

## Our Business Partners

It is estimated that 75 million Americans will be eligible to retire by the year 2011. At a time when the pool of skilled and unskilled labor is shrinking, the investment in career and technical education is imperative.

### Where will your workers come from?

The SCV School and Business Alliance creates experiences for students that prepare them for the world of work. Become one of our business partners and we will help you build industry specific programs to attract and develop future workers.

[www.scvcareercentral.com](http://www.scvcareercentral.com)



"Too often, students see college as the **goal**, rather than the **means** to achieving a career objective. Participation in structured career exploration activities such as **job shadowing** and internships gives students insights to the **real world of work**, assisting them in making **informed choices** about college."

Dr. Dena Maloney, Founding Dean  
Canyon Country Campus,  
College of the Canyons



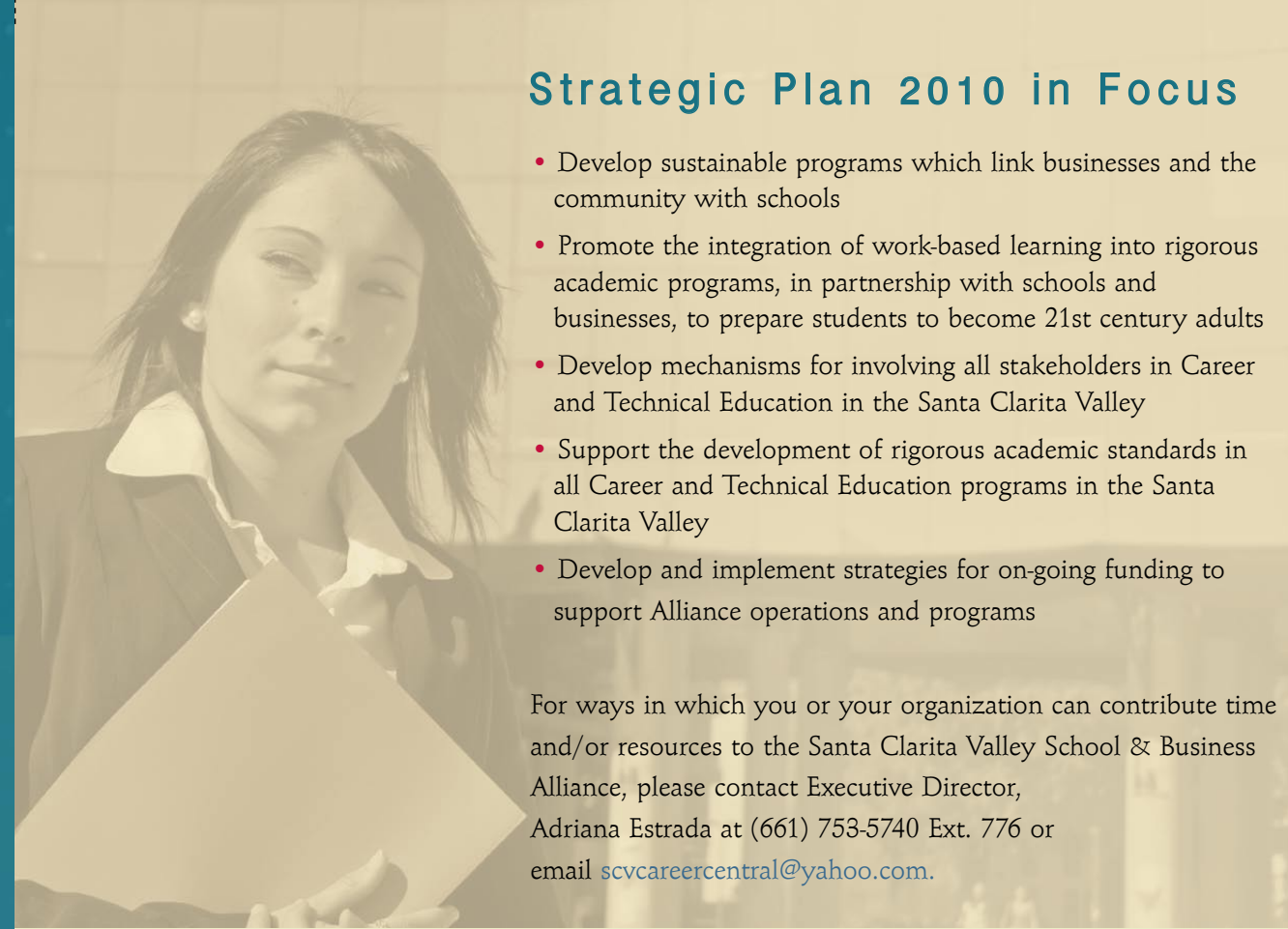
Our 2009 Corporate Business Partners: Boston Scientific and Six Flags Magic Mountain & Hurricane Harbor



Our 2009 Community Business Partners: Poole & Shafferey, Wells Fargo, Charter College, City of Santa Clarita, KHTS AM 1220, The Wildcat Business Group, Hart District ROP, Lundgren Management, FMC Automotive, Imber Court Reporters, Ultra Violet Devices, Remo, ProForma Graphix Unlimited, A1-Party

## Strategic Plan 2010 in Focus

- Develop sustainable programs which link businesses and the community with schools
- Promote the integration of work-based learning into rigorous academic programs, in partnership with schools and businesses, to prepare students to become 21st century adults
- Develop mechanisms for involving all stakeholders in Career and Technical Education in the Santa Clarita Valley
- Support the development of rigorous academic standards in all Career and Technical Education programs in the Santa Clarita Valley
- Develop and implement strategies for on-going funding to support Alliance operations and programs

For ways in which you or your organization can contribute time and/or resources to the Santa Clarita Valley School & Business Alliance, please contact Executive Director, Adriana Estrada at (661) 753-5740 Ext. 776 or email [scvcareercentral@yahoo.com](mailto:scvcareercentral@yahoo.com).



Connecting  To  
Students  Careers

## Our Story

The Santa Clarita Valley School & Business Alliance provides career exploration resources to Santa Clarita Valley students at all educational levels. From job shadowing to college visits, the Alliance creates programs that expose students to both traditional and non-traditional careers. As a non-profit organization, we build connections between the academic and business communities. Our business partners arm educators with industry knowledge in order to create real-world, hands-on curriculum. As a result, Santa Clarita Valley students are better prepared for the world of work and ready to meet the challenges of the 21st century.



## Our Academic Partnerships

With the downturn in our economy, it is now more important than ever to engage students in conversations about career exploration. Three years ago, the California Community Colleges Chancellor's Office recognized this need and awarded College of the Canyons an Economic and Workforce Development Career Technical Education grant supporting career exploration and development for 7th & 8th grade students. The Santa Clarita Valley School & Business Alliance was selected to lead the implementation of the Career Exploration Grant.

In this 2009 Report to Our Community, the SCV School & Business Alliance would like to share with you its achievements in fulfilling the objectives set forth by the Career Exploration Grant.



To better connect students, parents, educators, and employers, the SCV School & Business Alliance launched Career Central in November of 2008. This on-line instructional tool uses technology as a means to deliver educational services that support career exploration.

The Career Central portal includes access to a curriculum tool called Choices Explorer & Planner. Students, along with their parents, teachers, and counselors can log onto the portal from any computer to research careers, salary outlook, academic majors, colleges and universities, and create a 4 or 6 year career plan.

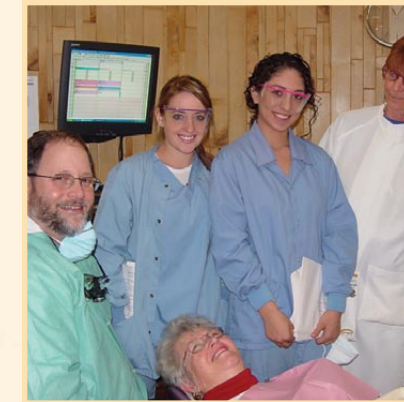
Through funding provided by the California Community Colleges Chancellor's Office, the California Education Roundtable, Ultra Violet Devices Inc., The Wildcat Business Group, Washington Mutual, and the City of Santa Clarita, Career Central is now available in thirteen schools within the William S. Hart Union High School District.



## Career Central:

Giving Students an Opportunity to Explore & Plan

**Groundhog Job Shadow:** The SCV School & Business Alliance continues to host its annual Groundhog Job Shadow Day. On February 4th, 2009, 140 students of the William S. Hart Union High School District shadowed business leaders in the Santa Clarita Valley. Students and employers were treated to a special recognition luncheon at the City of Santa Clarita Sports Complex hosted by Corporate Title Sponsor Six Flags Magic Mountain. Our 2009 Groundhog Job Shadow keynote speaker was Jay Thomas, President of Six Flags Magic Mountain & Hurricane Harbor.



**Discovering Careers:** Launched in 2008, this hands-on career exploration expo for students ages 5 to 20, gives SCV students and their families a venue to speak and interact with industry professionals through live demonstrations and activities. On April 25, 2009, 50 businesses joined our Corporate Title Sponsor Boston Scientific, at the College of Canyons for a day of hands-on learning. Over 2,500 students and parents were in attendance.

## Career Technical Education

**Career Technical Education Awareness Day:**

Over 40 employers met with 140 Hart District educators on October 10, 2008, to learn more about Career Technical Education jobs, most of which require 2 years of post-secondary education. Each participating school created an action plan on how to promote these careers to their students.

**Counselors & Faculty in Industry:**

On April 1st, 2009, 12 local businesses offered tours of their companies to 100 counselors of the William S. Hart Union High School District and College of the Canyons. Counselors were

able to examine the various career paths offered by our local employers, as well as learn more about the skills and training required in the workplace. This summer, 13 faculty members will also shadow local employers.

**College Make It Happen:** A total of 500 junior high school students from Arroyo Seco, La Mesa, Placerita, Rancho Pico, Rio Norte and Sierra Vista Junior High Schools attended the recent "College, Make It Happen" sessions at College of the Canyons. COC professors provided interactive lessons and insight into careers in culinary arts, graphic-multimedia design, athletic training, interior design, land surveying and architecture.



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Employers may also log onto Career Central and post internship, job shadow, and part-time job opportunities. Sergio A. D'Agustini, a local supporter of Career Central says, "Over the last three years, Canyon Engineering has been using the Career Central website to find summer interns. We have experienced excellent results on timeliness and quality of the applicants. Today, we have a full-time high school graduate working in our Hydraulics Testing lab, and a part-time 11th grader working as an Engineering Aide."