

CTE OUTREACH SPECIALISTS

STATEMENT OF WORK – ACADEMIC YEAR 20/21

Objective 1: Increase enrollment in CTE programs (Stakeholders: K12, Homeschool Network, Adult School, Community Based Organizations, Industry Associations, Community at Large)

Activities	Measurable Outcomes	Timeline	Responsible Persons
<p>1.1 Information Sessions Developed and Presented for Each Stakeholder Type</p> <p>Tri-Valley College & Career Night Dublin USD Senior Day Castro Valley - Adult School -ESL/Business Certificate -Livermore Library- What’s Going on at LPC? Year to Career Information Session FastPass Enrollment Event Year to Career Info Session #2</p>	<ul style="list-style-type: none"> ● A Minimum of 4 Information Sessions Facilitated Serving a Minimum of 300 Prospective Students (total) - 50 - 500 - 19 - 25 - 10 - 54 	<p>October & November April & May</p> <p>10/06-10/08 09/30 09/18 11/4 11/4 11/10 11/16-11/18 12/09</p>	<p>Anne Kennedy Liz McWhorter Mike Alvarez Catherine Alfaro-Gomez Jean O’Neil-Opipari</p>
<p>1.2 Program Spotlight Series for CTE Program</p> <p>Women in the Fire Service (3 workshops) Firefighter Career Preparation Workshop Interior Design Virtual Student Showcase Photography Graphic Design Engineering Technology</p>	<ul style="list-style-type: none"> ● CTE Program Spotlight Series Developed, Presented Live, and Recorded for Future Use. - 25 attendees - 45 - 12 - 9 - 24 - 12 	<p>Fall 2020</p> <p>09/16 10/01 10/13 11/16 11/19 12/10</p>	<p>-Anne -Anne Liz Liz Liz Jean</p>
<p>1.3 Q & A - Drop in Sessions for General Community</p>	<ul style="list-style-type: none"> ● A Minimum of 15 Drop-in Sessions Facilitated Serving a Minimum of 100 Students in Fall 	<p>August-Sept</p>	<p>Anne Kennedy Liz McWhorter</p>

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<p>Fall Virtual Q & A- 9 sessions Discover LPC: The Community College Pathway (weekly through fall semester- 11 x)</p>	<p>(total) and 300 Students in Spring (total) - 60 students</p>	<p>Jan-Feb 08/07-09/03 Sept-Dec.</p>	<p>Mike Alvarez Catherine Alfaro-Gomez Jean O’Neil-Opipari</p>
<p>1.4 Administer Surveys Re CTE Needs to Each Stakeholder Type No Longer Applicable; President’s Office Performing.</p>	<ul style="list-style-type: none"> Survey Administered to the Following Stakeholders Reaching a Minimum of 500 Individuals (note: survey to be developed by the EMP consulting firm) 	<p>Fall 2020</p>	<p>Anne Kennedy Liz McWhorter Vicki Shipman</p>
<p>1.5 Attend/Present/Exhibit at Local Community Events /Community Partner meetings LPC Arts Booth @ BATCH Makers Market Art Walk Light TEC meetings TEC College/Career Counselor Meetings Innovation Tri Valley 2040 Vision Planning Meeting Drive Thru Santa event- City of Dublin</p>	<ul style="list-style-type: none"> Present/exhibit at Min of 10 Community Events <ol style="list-style-type: none"> LPC Arts Booth @ BATCH Makers Market Art Walk Light TEC meetings TEC College/Career Counselor Meetings Innovation Tri Valley 2040 Vision Planning Meeting Drive Thru Santa event- City of Dublin 	<p>AY 20-21 9/13 10/10 Fall Fall</p>	<p>- Liz Liz Anne, Liz, Jean Anne, Liz, Jean, Mike, Cathe Liz, Jean Liz</p>

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Objective 2: Improve CTE Student Progress and Outcomes Leading to Completions.			
Activities	Measurable Outcomes	Timeline	Responsible Persons
<p>2.1 Perform In-Reach through CTE Program Cap-Stone Class Presentations for Completing and Submitting Award Documents.</p> <p>Student Resource Fair</p>	<ul style="list-style-type: none"> Facilitate Presentations in CTE Program CapStone Classes Directing Students to Complete Award Documentation (certificate, degree, 9+ units) 	<p>AY 20-21</p> <p>9/22</p>	<p>CTE Faculty Admissions & Records Anne Kennedy Liz McWhorter Vicki Shipman Jean O’Neil-Opipari</p>
<p>2.2 Program Engagement by Connecting with Students Identified by Faculty During the Pandemic to Ensure Success</p>	<ul style="list-style-type: none"> Gain Information from CTE Faculty on those Students that Needing Engaged; Provide Student Referrals to Campus Services 	<p>AY 20-21</p>	<p>Liz McWhorter Anne Kennedy Counseling Vicki Shipman Jean O’Neil-Opipari</p>
<p>2.4 Guest-speak at LPC Student Clubs, Government and/or InterClub Council (ICC)</p>	<ul style="list-style-type: none"> Guest-speak at Student Government and InterClub Council Meetings at least 1x/semester 	<p>AY 20-21</p>	<p>Liz McWhorter Anne Kennedy Jean O’Neil-Opipari</p>

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Objective 3: Develop and broadly publicize industry-informed career pathways that prepare students for jobs needed within the regional labor market.			
Activities	Measurable Outcomes	Timeline	Responsible Persons
3.1 Program Mapper Implementation Complete Templates 1-7	<ul style="list-style-type: none"> ● All CTE Programs Mapped within Program Mapper Technology Templates Completed; Ready for Testing	Fall 2020	Vicki Shipman Madeline Wiest Joel Gagnon
3.2 Update CTE Websites to Include Labor Market Information Career Coach or Another Career Assessment Tool will be Purchased	<ul style="list-style-type: none"> ● All CTE Websites Updated with Labor Market Information Career Coach Demonstration	Fall 2020	Vicki Shipman
3.3 Marketing & Advertising Mechanisms Including Websites, Direct Email Marketing, Social Media Marketing	<ul style="list-style-type: none"> ● CTE Program Maps Disseminated via Marketing & Advertising Mechanisms 	Spring 2021	District Marketing Vicki Shipman

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Objective 4: Broaden and enhance career exploration and planning, work-based learning opportunities, and other supports for students.			
Activities	Measurable Outcomes	Timeline	Responsible Persons
4.1 HandShake Virtual Career Center Implementation Launch to employers Launch to students -LPC Resource fair presentation -constant contact email to 8000+students Present to classrooms	<ul style="list-style-type: none"> HandShake Implemented Serving a Minimum of 200 Employers and 500 Students (total) -502 approved employers - 186 students (no bulk upload allowed per District IT) 	Fall 2020 Oct 20 Oct 20 Nov-Dec	Terrance Thompson Anne Kennedy Vicki Shipman
4.2 Recruit Employers to Provide Job Shadowing, Internship, and Guest Speaking Opportunities for Students LLNL Guest Speaker Sandia Guest Speaker LLNL/LPC Science Seminar Series x2 Sandia	<ul style="list-style-type: none"> A Minimum of 20 New Employers Recruited serving a Minimum of 300 Students (total) 5 7 200 + 	AY 20-21 October-20 November-20 October 13, 2020, November 9, 2020	Jean O’Neil-Opipari
4.3 Develop, Schedule and Offer Monthly Job/Career Fairs Kelly Scientific Career Fair Hire Together Career Fair (2) NSA- Internship Info Session	<ul style="list-style-type: none"> Virtual Job/Career Fairs Facilitated Monthly Serving a Minimum of 250 Students (total) 5 20 6 	AY 20-21 11/6 8-/28 & 11/19 11/26	Terrance Thompson Anne Kennedy Liz McWhorter TriValley CC Jean O’Neil-Opipari
4.4 Develop, Schedule and Offer Industry Specific	<ul style="list-style-type: none"> A Minimum of 4 Industry Specific 	AY 20-21	Terrance Thompson

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Job/Career Fairs 1st Responder Job Fair	Job/Career Fairs Facilitated Serving a Minimum of 100 Students (total) 22		Anne Kennedy Liz McWhorter TriValley CC Jean O’Neil-Opipari
4.5 Present to CTE Students WorkBased Learning Opportunities Present to classroom - Engineering 1	<ul style="list-style-type: none"> Scheduled Presentations with CTE Introductory Classes Serving a Minimum of 250 Students (total) 38 	AY 20-21	Anne Kennedy Liz McWhorter Mary Lauffer Jean O’Neil-Opipari
4.6 Co-host Program Specific Workshops Women In Fire Workshop Series (3) Firefighter Career Preparation Workshop Engineering Tech Resume Writing Interview Skills	<ul style="list-style-type: none"> Co-host a Minimum of 8 Program Specific Workshops Serving a Minimum of 160 Students (total) 25 45 20 8 	AY 20-21 Oct-Dec Oct 1 September, 20 (2) December 1, 2020	Liz McWhorter Anne Kennedy CTE Faculty Jean O’Neil-Opipari

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Objective 5: Develop robust connections between community colleges, business and industry representatives, labor and other regional workforce development partners to align college programs with regional and industry needs and provide support for CTE programs.

Activities	Measurable Outcomes	Timeline	Responsible Persons
<p>5.1 CTE Advisory Board Recruitment and Meeting Management</p> <p>Business OSH Int Des Theater Photography Mass Comm Paramedic Engineering Tech CNT/CS</p> <p>TEC Advisory Board Dinner</p>	<ul style="list-style-type: none"> CTE Advisory Board Meetings Facilitated and Managed for all CTE Programs at Least Once per Academic Year <p>Dates needed.</p>	AY 20-21	Anne Kennedy Liz McWhorter CTE Faculty Jean O’Neil-Opipari
<p>5.2 Exhibit and Present at Industry Events (e.g., Performance Racing Industry’s trade show/con; JACC [Journalism] con; International Thespian Fest)</p>	<ul style="list-style-type: none"> Participation in a Minimum of 4 Industry Events 	Spring 2021	Anne Kennedy Liz McWhorter Vicki Shipman Jean O’Neil-Opipari
<p>5.3 Develop, Schedule, and Offer Campus Tours</p> <p>Virtual Tour video created - on webpage</p>	<ul style="list-style-type: none"> A Minimum of 8 Campus Tours Facilitated (Virtual and/or In-Person) Serving a Minimum of 240 Students 	AY 20-21	Mike Alvarez

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5.4 Develop, Schedule and Offer Economic & Workforce Development Events	<ul style="list-style-type: none"> Annual Economic & Workforce Development Summit Held in Spring 	Spring 2021	President's Office Anne Kennedy Liz McWhorter Vicki Shipman Jean O'Neil-Opipari
5.5 Collaborate with TriValley Career Center Events to Provide Career Related Workshops (resume writing, interviewing, networking, etc.)	<ul style="list-style-type: none"> A Minimum of 12 Workshops Facilitated Serving a Minimum of 120 Students 	AY 20-21	TriValley Career Ctr. Anne Kennedy Liz McWhorter Terrance Thompson Jean O'Neil-Opipari

Objective 6: Create a sustained, public outreach campaign to industry, high school students, counselors, parents, faculty, staff, and the community at large to promote career development and attainment and the value of career technical education.

Activities	Measurable Outcomes	Timeline	Responsible Persons
6.1 Develop and Manage Social Media Accounts for Each CTE Program; Inventory Current Social Media Accounts; Create New Accounts as Needed; Work with Faculty/Student Asst.'s to Develop Schedule & Content Music Mass Comm Photography Theater Fire Service Tech Automotive	<ul style="list-style-type: none"> All CTE Programs Actively Engaged in Social Media 	Fall 2020 Setup; Ongoing Management	Anne Kennedy Liz McWhorter CTE Faculty Jean O'Neil-Opipari

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<p>6.2 Update CTE Web Sites Engineering Technology Revamp Career Education Webpages Business Viticulture, Campus Hill Winery Added videos to relevant CTE program pages Work done to all pages</p>	<ul style="list-style-type: none"> All CTE Web Sites Updated to Include Current Educational Offerings and Career Information 	<p style="text-align: center;">Fall 2020</p>	<p>Anne Kennedy Liz McWhorter CTE Faculty Jean O’Neil-Opipari</p>
<p>6.3 Develop CTE Program Fact Sheets</p> <p style="background-color: yellow;">Fact Sheets not to be developed; web presence only due to pandemic.</p>	<ul style="list-style-type: none"> All CTE Program Fact Sheets Completed; Posted to Website(s) and Social Media 	<p style="text-align: center;">Fall 2020</p>	<p>Anne Kennedy Liz McWhorter CTE Faculty Jean O’Neil-Opipari</p>
<p>6.4 Collaborate with District Marketing to Develop Marketing Campaigns Newspaper advertising Social Media campaign Constant Contact</p>	<ul style="list-style-type: none"> Monthly Meetings; Strategy Plan Development 	<p style="text-align: center;">Monthly</p>	<p>Anne Kennedy Liz McWhorter Jean O’Neil-Opipari Vicki Shipman</p>

Objective 7: Increase knowledge and expertise of effective outreach practices through professional development			
Activities	Measurable Outcomes	Timeline	Responsible Persons
<p>7.1 Attend and Participate in CTE Outreach Related Conferences (CIWEA, CCCAOE, Educating for Careers, etc.) Earn and Learn CCCAOE CIWEA</p>	<ul style="list-style-type: none"> Conference Attendance 	<p style="text-align: center;">Ongoing</p> <p style="text-align: center;">December - 20</p> <p>9/30-10/2 10/26</p>	<p>Vicki Shipman Anne Kennedy Liz McWhorter Jean O’Neil-Opipari</p>

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<p>Virtual CTE Conference CTE Outcomes Survey BACCC Job Developer Communities of Practice</p>		<p>Nov Sept-Nov</p>	
<p>7.2 Collaborate with TriValley Educational Collaborative (TEC) with Annual CTE Summit Professional Development Event</p>	<ul style="list-style-type: none"> • CTE Summit Planning and Development with TEC Serving a Minimum of 75 Secondary Teachers and PostSecondary Faculty 	<p>Spring 2021</p>	<p>VPAS Office TEC Leads Vicki Shipman Emerald Templeton Anne Kennedy Liz McWhorter Jean O’Neil-Opipari</p>