

# Impact Report

2021-2022



## The Challenge

Sonoma County students report higher levels of **anxiety about their future** than anywhere in the United States. Furthermore local students rank themselves lowest among their California peers in **engagement and college/career readiness**.

The Career Technical Education (CTE) Foundation invests in educational strategies, innovative programs and career exploration opportunities to bring relevancy to the classroom and improve overall student success.

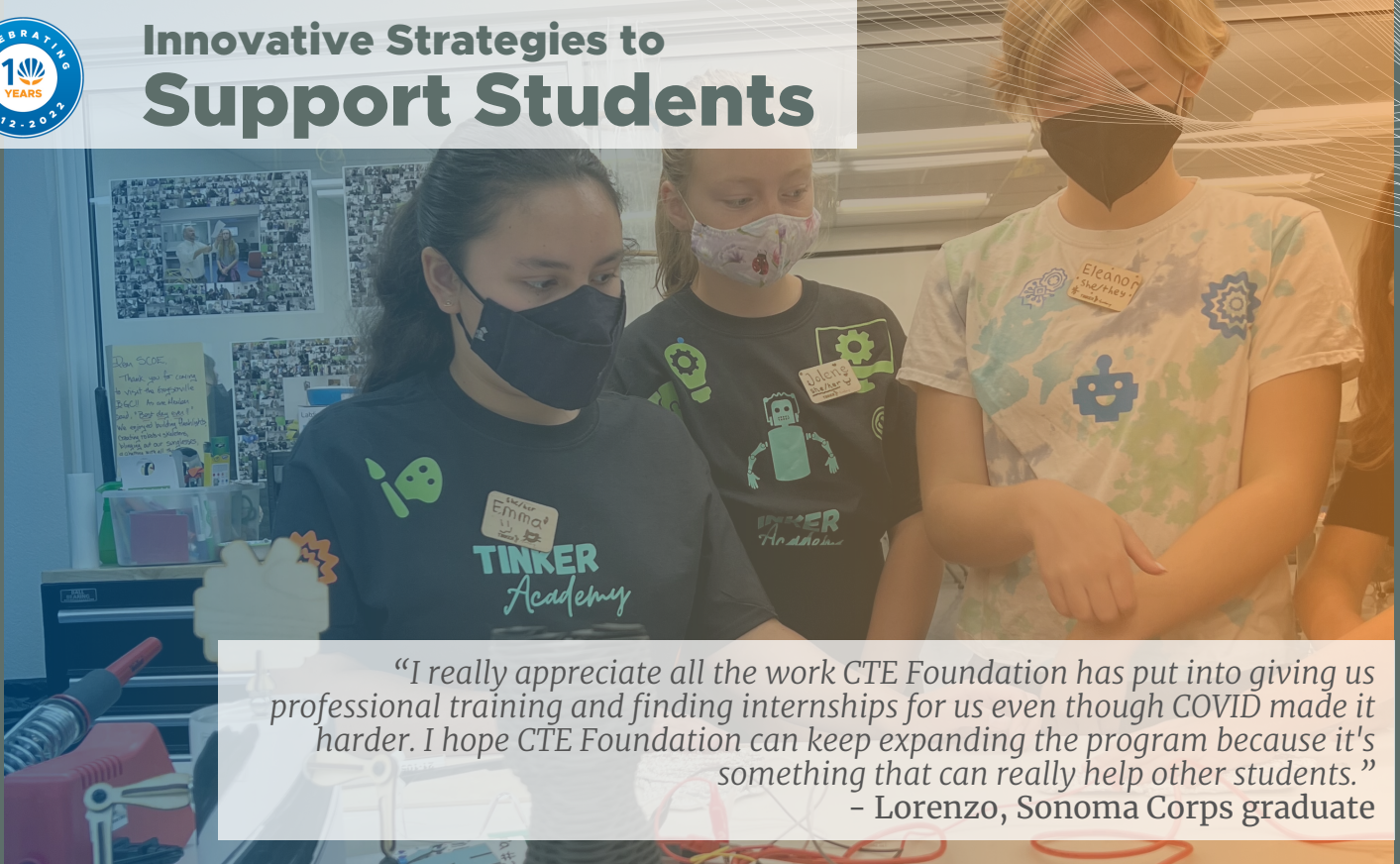
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Learn more about our strategies to support students, teachers & educational systems





# Innovative Strategies to Support Students



*"I really appreciate all the work CTE Foundation has put into giving us professional training and finding internships for us even though COVID made it harder. I hope CTE Foundation can keep expanding the program because it's something that can really help other students."*  
- Lorenzo, Sonoma Corps graduate



## Girls Tinker Academy

71 middle school students engaged in hands-on maker activities designed to inspire and encourage girls and students of color to pursue STEM education and careers. Thanks to support from U.S. Institute of Museum and Library Services and Medtronic Foundation, a winter session was added and summer participation was doubled with a second location.

**Career-connected learning through hands-on programs increases engagement and brings relevancy to learning.**



## Sonoma Corps

A second cohort of Piner High School seniors participated in this work-readiness program that includes one-on-one career and education coaching, full-time paid gap-year internships with local employers, Santa Rosa Junior College work experience credit and \$5,000 scholarships for continued education.



## Switch EV Program

In partnership with Sonoma Clean Power, the street-legal Switch Electric Vehicle Kit provided students hands-on technical skills and awareness of clean energy technologies. Sonoma County Office of Education provided coaching and professional development for teachers. Efforts culminated at the Switch EV Rally where students demonstrated their learnings and received employer feedback about their design/build experience.



# Innovative Strategies to Support Educators



*"The CTE Foundation has vastly improved the curriculum and career exploration opportunities we offer. The grants have allowed us to expand our course offerings to include Advanced Agriscience and Ag Mechanics courses, Engineering courses, and more."*  
- Wendy Swanson, Work-Based-Learning Coordinator  
Sonoma Valley High School

## Innovate Ag Education Fellowship



Two schools implemented new curriculum to expose students to non-traditional ag careers like engineering and sustainable farming. Thanks to support from the Sonoma County Fair Foundation, these courses are designed to address the advanced technologies and skills needed in today's agriculture industry.

Educators want to **inspire** and **engage** their students and are seeking **professional development** and **resources** to enhance their curriculum and instruction.

## CTE Class Grants



Our longest-standing investment strategy, \$275,000 in incentive grants were awarded providing hands-on, career-connected learning opportunities to more than 600 high school students across the county. These CTE programs combine rigorous academic curriculum with the technical and work-readiness skills for careers in Construction/Trades, Manufacturing/Technology, Agriculture, Healthcare and Hospitality & Tourism.



## Teacher Externships

Through a collaboration with Sonoma County Office of Education, we partnered teachers with local employers to reimagine school curriculum. The multi-day, out-of-classroom experience provided educators the opportunity to incorporate current, real-world scenarios into work-based learning projects.



# Innovative Strategies to Support Educational Systems



*"Our students and communities need a beacon of inspiration and hope—a North Star. The support of CTE Foundation is allowing us to collaborate county-wide to create a New School Model that strengthens industry pathways and significantly increases outcomes for all students."*

*- Dan Ostermann, Principal, Casa Grande High School*

## Student and Community Voice



Over 60,000 local students, parents/guardians and educators participated in the 2022 YouthTruth survey. Students enrolled in CTE programs express higher levels of engagement, social emotional health and perceptions of overall readiness.

Community outreach like our Parent Survey, STEM Resources Survey and DEI (Diversity, Equity & Inclusion) Perception Study all help us better understand and respond to student, educator and community needs.

**There is a deep desire among Sonoma County district/school leadership to transform the current educational model.**

**Relevant and integrated learning experiences better prepare youth for a lifetime of success.**

## Work-Based Learning & Internships



Internships and real-life projects continue to be critical strategies to provide students with meaningful connections in the community. These work-based experiences are in partnership with local employers, allowing students opportunities to explore career pathways and develop employer-valued work skills in alignment with in-demand jobs.

## Whole School Transformation



Through the New School Model incentive, Elsie Allen High School, Casa Grande High School and West Sonoma County Union High School District developed new visions for their high schools. This multi-year commitment reimagines the education experience to ensure authentic and relevant career-connected learning for all students.





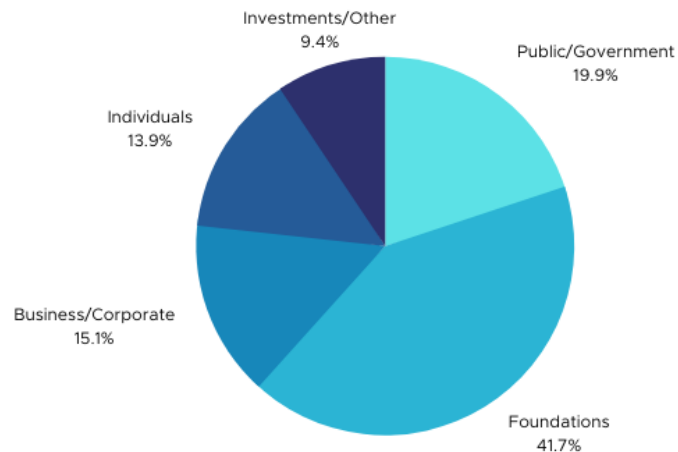
**Your support strengthens student success and economic development for Sonoma County!**  
**On behalf of the CTE Foundation staff and board members, *thank you.***

## 2020 Financials

### Where the Money Comes From\*

Public/Government: \$310,961  
 Foundations: \$651,658  
 Business/Corporate: \$235,173  
 Individuals: \$216,647  
 Investments/Other: \$146,681

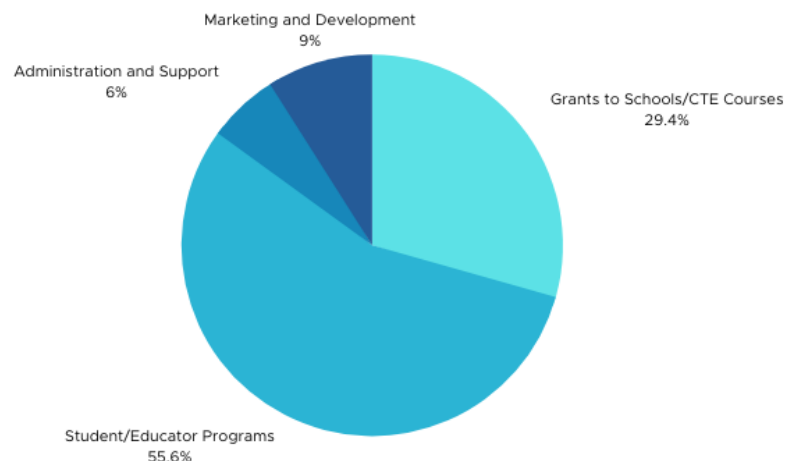
Total Revenue: \$1,561,120



### Where the Money Goes

Grants to Schools/CTE Courses: \$500,305  
 Student/Educator Programs: \$947,257  
 Administration and Support: \$102,221  
 Marketing and Development: \$153,244

Total Expenses: \$1,703,027



\*The revenue reported here is based on our 2020 audited financial statement, which does not necessarily reflect a complete picture of our 2020 fundraising.



# Our Commitment



## Board of Directors

Cindy Gillespie, Chair  
*Amy's Kitchen*  
Lee Alderman, Vice Chair  
*Retired, Redwood Credit Union*  
Julianna Graham, Treasurer  
*Wells Fargo Bank*  
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*Sonoma County Alliance*  
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*Straus Family Creamery*  
Priscilla Jaworski Quintanilla  
*Redwood Credit Union*  
Mark Soiland  
*Soiland Company*

Kathy Goodacre, Chief Executive Officer  
*CTE Foundation*

## Addressing diversity, equity and belonging through our Mission

CTE Foundation is grounded in our vision that **ALL** students have rewarding careers that strengthen their lives, our community and the economy. We believe this is only realized by ensuring equitable access to education and career pathways regardless of race, gender, ethnicity, socioeconomic background or ability.

We acknowledge the difficult truth underlying the systemic racism that contributes to inequities impacting a young person's ability to realize their full potential.

We invite and embrace the many identities of the communities we serve regardless of race, ethnicity, language spoken, family makeup, gender identity, sexual orientation, ability, immigration status, economic status, educational attainment, neighborhood in which one lives or any other defining characteristic.