

# Annual Impact Report 2019



CAREER TECHNICAL  
EDUCATION  
FOUNDATION





We're on a mission to strengthen economic development and student success.

## *From CTE Foundation Leadership*

As we write this letter, the global coronavirus pandemic casts a shadow over the joy we feel when reflecting upon the positive outcomes we have generated for students during this past year. Today, we find ourselves even more committed to our mission to innovate the education to career experience, helping students identify interests and build their skills so that they can create success for themselves in a constantly changing world.

This report is a celebration of our achievements and paints a picture of the exciting possibilities ahead. Since our founding in 2013, we have engaged more than 9,500 students in hands-on, career-connected learning. Thanks to the ongoing dedication of our many community partners – from private industry to education to government – we have built a strong foundation of support and a program model that is proven to enhance student success while advancing the economic and workforce demands of our community.

In this first annual report, you will see how our investment model is working, as evidenced by the systemic change we have influenced through career technical education (CTE). You will also see how our work to connect educators with leading employers to bring the real-world into the classroom is creating community linkages and a shared vision for all high school graduates.

Our approach to align education with workforce development was an untried idea. It brings us great pride to share the following personal stories from teachers and students that gives such promise for the future. None of this would be possible without the dedicated staff, board members, supporters, educators and community partners we are fortunate to have cheering us along the way.

During this most unprecedented time in our history, we are grateful for the partnerships we have developed as, together with our education stakeholders, we envision the transformational learning experiences our young people deserve. As we look ahead, we ask you to join us in building upon our success to ensure a fulfilling future for the next generation.



*Kathy Goodacre, CEO*



*Jeremy Olsan, Board Chair*





## Ensuring all Sonoma County youth see the connection between the classroom and the workplace and have a fulfilling future.

For nearly a decade, Career Technical Education (CTE) Foundation has been working closely with partners across the community to ensure career-connected learning both in and out of the classroom.

By bringing together leaders in education, nonprofit, government and industry, CTE Foundation is creating relevance in learning and providing a path for students to explore careers and build the required technical and soft skills to support their future.

**INNOVATING THE  
EDUCATION-TO-  
CAREER EXPERIENCE**

**ADDRESSING  
WORKFORCE NEEDS  
THROUGH EDUCATION**

**SHAPING STUDENTS'  
FUTURES AND  
BOOSTING STUDENT  
SUCCESS**

## VISION

Students have rewarding careers that strengthen their lives, the community and the economy.

## MISSION

Innovate the education-to-career experience to strengthen economic development and student success.

## VALUES

Equity

Empowerment

Engagement

Experience

Entrepreneurism



# Innovating the Education-to-Career Experience

## Making Career-Connected Learning the Rule, not the Exception

Making school relevant for students is about helping them connect what they are learning today to how they'll be earning a living tomorrow. Career-connected learning, also known as work-based learning (WBL), is an educational strategy that provides students with real-life work experiences where they can apply academic and technical skills toward developing fulfilling careers.

Beginning in 2017, and in partnership with the Sonoma County Office of Education (SCOE), CTE Foundation worked with 16 high schools to roll-out a county-wide WBL system

— providing educators access to an online database and customized assistance supporting linkages between educators and employers. In 2018, the program was successfully expanded to include ten additional schools.

Educators and coordinators in the system are provided high-quality professional development and opportunities to share best practices among peers. They also get connected with local employers to learn about industry needs and are informed about student/industry events and other career exploration programs.

## FOOD & BEVERAGE MANUFACTURING CAREER SUMMIT

### Generating Excitement for In-Demand Sonoma County Careers

At the 3rd Annual Food & Beverage Manufacturing Career Summit, CTE Foundation hosted 200 high school students from 12 schools to explore the many careers available within the food, beverage, wine and agriculture sectors. From industry panels and employer interviews to hands-on activities, students discovered how they may one day apply their own skills and interests to a rewarding career.

## INCENTIVE GRANTS Innovating Course Curriculum and Creating Relevance for All Students

From the very beginning, CTE Foundation has offered a competitive grantmaking program to incentivize schools to enhance or develop innovative CTE courses that integrate core academics with career exploration opportunities as well as technical and soft skills training. In the 2018-2019 school year, \$420,575 was awarded for nine new or enhanced CTE sections and two new Switch™ electric vehicle lab kits, bringing the total investment to \$2.8 million since the first round of grant funding in 2013-2014.

## TEACHER EXTERNSHIPS Connecting Educators with Employers Brings the Real World into the Classroom

How can we expect educators to provide career connected learning to industries many have not experienced for themselves? By connecting ten interdisciplinary teacher teams with industry partners — Keysight Technologies, Oak Grove Construction, Soap Cauldron, St. Joseph's Health and Good Good Studios — teachers got an in-depth look at employer needs, equipping them to develop career-connected learning and career exploration for their students through industry informed, project-based learning.



“Being in the Make class opened my eyes to how math and computer science are integrated into our everyday lives. I was able to understand that math is not just an abstract thing.”

William D.  
EL MOLINO HIGH SCHOOL SENIOR,  
CLASS OF 2019

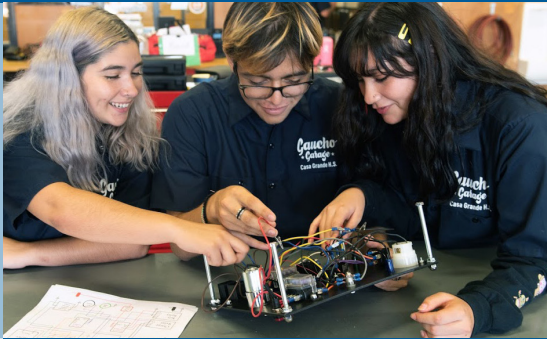
“This was an amazing experience and I am very excited about the learning we did and the project we have developed. I feel like we have made a lifetime connection that our students will benefit from beyond the classroom.”

Harmony G.  
TEACHER EXTERNSHIP PARTICIPANT



61% of students in courses funded by CTE Foundation report that the projects and experiences in the class helped them to better understand concepts from other courses, such as math, science and English

35% of CTE students in these programs identified as female – an increase of nearly ten points over previous annual averages



6,000 students potentially impacted over four years by teachers participating in Externships

2,714 Sonoma County students were connected to employers and career training opportunities





# Addressing Workforce Needs Through Education

## NBCC: Building Career Pathways to Thrive in Sonoma County

To address the overwhelming need in the Sonoma County construction trades industry for a skilled and motivated workforce, CTE Foundation partnered with the North Coast Builders Exchange, Sonoma County Office of Education and Santa Rosa Junior College in 2017 to pilot the North Bay Construction Corps (NBCC). The NBCC is a five-month training program introducing high school seniors to careers in construction and the trades while earning college credit. Classes are taught by local industry

professionals, so students are exposed to multiple employers and a sampling of what it's like to work in a variety of trades.

In the 2018–2019 school year, NBCC was expanded to seven cohorts across five counties – Sonoma, Napa, Lake, Mendocino and, through a partnership with the Mario Ghilotti Family Foundation and Marin Builders Exchange, Marin. This increased the impact of the program almost 200%, jumping from 37 graduates to 91 – in only one year.



### SONOMA CORPS Bridging Education and Career

In 2018, CTE Foundation launched the development of Sonoma Corps, a “gap year” internship program that provides hands-on work-readiness training, paid work experience and scholarships. Fifteen seniors from the pilot site, Piner High School, were selected through a competitive process to begin program activities in Fall 2019. Students are committed to this two-year program including participating in a full time, year-long internship following graduation at one of five employer worksites where they will earn an hourly wage and benefits, and a scholarship toward postsecondary training and education.

### SUMMER HEALTH CAREER INSTITUTE Expanding Access to Wellness and Work

In partnership with Kaiser Permanente Northern California Community Benefit and Santa Rosa Junior College, the Summer Health Career Institute (SHCI) offers incoming junior and senior high school students hands-on education, an introduction to a healthcare network of professionals and opportunities to explore a healthcare career pathway. Since 2015, access to and participation in the program have increased with special emphasis on outreach to at-risk students who would most benefit from direct career-connected learning as well as students from rural areas.

“After seeing thousands of graduates head into the world and never being quite sure if they are going to make it, it’s powerful to see these young men and women complete the North Bay Construction Corps and have a job offer in hand. It’s clear that we’re changing these young peoples’ lives for the better.”

Cole Smith  
ROHNERT PARK NBCC COORDINATOR

“For at least a decade, we have seen local companies struggle increasingly to recruit and retain skilled employees. The 2017 fires exacerbated this problem and it’s crucial that we develop a pipeline to train young people for careers that will keep them in the region and support the growth of our local economy.”

Ethan Brown  
PROGRAM MANAGER AT THE SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD AND SONOMA CORPS STEERING COMMITTEE MEMBER

## NBCC

Results from a 2018 survey, 5 months after graduation

**58%** working in construction and the trades  
Earning between **\$15** and **\$24** per hour  
**80%** were working full-time + benefits



## SHCI

**71%** enrolled in further college or vocational training courses  
**43%** employed in health care field 1 year out of high school

### Demographic breakdown of students

**55%** Hispanic/Latinx  
**11%** Asian  
**17%** Caucasian/White  
**1%** African American/Black  
**16%** Other/Mixed Race





# Shaping Students’ Futures and Boosting Student Success

## Portrait of a Graduate: Student Success Doesn’t Come in Just One Flavor

The Sonoma County Portrait of a Graduate (POG) is a community vision for student success that identifies the skills and mindsets young people need to thrive in a rapidly changing world. The POG was created through a countywide collaborative effort led by a partnership between CTE Foundation, Sonoma County Office of Education (SCOE) and Cradle to Career.

Starting in 2018, a design team of more than 60 representatives from education, industry and community-based youth-serving organizations was formed to engage more than 800 community members in a conversation about the hopes and

aspirations we hold for our youth. The data collected through surveys and community conversations helped create a common vision reflective of the unique needs and perspectives of our residents, and ensure the resulting portrait is representative of our diverse and vibrant community.

A countywide campaign is underway to advocate for widespread adoption of the portrait in schools, youth-serving organizations and employers. Momentum is building and several school districts and communities have embraced the POG as the beginnings of a cornerstone strategy for educational reform.

## ERMSA Environmental Stewardship, Career Training

PERMIT Sonoma generously provided funding for CTE Foundation, in partnership with SRJC and SCOE, to develop and implement a new education-to-career bridge program, the Environmental Resource Management Summer Academy (ERMSA).

In Summer 2019, 17 high school students graduated from the six-week pilot program that offered immersive, experiential learning using field experiments, activities to restore natural habitats and opportunities to see first-hand how human interactions can have a positive relationship with the natural world.

## CWISE/GIRLSTINKER ACADEMY Creating Disruptive Solutions to Promote Equity

In 2016, CTE Foundation formed a leadership group to address the formidable gender gap for girls and women in pursuit of science, technology, engineering and math (STEM) careers. This evolved into Community WISE (Women Investing in STEM Equity or CWISE), a coalition whose goal is to identify and invest in opportunities that encourage more girls to pursue STEM education and careers.

To increase access to positive interventions that will inspire and support girls and young women in STEM, CTE Foundation partnered with Sonoma State University (SSU) to create the Girls Tinker Academy, a free two-week program that engages middle school girls using maker activities to explore STEM concepts.

In both summer of 2018 and 2019, 24 girls from across Sonoma County were selected through a competitive process to attend the academy taught by SSU professors with undergraduate students as mentors. Demand for this program has consistently outpaced capacity and plans for expansion are currently underway.

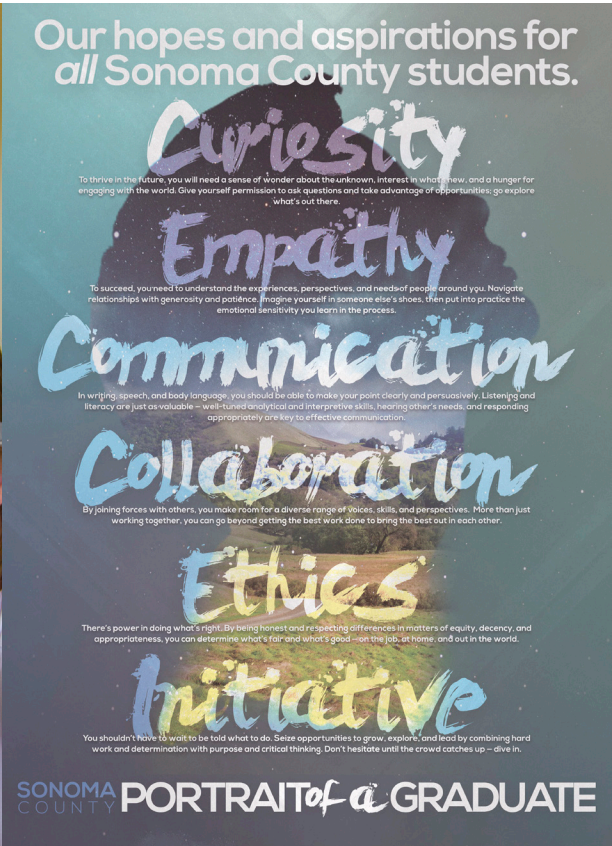


“I know that climate change is a very daunting issue to most people. It’s just a matter of getting people engaged and wanting to take action. I want to take what I’ve learned and apply it to any field of science I go into and benefit the earth and future generations.”

Lilah T.  
11TH GRADER ERMSA PARTICIPANT

“All-girl STEM programs give power to girls to learn more. It opens the door to a new career that we may never have had in mind. This camp helped open my mind to the great careers out there in STEM.”

Kamila S.  
9TH GRADER AND 2019 TINKER  
ACADEMY PARTICIPANT





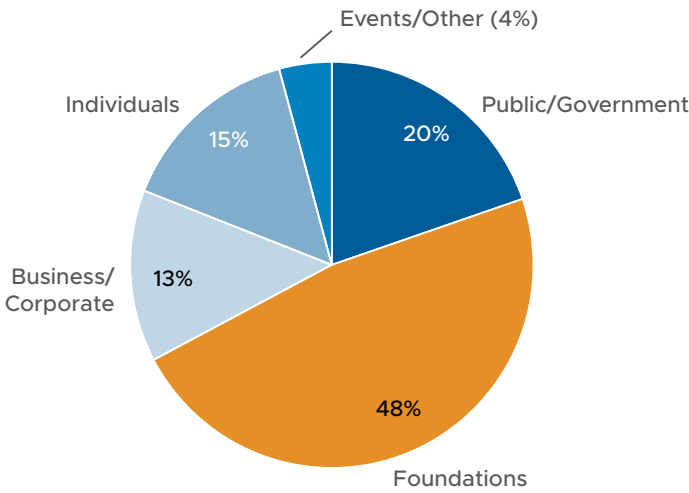
# Financials

FISCAL YEAR: JANUARY 1, 2018 - DECEMBER 31, 2018

## Statement of Activities

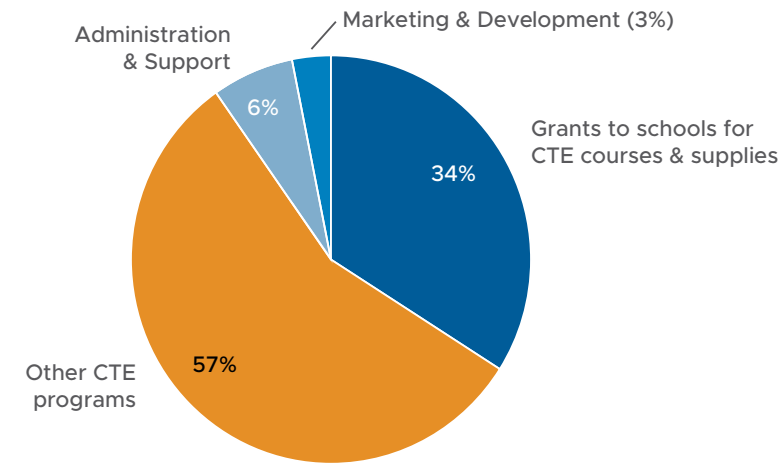
### WHERE THE MONEY COMES FROM

Public/Government	\$642,220
Foundations	\$1,578,851
Business/Corporate	\$440,750
Individuals	\$486,759
Events/Other	\$130,329
Total Revenues	\$3,278,909



### WHERE THE MONEY GOES

Grants to schools for CTE courses & supplies	\$668,083
Other CTE programs	\$1,106,397
Administration & Support	\$125,127
Marketing & Development	\$62,400
Total Expenses	\$1,962,007



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## Thank you.

We are deeply grateful to our supporters and donors for their generosity, leadership and commitment to student success and economic development. Your contributions change the lives of students, their families and our community.





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