280, Denver	(303) 832-5280
Colorado Business Magazine	(303) 397-7600
Colorado Parent, Inc.	(303) 320-1000
Westword, Denver	(303) 296-7744

Region Three:

Newspapers

Black Forest News, Colorado Springs	(719) 473-4370
Canon City Daily Record	(719) 275-7565
Colorado Springs Gazette Telegraph	(719) 632-5511
Colorado Springs Independent	(719) 577-4545
Colorado Tribune, Pueblo	(719) 561-4008
Pueblo Chieftain	(719) 544-3520

TV

KKTV-TV Channel 11 (CBS), Colorado Springs	(719) 634-2844
KOAA-TV Channel 5 (NBC), Colorado Springs	(719) 544-5781
KRDO-TV Channel 13 (ABC), Colorado Springs	(719) 632-1515

Radio

KKFM-FM 96.5, Colorado Springs	(719) 596-5536
KRDO-AM/FM, Colorado Springs	(719) 632-1515
KYZX-FM, Pueblo	(719) 543-5900

Region Four:

Newspapers

Alamosa Valley Courier	(719) 589-2553
Bent County Democrat, Las Animas	(719) 456-1333
La Junta Tribune-Democrat	(719) 384-4475
Rocky Ford Gazette	(719) 254-3351
Saguache Crescent	(719) 655-2620
Trinidad Chronicle News	(719) 846-3311
Walsenburg Huerfano World	(719) 738-1720

TV

KKTV-TV Channel 11 (CBS), Colorado Springs	(719) 634-2844
KOAA-TV Channel 5 (NBC), Colorado Springs	(719) 544-5781
KRDO-TV Channel 13 (ABC), Colorado Springs	(719) 632-1515

Radio

KBLJ-FM/KBZZ-AM, La Junta	(719) 384-5456
KRZA-FM 88.7, Alamosa	(719) 589-9057

Region Five:

Newspapers

Cortez Newspapers, Inc.	(970) 565-8527
Delta County Independent	(970) 874-4421
Dolores Star	(970) 882-4486
Dove Creek Press	(970) 677-2214
Durango Herald	(970) 247-3504
Gunnison Country Times	(970) 641-1414
Montrose Daily Press	(970) 249-3445
Pine River Times, Bayfield	(970) 884-2331
San Miguel Basin Forum, Nucla	(970) 864-7425

Radio

KDGO-AM 1240, Durango	(970) 247-1240
KRSJ-FM 100.5, Durango	(970) 247-4464
KRTZ-FM 98.7, Cortez	(970) 565-6565

Region Six:

Newspapers

Aspen Daily News	(970) 925-2220
Aspen Times Daily	(970) 925-3414
Glenwood Springs Post	(970) 945-8515
Grand Junction Daily Sentinel	(970) 242-5050
Herald Democrat Leadville	(719) 486-0641
Middle Park Times	(303) 724-3350
Northwest Colorado Daily Press, Craig	(970) 824-7031
Rangely Times	(970) 675-5033
Rifle Citizen Telegram	(970) 625-3245
Steamboat Today	(970) 879-1502
Tri-County Tribune, Deer Trail	(303) 769-4646
Vail Daily	(970) 476-0555

TV

KJCT-TV Channel 8 (ABC)	(970) 245-8880
KREX-TV Channel 5 (NBC)	(970) 242-0886
KSBS-TV Channel 24, Steamboat Springs	(970) 870-6110

Radio

KFMU-FM 104.1, Steamboat Springs	(970) 879-5368
KPRN-FM, Grand Junction	(970) 241-5776
KRAI-FM 93.7, Craig	(970) 824-6574
KSBT-AM 1230, Steamboat Springs	(970) 279-2270

KEY CONTACTS

School-to-Career Interagency Team:

Colorado School-to-Career Partnership:

1580 Logan Street, Suite 410, Denver, Colorado 80203

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Stephanie Cunningham , Deputy Director

Kay Meyer , Evaluation Specialist

Carrie Frick , Technical Assistance Coordinator

Sarah Winbourn , Administrative Assistant

Colorado Agency And Organization Representatives

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Stephanie Cunningham

Colorado Commission on Higher Education (303) 894-2060

Larry Dreller

Colorado Department of Labor and Employment (303) 620-4209

Susan McAlonan

Colorado Department of Education (303) 866-6715

Mary Stecklein

Colorado Community College & Occupational Educ. System
(303) 620-4000

Jim Weiland

Division of Vocational Rehabilitation,

Colorado Department of Human Services (303) 271-4888

Ann B. Miser

School of Education, Colorado State University (970) 491-2914

Web Pages:

Colorado School-to-Career Partnership

Internet: www.state.co.us/gov_dir/ltagov_office.html

National School-to-Work

www.stw.ed.gov

National Employer Leadership Coalition

www.nelc.org

School-to-Career & Norwest Bank

Region One:

EAST YUMA COUNTY PARTNERSHIP (2)

School-to-Career Contact:

Don Crow (970) 332-5404

FORT COLLINS WORKFORCE PATHWAYS PARTNERSHIP (2)

School-to-Career Contact:

Carolyn Mason (970) 490-3652

Norwest Contact:

Daniel Gasper/Norwest Bank Fort Collins (970) 462-1100

FORT LUPTON PARTNERSHIP (2)

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Valerie Sorensen (303) 857-6291

GILCREST COUNTY PARTNERSHIP (2)

School-to-Career Contacts:

Ben Rainbolt (970) 737-2403

Norwest Contact:

Leroy Leavitt/Norwest Bank Greeley (970) 356-1000

LIMON-GENOA HUGO PARTNERSHIP (2)

School-to-Career Contact:

Wendy Kimble (719) 775-2350 X321

1 Indicates partnership is currently implementing the Colorado School-to-Career Partnership.

2 Indicates partnership is currently in the transition stage.

3 Indicates partnership is currently in the preliminary development stages.

LOVELAND PARTNERSHIP (1)

School-to-Career Contact:

Nancy Wear (970) 669-3940

Norwest Contact:

Rob Stumbaugh/Norwest Bank Loveland (970) 663-0887

MORGAN COUNTY PARTNERSHIP (1)

School-to-Career Contact:

Cyndi Hofmeister (970) 842-5171

Norwest Contact:

Robert Hessler/Norwest Bank Sterling (970) 522-1383

NORTHEAST COLORADO BOCES PARTNERSHIP (3)

School-to-Career Contact:

Bruce Yearous (970) 848-3884

STERLING PARTNERSHIP (3)

School-to-Career Contact:

Jonelle Parker (970) 522-6600

Norwest Contact:

Robert Hessler/Norwest Bank Sterling (970) 522-1383

WELD COUNTY PARTNERSHIP (2)

School-to-Career Contacts:

Pat McGuire (970) 330-8008 X374

Norwest Contact:

Leroy Leavitt/Norwest Bank Greeley (970) 356-1000

Region Two:

ADAMS COUNTY FIVE STAR PARTNERSHIP (2)

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Norwest Contact:

Floyd Sasa/Norwest Bank Northglenn (303) 452-5111

ADAMS MAPLETON PARTNERSHIP (2)

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AURORA PARTNERSHIP (2)

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Dennis Johnson/Norwest Bank Buckingham Square (303) 751-5000

BENNETT PARTNERSHIP (2)

School-to-Career Contact:

Sherry Lewis (303) 571-1104

BOULDER/FRONT RANGE CONSORTIUM PARTNERSHIP (2)

School-to-Career Contact:

Stephanie Hendee (303) 441-3985

Norwest Contact:

Ken Zelig/Norwest Bank Boulder (303) 442-0351

BRIGHTON PARTNERSHIP (2)

School-to-Career Contact:

Art Bogardus (303) 659-4830

Norwest Contact:

John Rhoades/Norwest Bank Brighton (303) 659-0350

CHERRY CREEK PARTNERSHIP (2)

School-to-Career Contact:

Lisa Kuntz (303) 486-4551

Norwest Contact:

Vernon Hendrickson/Norwest Bank Littleton (303) 936-7381

CLEAR CREEK PARTNERSHIP (2)

School-to-Career Contact:

Linda Goymerac (303) 567-4429

COMMERCE CITY CONSORTIUM PARTNERSHIP (2)

School-to-Career Contact:

Shirley Foster (303) 853-7872

Norwest Contact:

Cindy Sainz/Norwest Bank Commerce City (303) 286-2480

DENVER PARTNERSHIP (1)

School-to-Career Contact:

Carol Johnson (303) 764-3893

Norwest Contact:

David E. Bailey/Norwest Bank Denver (303) 861-8811

DOUGLAS COUNTY PARTNERSHIP (2)

School-to-Career Contact:

Susan Kayler-Daley (303) 688-3195 X287

Norwest Contact:

George (“Woody”) Shenk/Norwest Bank Highlands Ranch (303) 791-0344

ENGLEWOOD PARTNERSHIP (1)

School-to-Career Contact:

Tom Wilson (303) 806-2318

Norwest Contact:

Renee McCann/Norwest Bank Cinderella City (303) 761-1906

JEFFERSON COUNTY PARTNERSHIP (1)

School-to-Career Contact:

Linda Harrison (303) 982-8624

Norwest Contact:

J.D. Myers/Norwest Bank Lakewood (303) 936-7381

PLATTE CANYON PARTNERSHIP (1)

School-to-Career Contact:

Richard Bryant (303) 670-0143

SAINT VRAIN PARTNERSHIP (3)

School-to-Career Contact:

Melissa Smith (303) 774-1381

Norwest Contact:

Charles Mack/Norwest Bank Longmont (303) 776-7240

SHERIDAN PARTNERSHIP (1)

School-to-Career Contact:

Terry Robertson (303) 761-8640

Norwest Contact:

James Snow/Norwest Bank Bear Valley (303) 989-5353

WESTMINSTER 50 PARTNERSHIP (3)

School-to-Career Contact:

Dana Marie Jeffery (303) 428-3511

Norwest Contact:

*Pam Gonzales/Norwest Bank Westminster (303) 451-1655

Region Three:

PIKES PEAK BOCES PARTNERSHIP (2)

School-to-Career Contact:

Dee Funkhouser (719) 685-3092

PIKES PEAK REGION PARTNERSHIP (1)

School-to-Career Contact:

Dee Funkhouser (719) 685-3092

Norwest Contact:

Don Sall/Norwest Bank Colorado Springs (719) 577-5440

PUEBLO PARTNERSHIP (1)

School-to-Career Contact:

Cynthia Becker (719) 549-3164

Norwest Contact:

Thomas K. Scheel/Norwest Bank Pueblo (719) 561-9030

SALIDA PARTNERSHIP (1)

School-to-Career Contact:

Georgia Grantham (719) 539-6145

Region Four:

ALAMOSA PARTNERSHIP (3)

School-to-Career:

Phyllis Goettsch (719) 589-6696

CENTENNIAL PARTNERSHIP (3)

School-to-Career:

Robert Rael (719) 672-3691

CENTRAL ARKANSAS VALLEY PARTNERSHIP (3)

School-to-Career:

Tom Armstrong (719) 384-6886

CREEDE PARTNERSHIP (3)

School-to-Career:

Charlene Ameal (719) 658-2220

DEL NORTE PARTNERSHIP (3)

School-to-Career:

Pattie Myers (719) 657-4040

EAST OTERO PARTNERSHIP (2)

School-to-Career:

LaDonna Hutton (719) 384-4460

MOFFAT PARTNERSHIP (3)

School-to-Career:

Jim Anderson (719) 256-4312

MONTE VISTA PARTNERSHIP (3)

School-to-Career:

Lyndal Smith (719) 852-5996

NORTH CONEJOS PARTNERSHIP (1)

School-to-Career:

Celina Espinoza (719) 274-5178

ROCKY FORD PARTNERSHIP (2)

School-to-Career Contact:

Nancy Paulson (719) 254-7424

SAGUACHE PARTNERSHIP (3)

School-to-Career:

James Grasmick (719) 655-2578

SARGENT PARTNERSHIP (2)

School-to-Career Contact:

Dave Morgan (719) 852-4023

SIERRA GRANDE PARTNERSHIP (1)

School-to-Career Contact:

Sallie Beach (719) 379-2781

SOUTH CONEJOS PARTNERSHIP (3)

School-to-Career:

Carolos Garcia (719) 376-5468

TRINIDAD PARTNERSHIP (3)

School-to-Career:

Bob Tuley (719) 846-5650

Region Five:

DELTA COUNTY PARTNERSHIP (3)

School-to-Career Contact:

Diana Clayton (970) 874-7671

Norwest Contact:

Doug Atchley/Norwest Bank Delta (970) 874-5564

DOVE CREEK PARTNERSHIP (1)

School-to-Career Contact:

Ed Rice (970) 677-2237

GUNNISON PARTNERSHIP (3)

School-to-Career Contact:

Carol Curtis (970) 641-7700

LA PLATA COUNTY PARTNERSHIP (1)

School-to-Career Contact:

BJ Walker (970) 563-9431

Norwest Contact:

Patty Burkholder/Norwest Bank Durango (970) 247-3242

MONTEZUMA/DOLORES PARTNERSHIP (2)

School-to-Career Contact:

Joe Lillard/ J.B. Anderson (970) 565-1150 X19

MONTROSE PARTNERSHIP (3)

School-to-Career Contact:

Carol Parker (970) 249-2944

Norwest Contact:

Tom Dutcher and Gigi Pridy/Norwest Bank Montrose (970) 240-1006

SAN MIGUEL PARTNERSHIP (3)

School-to-Career Contact:

Sarah Silver (970) 327-4336

WEST END (NUCLA) PARTNERSHIP (3)

School-to-Career Contact:

Staci Gallaher (970) 864-7350

Region Six:

EAGLE COUNTY PARTNERSHIP (2)

School-to-Career Contact:

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Norwest Contact:

Ronald Rozga/Norwest Bank Avon (970) 949-1114

GARFIELD PARTNERSHIP (2)

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Kevin Aten (970) 625-4947

Norwest Contact:

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Marcia Kent/Norwest Bank Rifle (970) 625-3223

KREMMLING PARTNERSHIP (1)

School-to-Career Contact:

Jackie Pesch (970) 724-3425

LEADVILLE PARTNERSHIP (2)

School-to-Career Contact:

Karen Bates (719) 486-6950

MESA COUNTY PARTNERSHIP (1)

School-to-Career Contact:

Dean Blair (970) 241-7463

Norwest Contact:

William Petty/Norwest Bank Grand Junction (970) 248-4853

MOUNTAIN COMMUNITIES PARTNERSHIP (2)

School-to-Career Contact:

Roxie Aldaz (719) 486-6972

Norwest Contacts:

Michael Taets/Norwest Bank Aspen (970) 925-2500

Ronald Rozga/Norwest Bank Avon (970) 949-1114

RIO BLANCO BOCES PARTNERSHIP (3)

School-to-Career Contact-Rangely:

Becky Gurtler (970) 675-5021

School-to-Career Contact-Meeker:

Leon Oltmann (970) 878-3631

ROARING FORK VALLEY PARTNERSHIP (1)

School-to-Career Contact:

Robert Dolan (970) 945-3959

Norwest Contact:

Gerri Newell/Norwest Bank Carbondale (970) 963-8264

STEAMBOAT SPRINGS PARTNERSHIP (1)

School-to-Career Contact:

Scott Ford (970) 879-1399

Norwest Contact:

John Kerst/Norwest Bank Steamboat Springs (970) 870-2092

SUMMIT COUNTY PARTNERSHIP (2)

School-to-Career Contact:

Todd Scholl (970) 547-9311

Norwest Contact:

Margaret Kral/Norwest Bank Frisco (970) 668-8080

TRI COUNTY PARTNERSHIP (2)

School-to-Career Contacts:

Ed VanderTook (970) 879-0391

Norwest Contacts:

John Kerst/Norwest Bank Steamboat Springs (970) 870-2092

Local Partnership and Regional Coordinators:

Region One:

REGIONAL COORDINATOR :

Connie Long
Aims Community College Corporate Education Center
5590 11th Street
Greeley, CO 80634
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IMPLEMENTATION PARTNERSHIPS:

LOVELAND PARTNERSHIP

Dr. Nancy Wear
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MORGAN COUNTY PARTNERSHIP

Cyndi Hofmeister
P.O. Box 585
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TRANSITION PARTNERSHIPS:

EAST YUMA COUNTY PARTNERSHIP

Don Crow
P.O. Box 157
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(719)775-2350x321 Fax: (719)775-9052

FORT COLLINS WORKFORCE PATHWAYS

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email: sscm@venus.psd.k12.co.us

WELD COUNTY PARTNERSHIP

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FORT LUPTON PARTNERSHIP
Valerie Sorensen
301 Reynolds Street
Fort Lupton, CO 80621
(303)857-6291 Fax: (303)857-6293
email:
Valerie_Sorensen@postman.ftlupton.lib.co.us

WELD-GILCREST PARTNERSHIP
Ben Rainbolt
1003 Birch Street, P.O. Box 157
Gilcrest, CO 80623
(970)737-2403 Fax: (970)737-2516

DEVELOPMENT PARTNERSHIPS:

CAREER PARTNERSHIPS IN ACTION
Jonelle Parker
100 College Drive
Sterling, CO 80751
(970)522-6600 Fax: (970)522-6636
email: cpodraza@csn.net

NORTHEAST COLORADO BOCES
PARTNERSHIP
Bruce Yearous
38117 County Road RR
Otis, CO 80743
(970)848-3884 Fax: (970)848-0438

Region Two:

REGIONAL COORDINATOR:

Alice Potter
Public Education and Business Coalition
1410 Grant Street, Suite A-101
Denver, CO 80203
(303)861-8661 Fax: (303)861-1501

IMPLEMENTATION PARTNERSHIPS:

DENVER PARTNERSHIP
Carol Johnson
900 Grant Street, Room 600
Denver, CO 80203
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PLATTE CANYON PARTNERSHIP
Richard Bryant
P.O. Box 295
Bailey, CO 80421-0295
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ENGLEWOOD PARTNERSHIP
Tom Wilson
300 West Chenago Avenue
Englewood, CO 80110
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email: TWilson@together.cudenver.edu

SHERIDAN PARTNERSHIP
Terry Robertson
4000 South Lowell Boulevard, P.O. Box
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Monthly Notes/Media Clips

Use this section to store the Monthly Notes you receive from the state School-to-Career office and any media clips generated in your local community regarding the Colorado School-to-Career Partnership.

LOCAL INFORMATION ENCLOSED

News Release

FOR IMMEDIATE RELEASE
Dec. 2, 1996

Contact: Diane Reed &
Ashley Socha
(303) 292-6655

FIRST YEAR'S SUCCESS RESULTS IN SECOND-YEAR FUNDING OF \$3.5 MILLION FOR COLORADO SCHOOL-TO-CAREER PARTNERSHIPS

New Partnerships, New Regional Centers And More Than 24,500 Businesses Are Committed To Initiative

DENVER -- Lieutenant Governor Gail Schoettler, chair of the Colorado School-to-Career Partnership, today announced the award of \$3.5 million to 65 Colorado School-to-Career partnerships and \$900,000 to launch six new Regional Resource Centers. Of the 65 partnerships, 28 are new to the initiative and 37 are 1996 partnerships receiving second-year funding.

The Colorado School-to-Career Partnership is part of the federally funded, national School-to-Work initiative that incorporates strong academics with hands-on business experience for students k-16. "School-to-Career is a new way of educating kids by bringing relevant business examples into the classroom and offering students the opportunity to learn more about career options prior to graduation from high school or college," said Schoettler. The U.S. Departments of Labor and Education awarded Colorado \$8 million this year as part of the \$24 million, five-year School-to-Work Opportunities Act grant.

Seventy percent of the state's school districts now participate in the Colorado School-to-Career Partnership as a result of the success of 1996 partnerships and the addition of the new partnerships and regional centers. Business participation has been significant, with more than 24,500 employers from the seven implementation communities active in their local partnerships. School-to-Career has the potential and will continue to reach more than 570,000 k-12 students statewide and additional students at Colorado's colleges and universities.

-more-

Grant Distribution 2-2-2-2-2

"We were granted second-year funding as a result of the strong commitment of Colorado communities to improving all students' education and the future of our state," said Schoettler.

Partnerships received \$15,000 to \$500,000 in grant funding depending on the level of partnership. Currently, 18 Implementation Partnerships have created comprehensive School-to-Career systems and have specific activities in place, 27 Transition Partnerships are piloting activities in preparation for implementation, and 20 Development Partnerships are beginning to research the work and school-based needs of their areas, and forming community partnerships.

"We couldn't be happier with the participation from businesses, students, educators and communities who have joined their local School-to-Career Partnerships," said Schoettler. "As this initiative becomes more fully integrated into schools and communities, Colorado will begin to see students graduate from high school and college with far better skills and a better understanding of the education and experience needed to enter the workplace as successful employees."

The six Regional Resource Centers, led by a council of 15-21 businesses, educators, students, parents and community members, are new this year. Fifty-one percent of each center's membership represents business. Each center will receive \$150,000 to serve regional and local initiatives needs, provide assistance, increase participation and move toward sustainability of School-to-Career. The Regional Centers will be housed at the following institutions: The University of Northern Colorado, Greeley; the Public Education and Business Coalition, Denver; Pikes Peak Community College, Colorado Springs; Otero Junior College, La Junta; Pueblo Community College, Cortez; and Colorado Mountain College, Glenwood Springs.

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What is the Colorado School-to-Career Partnership?

- ❖ An innovative approach to education combining high academic standards with career knowledge, skills, and experience.
- ❖ Business, educators, parents, students, community groups deciding together how to make school relevant to careers.
- ❖ Systemic change from kindergarten through college in how students are taught.



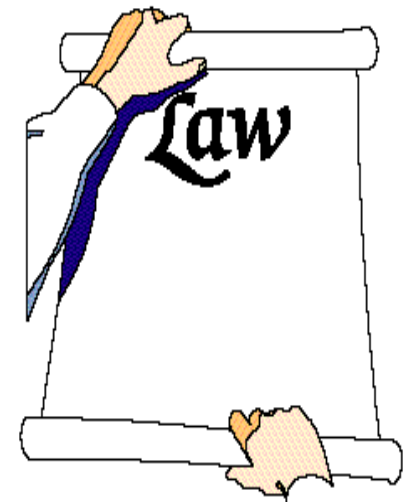
Why should business get involved?

- ❖ A better prepared workforce.
- ❖ Reduced training costs.
- ❖ Less employee turnover.
- ❖ Have a role in enhancing curriculum to meet workplace and industry requirements.
- ❖ Employees strengths and interests are more likely to match their job.

School-to-Work Opportunities Act

Administered Jointly by the Departments of Labor and Education

- ❖ Signed into law – May 1994
- ❖ Develop a better-prepared workforce
- ❖ Ensure that *all* students have a range of opportunities
- ❖ Link school subjects with careers
- ❖ Gain experience in the workplace
- ❖ Focus on high-skill, high-wage jobs

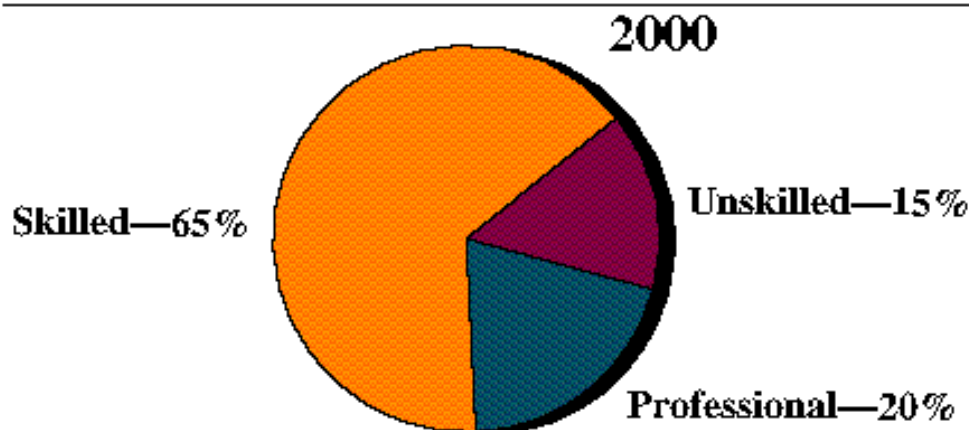
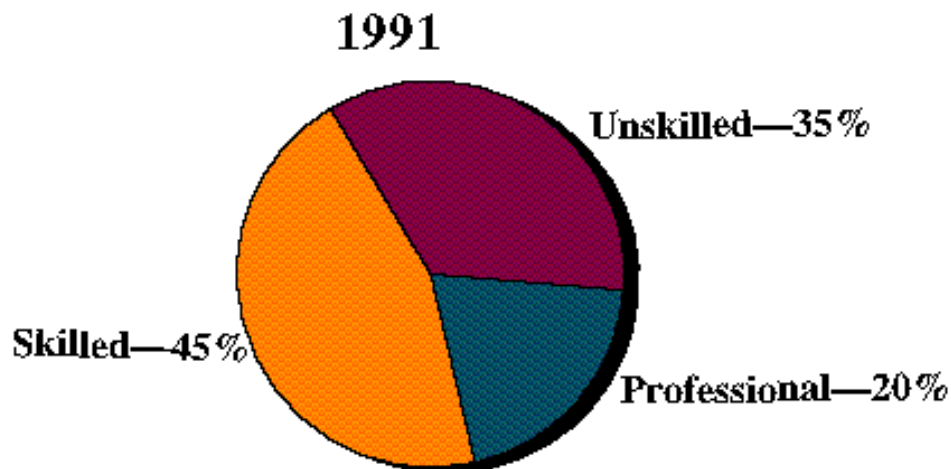
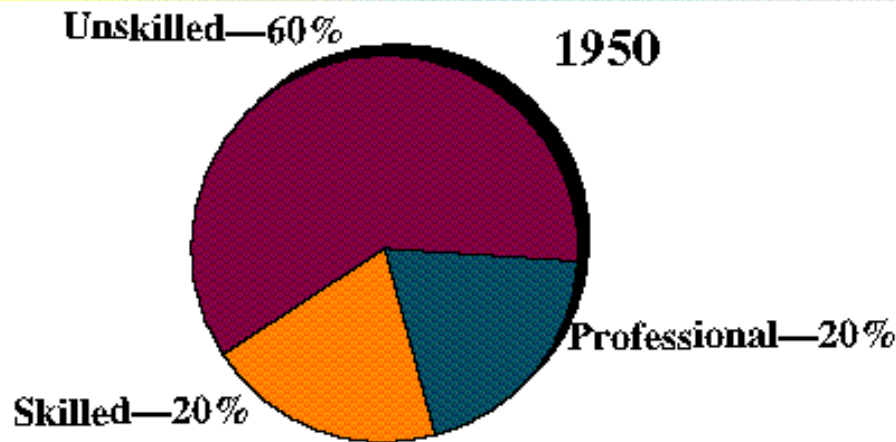




Why School-to-Career?

- ❖ The economy and nature of work has changed and requires more complex skills from employees.
- ❖ Workers who complete postsecondary education and/or training earn up to twice as much as those who have not graduated from high school.
- ❖ Technical skills, problem solving abilities, and team work skills are also critical factors to success for today's worker.
- ❖ In addition to employability skills, all students need a strong academic background to compete in the workforce.

Job Skill-Level Changes (1950–2000)



Source: Bureau of Labor Statistics

AVA Guide to the School-to-Work Opportunities Act

Student Education Patterns

100 Students enter 9th grade



79 Graduate from high school



33 Enter college



16 Graduate from college



Colorado Department of Education
April 1996



Colorado Partnership Members



- ❖ 51% Business/Industry
- ❖ K-12 Education
- ❖ Labor Organizations (non-managerial)
- ❖ Community Colleges
- ❖ Vocational Education/ Tech Prep
- ❖ Students - Student Organizations
- ❖ Parents - Parent Organizations
- ❖ Colleges/Universities
- ❖ Community-based organizations
- ❖ Trade associations
- ❖ Special populations representatives
- ❖ Vocational Rehabilitation
- ❖ PIC's - JTPA - SDA's
- ❖ Government
- ❖ Labor and Employment



School-to-Career Partnership

Benefits ALL

The School-to-Career Partnership is beneficial to all stakeholders; meets the needs of:

- ❖ Education - increased student learning.
- ❖ Business - better prepared workforce.
- ❖ Community - stable workforce and good schools.
- ❖ Students - career options and opportunities, and high academic standards.
- ❖ Families - relevancy in education and high academic standards.

The Role of Educators



- Aligning and coordinating renewal efforts
- Determining opportunities to include career-relative learning in the general K-16 curriculum
- Blending occupational and academic learning in all content areas
- Providing opportunities for workplace experiences
- Showing relevancy of academics in the workplace
- Using a variety of hands-on learning in the classroom
- Working with employers to enhance curriculum and instruction
- Utilize Tech Prep strategies of applied learning and improved articulation

The Role of Employers



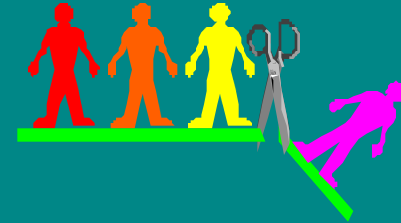
- Leading coordinating efforts to communities, families and schools
- Recruiting other employers
- Participating in career exploration activities
- Providing work-based learning experiences
- Assisting in the development of integrated curriculum
- Enhancing educator learning through internships, work site tours, and by sharing resources
- Volunteering in schools & releasing employees to participate
- Participating in the standards & assessment development
- Providing leadership for young women and minority students to participate in non-traditional work-based learning experiences

The Role of Labor



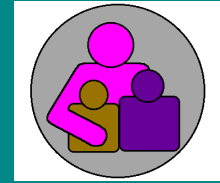
- Sharing information on career path options
- Advocating for participation by membership in state & local school-to-work/career efforts
- Participating in local partnerships
- Supplying information on labor and employment laws
- Encouraging the pursuit of non-traditional careers by young women and minorities

The Role of Students



- Supporting their own career development
- Identifying career interests and strengths
- Exploring a variety of careers
- Participating in work experiences
- Developing a career plan
- Determining a career interest pathway by 11th grade
- Selecting a college or post-secondary training which relates to your career goal

The Role of Parents & Families



- Identifying your child's strengths and interests
- Assisting your child in developing good work habits
- Increasing the awareness of career options for your child
- Participating in school committees and task force
- Promoting career development in the schools
- Communicating the importance of student involvement in the workplace to your employer