

SCCOE CTE Team Monthly Newsletter

March 2021

MARCH 2021 NEWSLETTER

The Santa Clara County Office of Education CTE Team is dedicated to providing important CTE and College and Career updates to our community through our monthly SCCOE CTE Team Newsletter. We look forward to building and improving communication with the goal of creating equitable access to high quality CTE pathways and College and Career transitions for all our students throughout Santa Clara County.



UPCOMING EVENTS

[CAREER FAIR 2021 - March 11, 2021](#)

[AUTODESK 360 CONTEST - MARCH 1 - APRIL 9 2021](#)

MESSAGE FROM THE CTE COORDINATOR

Career Fair 2021

The Santa Clara County Office of Education is excited to announce our first K8 Virtual Career Fair, Connecting Passions to Careers, encouraging our K8 student community to explore many exciting career opportunities through our diverse guest speaker sessions. Because this is a virtual event from 1:00 – 3:00 p.m., we encourage teachers who are interested, to engage their classes and register for the event. Early career exploration is key to engaging students in future high school and post high school college and careers. We would appreciate it you could share this event with your teachers and community.



Moreover, March is Youth Arts Month. We would like to share about the EmPower Silicon Valley Short-Film Competition (SVCleanEnergy.org/empower-sv), hosted by Silicon Valley Clean Energy, the not-for-

profit electricity provider for 13 communities in Santa Clara County. Through this scholarship competition awarding a total of \$20,000, high school students are invited to share their stories about community solutions to climate change. The goal is to center equity in our competition outreach and engage with students representing a diverse range of experiences and interests. For more information, please use the link for the flyer: bit.ly/3r6XCsG



CAREER FOCUS - REAL WORLD WORK BASED LEARNING EXPERIENCES

SAVE THE DATE! WORK BASED LEARNING FORUM

Save the Date! On March 31st, from 3:30 - 4:30 PM, SCCOE and Earn & Learn will co-host a Work-Based Learning Forum for CTE teachers and connectors from across the county. Come learn about and share tools and best practices with your colleagues and with SCCOE and Earn & Learn practitioners.

ZOOM LINK:

<https://sccoe.zoom.us/j/96303345809pwd=Q2psOWhOeEkxV3FxZy9ld0pUV1JLZz09&from=addon>

Links to a growing bank of tools and resources to widen and deepen your WBL practice:

[WBL Continuum](#)

[The Earn and Learn Toolset](#)

[Earn and Learn Connector Path and Events Calendar](#)

[Sample Connector Job Description](#)

[High Quality CTE - 11 Elements](#)

[Model Standards, Sector and Pathway Docs](#)

[Labor Market Research and Community College Crosswalks](#)

[California Career Zone](#)

[O*Net Online](#)

[Bay Area Regional Plan - Draft](#)

[BACCC](#)

[Computer Science Teaching Tips](#)

We know that work-based learning can be a great equalizer and catalyst to bridge achievement, engagement, and wealth gaps in our communities.

The SCCOE and our core partners are committed to a set of principles and practices that have proven to leverage impacts on students and the educators and industry partners who work most closely with them:

- Deepen an equity mindset to include underrepresented youth in high-quality WBL experiences
- Create staffing models that are up to the tasks associated with quality and accessible WBL
- Provide no or low cost professional development to staff in the key implementation and leadership roles

- Build collaborative systems that support effective communication, and multi-stakeholder ecosystems characterized by dependability and support
- Manage a growing and open-source tool bank to equip practitioners
- Raise and manage funds to prove innovative theories of practice and to move innovation from design to application
- Create a tiered system of support to onboard newcomers, fledge experienced practitioners, and foster site and district-level ownership and resource commitments

With this in mind, SCCOE is proud to announce that **Earn & Learn** is our **Collaborator of the Month!**

COLLABORATOR OF THE MONTH

Earn & Learn is a premier work-based learning organization, serving the entire extended Bay Area and Central Coast region.



“We coach our clients through the process of creating or amplifying their regional network of schools, employers, and community partners to unleash career pathways for learners in K-12 and community colleges. We have developed a cloud-based collaboration platform that connects all regional stakeholders, streamlines communication, tracks work-based learning activities, and provides real-time reporting on impact. We are creating a movement of “Connectors” dedicated to building a more diverse and inclusive workforce by training and empowering them with our proprietary toolkit.”

With nearly 90,000 learners served, over 3,000 employer partners, and 2,500 work-based learning experiences documented, Earn & Learn puts the emphasis on impact, access, and equity.

To learn more about the work and tools of Earn & Learn, please explore these links:

[Earn & Learn Homepage](#)

[The Earn & Learn Work-Based Learning Toolset](#)

HELPFUL HINTS FOR STUDENT SUCCESS

LinkedIn - One Stop Shop For Success!

How to Use LinkedIn

High school students can use LinkedIn to search for internships, companies, colleges or fields of interest to open up networking conversations and job opportunities once they’ve created their profile. Students should refer to [LinkedIn’s Profile Checklist](#) for a refresher on tips to create a compelling profile.

The primary navigation of LinkedIn is located across the top horizontal toolbar:

1. **HOME** - Includes profile, posts of companies being followed, news on top stories, and other resources. The home page can be customized to competitively position themselves by following specific companies, colleges, leaders, groups of interest. Almost every college, business and organization has a LinkedIn presence. Students will gain insights into the culture and trends of the organizations that will be valuable. Recruiters are impressed when applicants apply to colleges and jobs at their



organizations. It is recommended to take time to customize the home page to align with college and career goals.

2. **MY NETWORK** – Shows personal connections with ability to request other connections. Students are encouraged to start networking with their immediate connections, including teachers, counselors, parents, relatives, and friends of parents, especially those in careers or alumni from colleges of interest. Students can search for individuals they'd like to connect and send connection requests to grow their network.

3. **JOBS** – Excellent resource to search for internships and jobs, and create "search agents" to be notified of future job postings. Utilize this tool to search by job title, skill or company; add location of city and state; also create searches with "remote" as the location. Students can customize and save search criteria to be notified of future job postings. It is recommended to set up several searches with different criteria and to become familiar with this feature of LinkedIn.

4. **MESSAGING** – Use this feature to request connections and communicate with connections. When requesting to connect, it is highly recommended to add a brief personal note. For example, *"I'm a senior at Willow Glen High School and will be applying to college next year. I am interested in being a Chemical Engineer and attending San Jose State University. I understand that you studied there and are currently working at DuPont. I'd very much like to connect with you to learn more about your career path. Thank you."* This is an important tip for students to remember when starting to grow their network. It's also important not to be too direct, and ask for a job or recommendation right off!

5. **NOTIFICATIONS** – Stay informed of announcements and accomplishments of connections including work anniversaries. Congratulate or respond to them personally; share posts too.

6. **ME** – Personal LinkedIn profile and account management page to navigate in order to update in accordance with job search or college pursuit status.

LinkedIn is an excellent free resource for students to learn to navigate! It is not encouraged for students to pay for premium services on LinkedIn to increase their connectivity abilities, however sometimes LinkedIn offers free trials that can be leveraged. Or if personally deemed worthwhile just to enhance profile and connections for a short period, students may opt to do so, but knowing how to navigate LinkedIn at no cost is recommended.

Last but not least, LinkedIn has a mobile app that is recommended for students to download to keep this valuable resource at their fingertips! <https://mobile.linkedin.com/>



K12 PATHWAYS COORDINATOR CORNER

Starting Early: Career Development in Early Grades

Foundations...Promising Practices...Getting Started

Early in our lives we all have dreams, hopes, and passions. Most of the time those are considered "hobbies" and not real career goals. However, many avenues like hobbies and extracurricular activities

in elementary and the middle school pave the way for high school career and technical education (CTE) pathways, career focus, and lifelong learning.

That is why Santa Clara County Office of Education is excited to host our first K8 Virtual Career Fair. Please see flyer attached and feel free to pass this amazing event to our K8 community!



Dr. Patrick Akos, University of North Carolina at Chapel Hill states, "Self and career awareness breeds purpose and meaning, enhancing the self-direction and hope of youth....early career development enables more harmonious post-secondary and future career plans." In order to make CTE pathways more influential, CTE leaders need to inform and influence early career development by promoting CTE efforts in the early grades.

In the Association for Career and Technical Education (ACTE) article, Akos also stated early career development is a shared responsibility and gives students early exposure in areas they may want to pursue later in life. In addition, ACTE has developed a five-episode podcast series dedicated to middle school career exploration. Please be sure to listen in.

<https://www.acteonline.org/why-cte/middle-school-cte/middle-school-podcasts-and-webinars/>

Read Akos' full article by following the link:

https://www.acteonline.org/wp-content/uploads/2020/11/Xello_Starting-Early-Publication_FINAL.pdf

SCHOOL DISTRICT UPDATES

Highlights from Campbell Union High School District

FlexFactor and Project Lead the Way

One hundred and three students from three high schools participated in the FlexFactor Work Based Learning five week program. Students solved real world problems and presented their product to a panel of industry experts. Problems these groups of students were pitching to solve included bike accidents, athletic injuries, and seizure control, smart masks, an alert notification for cyclists, temperature control clothing for the outdoors among others.

Theatre Performance and Theater Tech

The annual statewide California Educational Theatre Association (CETA) High School Theatre Festival gives students a chance to receive high quality feedback, scholarships, and awards for their theatrical work. CUHSD's Westmont High School participated in two of this year's events: Sceneworks and Techworks. Alma Gur (Junior) and Faith Lucas (Senior) performed a scene from Dog Sees God: Confessions of a Teenage Blockhead by Bert V. Royal and received SUPERIOR rankings for their performance.

Here's what the adjudicators had to say:

- "Well done, Westmont! Alma Gur and Faith Lucas both need to be commended on their commitment to emotional honesty and truthful performance. "
- "This performance was cohesive and one of the best high school productions I have seen this season"

Digital Media and Education

While learning virtually students in CUHSD created a Welcome video for the class of 2025 by Digital Filmmaking students, and developed a week long enrichment activity for an after school program by Careers in Education Students. Through these activities students were able to use new forms of technology to showcase their knowledge and skills.

INTRODUCING THE CTE TEAM



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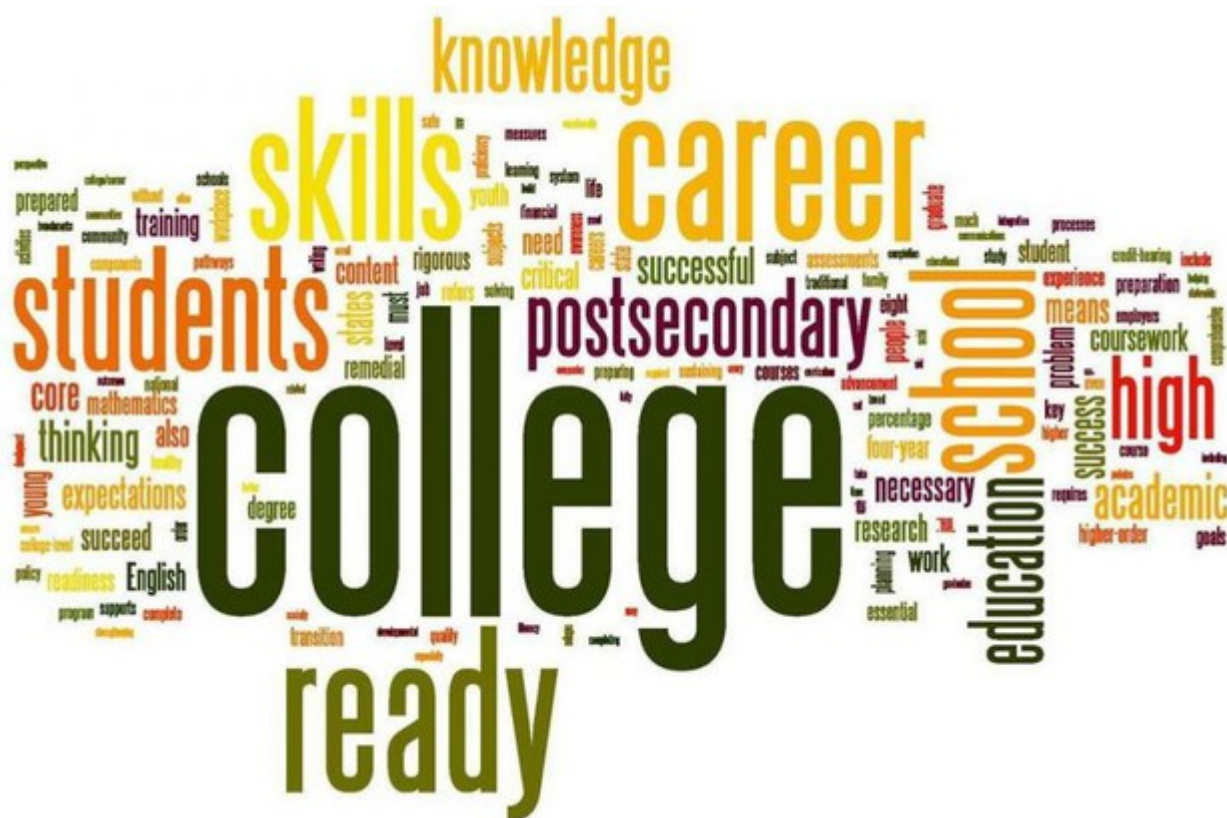


Career Tech Education - Santa Clara County Office of Education

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If you would like to unsubscribe, contact Joell Hanson at johanson@sccoe.org. For access to previous CTE newsletters, please use this link: bit.ly/2MLsSOs