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## 2005/2006 STRATEGIC PLAN

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Industry and education working together to create an educated workforce  
and to ensure all students succeed.



**I**n 2001, with the support of AT&T, EASTBAY *Learns*, CSU-Hayward, and local foundations, the Contra Costa Business/Education Collaborative (CCBEC) began its work as the lead intermediary between business and education in Contra Costa County. In 2003, CCBEC has brought together three countywide strategic partners: the Contra Costa County Office of Education (CCCOE) which serves 18 school districts; the Contra Costa Community College District representing three campuses; and the Contra Costa Economic Partnership (CCEP), a coalition of business, government and education leaders dedicated to creating and retaining quality jobs for Contra Costa County.

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## GOALS & OUTCOMES

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### ***Collaborative Goals:***

The intent of the Contra Costa Business | Education Collaborative is to support partnering strategies between industry and education which include a shared vision, strong leadership, data-driven decision-making, and professional development components. Four goals were established in 2001 which drive the Collaborative:

GOAL 1: Support the integration of technology into the education system to achieve high academic standards using real world application models.

GOAL 2: Expose educators to other fields of work through job shadowing, internships, career days, and other workplace-based experiences.

GOAL 3: Support learning strategies (e.g., career pathways, academies, smaller learning communities, work-based learning) that provide a more personalized school experience and integrate academic studies with real world applications.

GOAL 4: Recognize programs, organizations and individuals that exemplify high quality business/education strategic partnering.

### ***Outcomes:***

In 2001-02, CCBEC provided ongoing labor market data and local economic information to high school teachers, and convened a series of

meetings with industry partners and educators in industry cluster groups. This work contributed significantly to the interest of select high schools in applying for federal monies to develop smaller learning communities for students in career/interest pathways. Over 7,000 students will benefit from this by 2005.

In addition, CCBEC convened industry to help in the design and development of integrated technology labs; helped to place educators in teacher job shadowing opportunities in industry; supported a model middle school math project in three school districts to increase the number of 8th graders who take Algebra I; and continued its work to build a sustainable system of collaboration.

In 2003-04, CCBEC's strategic industry and education collaboration will result in the development of model curriculum & programs; interaction between pathway teachers, schools & industry; post-secondary education articulation; identification of industry skill sets & prerequisites; industry engagement in advisory & other leveraged resources; and development & dissemination of information of common interest to both industry & education.

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**“The new millennium brings an ever-increasing need for strategic collaboration between sectors—business, government, labor and education.”**

**Linda Best, Executive Director  
Contra Costa Economic Partnership**

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# GAPS IDENTIFIED IN EARLY WORK..

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The Collaborative's early work determined its strategic direction and laid the foundation for the long-term sustainability of industry & education partnerships in Contra Costa County. That comprehensive work revealed that:

- 1) all sectors of education were working independently to garner support from industry for individual programs and services;
- 2) there was limited articulation among these educational institutions to provide students with seamless transitions, and teachers with expanded opportunities for collaboration;
- 3) "systemic" gaps were not identified or filled;
- 4) industry was not assured that immediate or long-term workforce needs were being addressed when working with educational partners; and
- 5) in addition to each industry's needs for specific workforce skills, there were also gaps in basic skills that transcend all sectors, including literacy and math, in addition to basic workplace competencies.

**Relevance and Rigor Delivered through a Seamless System.** The Collaborative's strategies and activities include all invested educational

parties working along-side industry partners, with one common goal: a sustainable "delivery system" that

- 1) responds *both* to students' needs for academic rigor and relevance *and* industry's need for qualified applicants to fill high-skill, high-wage jobs; and
- 2) that incorporates career pathways, career ladders and rigorous career-integrated curriculum to facilitate student transitions from high school to post-secondary education, training, and careers.

### **Collaboration by Industry Sector.**

The CCBEC has identified several high-wage high-skill industry clusters for sustainable collaboration between education and industry. Those reflect a significant presence in the County and growing labor markets. They include: Building Trades & Construction; Information Technologies & Multi-Media; Health & BioTechnology; Engineering;

Environmental Sciences; Financial Services; Transportation; and Teaching & Learning.

**Leveraged Resources.** Industry representatives see the strategic advantage and long-term benefits to participation in the work of CCBEC. Their integral involvement

includes such things as providing: loan of facilities for meetings; job shadowing & internships for educators and students; participation in regional career fairs; guest speakers; technical assistance to schools &

**"We need young people who meet high academic standards and who have essential skills to prosper in our new economy."**

**Joe Ovick, EdD., Superintendent  
Contra Costa County Office of Education**

faculty; and curriculum review and advisement in core academic and career-technical education.

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## BODY OF WORK—2003, 2004 & 2005

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*CCBEC's core functions include: convening stakeholders by industry cluster across sectors to foster common understanding, vocabulary and goal-setting; developing, disseminating and promoting models and templates to facilitate implementation and learning across districts and organizations; technical assistance for capacity building; and on-going monitoring of activities and communication for program improvement and accountability.*

### **Career Development Activities and Programs**

**Industry Breakfasts**—To increase student access to information on career options, standards and requirements, CCBEC will strategically target career guidance staff from high schools, higher education, youth development organizations, and One Stop Career Centers. Industry-focused breakfasts will allow participants to meet directly with industry representatives about requirements for local high-skill, high-wage jobs and to gather materials to share with students.

**Career Fairs**—To increase student exploration of high-skill high-wage careers, and to expose educators to all aspects of specific industry clusters, CCBEC will coordinate Career Fairs in three industries, offering pre- and post-event curricula for teachers to integrate Career Fair goals with classroom learning objectives.

**Career Ladder Information**—To improve access to information and to facilitate transitions for students to post-secondary education/training and careers, CCBEC will

assist in the creation & dissemination of Career Ladder materials in several industry clusters, among them Health/Biotechnology; Environmental Sciences; and Information Technologies/Multi-Media. Materials will include occupations, skills, salaries and education & training requirements for each industry.

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### Professional Development

#### ***Curriculum Development, To High Standards, By Industry Cluster.***

To facilitate educators' development of integrated curriculum and project-based, contextual learning strategies, we will offer summer institutes where teachers will "learn by doing." Interdisciplinary school teams will work with the guidance of representatives from each industry cluster to develop lesson plans/projects teachers can take back to their classrooms. Teachers will participate in team-building exercises to support effective collaboration.

### Articulation Agreements and Programs

#### ***Facilitating Articulation Through Convening Of Grades 9-16 Educators.***

While many articulation agreements exist between the community colleges and local high schools, more work is needed to create a "system" that ensures students' seamless transition to post-secondary education, training and careers. Through CCBEC's convening work with the industry clusters, it will facilitate systematic review of articulation and matriculation between secondary and post-secondary institutions around industry clusters.

### Programs for Teachers and Students

CCBEC provides a full range of programs for teachers and students to gain access to information about existing and emerging high-wage high-skill high-demand careers in Contra Costa including career fairs, guest speakers, summer learning experiences, an Intel-affiliated Science & Engineering Fair, e-mentoring, etc.

### Partnership & System Building

#### ***Expanded Collaborative Board Development.***

To ensure broad representation, effective governance and sustainability, CCBEC will continue to develop its Advisory Board to formalize linkages that support the industry clusters and broader engagement of K-16 education. Working with the Contra Costa Council, a county-wide 400-member industry advocacy group, CCBEC will also track existing and emerging educational policies that could impact the intermediary work.

#### ***Convening of Industry Clusters.***

CCBEC's crucial connecting work will be done using a variety of strategies including quarterly sessions in at least eight industry clusters.

***Data Collection, Monitoring and Reporting for Program Improvement and Accountability*** will be done on an on-going basis, with in-kind resources, beginning with a consolidation of baseline data in the spring of 2003.

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## JOIN IN THE COLLABORATION!

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To become involved in this exciting effort, contact:

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## EXCITING ACTIVITIES PLANNED:

#### ***SCANS-based Portfolios and Work Readiness Certificates:***

So that all students leave high school with the academic foundation and workplace competencies necessary for success, CCBEC will assist in the development and piloting of model SCANS-based portfolios and work readiness certificates in the County.

#### ***"Kids and the Power of Work"***

***(KAPOW)*** programs will be implemented and/or expanded by industry representatives with in-kind resources. These programs currently operate successfully in Central and East Contra Costa County.

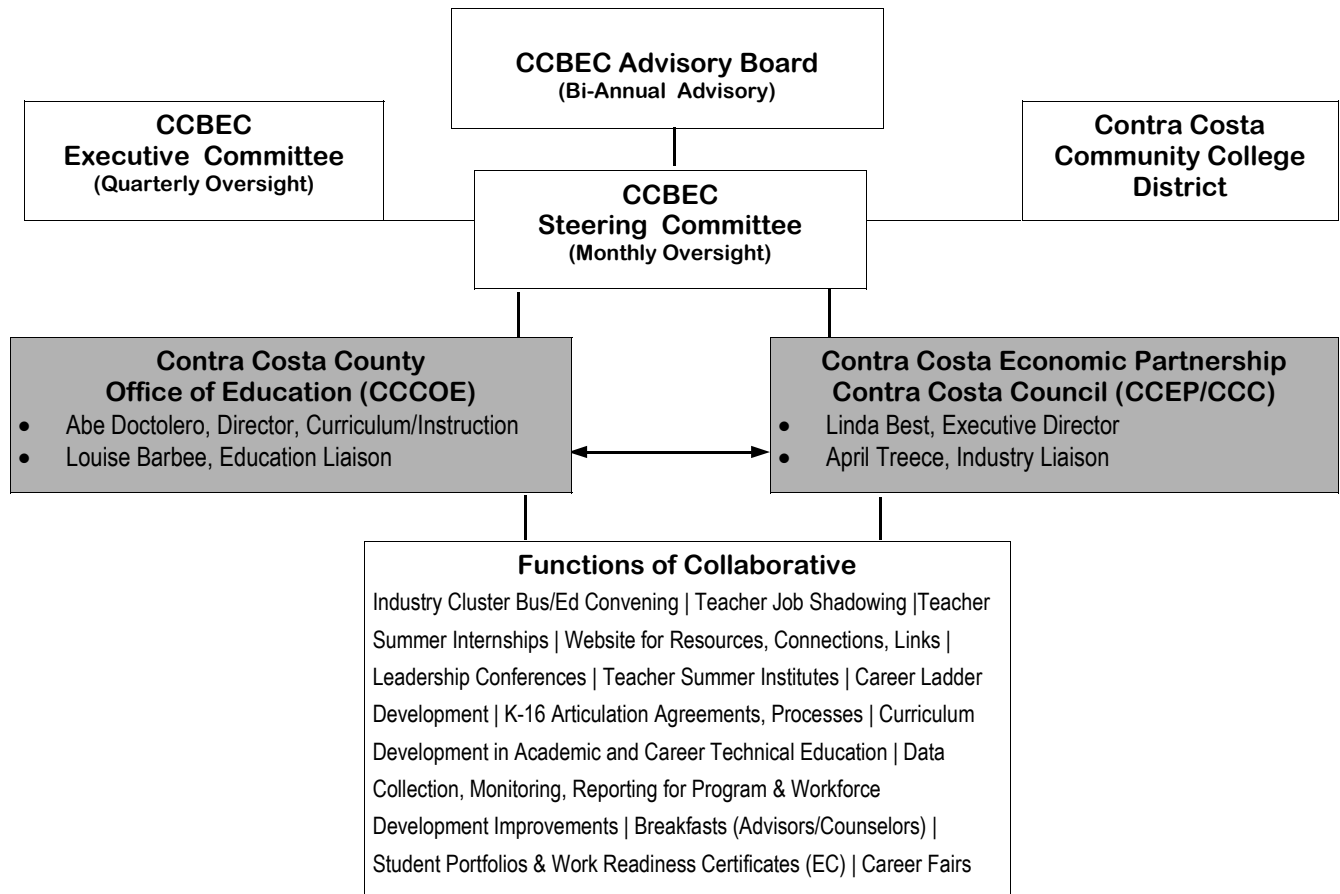
***Teacher Job Shadowing and Internships:*** To promote teachers' first-hand experience of industry cluster standards and practices, teachers will be offered industry-sponsored job shadows and internships targeted by career pathway. Activities will build upon existing models developed by the Greater Concord Chamber of Commerce and the West Contra Costa Unified School District.

***Parent Involvement in Career Guidance:*** To encourage parent involvement in their children's career development, CCBEC will offer a "trainer-of-trainers" program to career guidance staff and model "Parents as Career Coaches" trainings, using materials that were piloted in 2000. This will serve to build capacity among guidance staff, and provide a meaningful way for parents to partner with schools in this work.

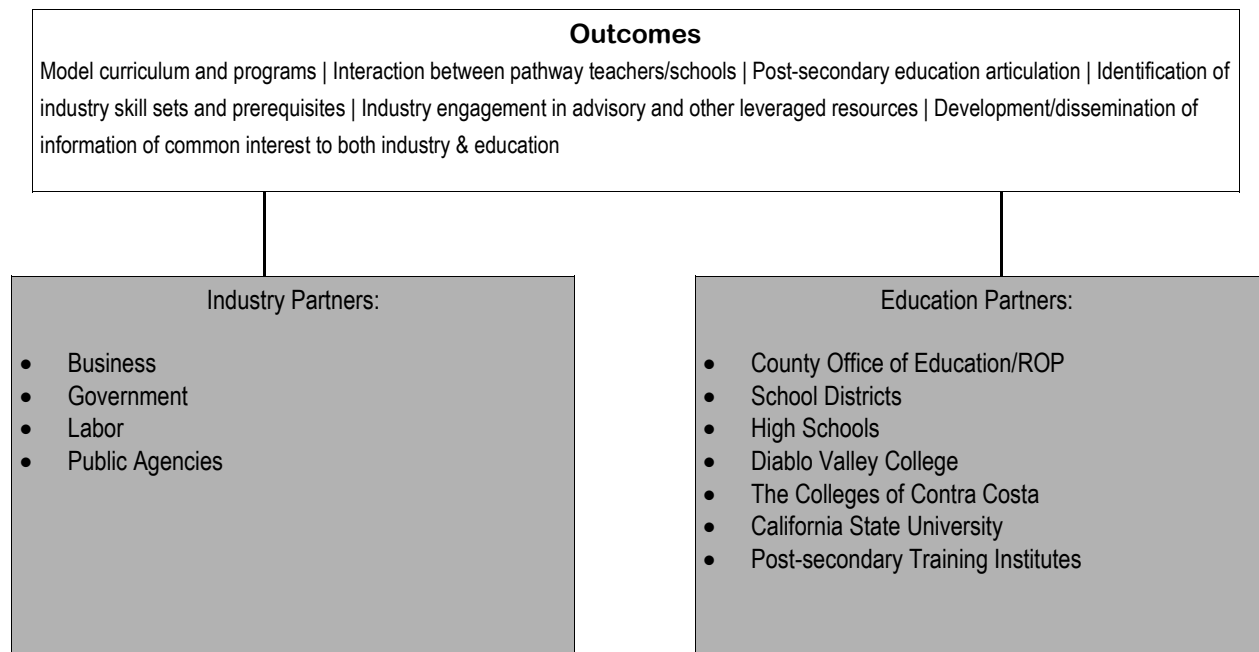
***Leadership Conference:*** In 2000, the Collaborative launched its work with an event that brought together leaders from all sectors. CCBEC will once again convene industry and education partners in 2003, offering participants the opportunity to learn more; contribute meaningfully to the development of the work through industry-specific planning sessions; and commit to the expansion of efforts in all sectors.

***Web Site Development:*** To ensure that all stakeholders have access to up-to-date, accurate information & resources to support their work in each industry cluster, CCBEC will expand the use of the Internet for effective communication. Valuable information and materials, organized by industry cluster, will be available on a newly-created website. A listserv will also be created for each industry.

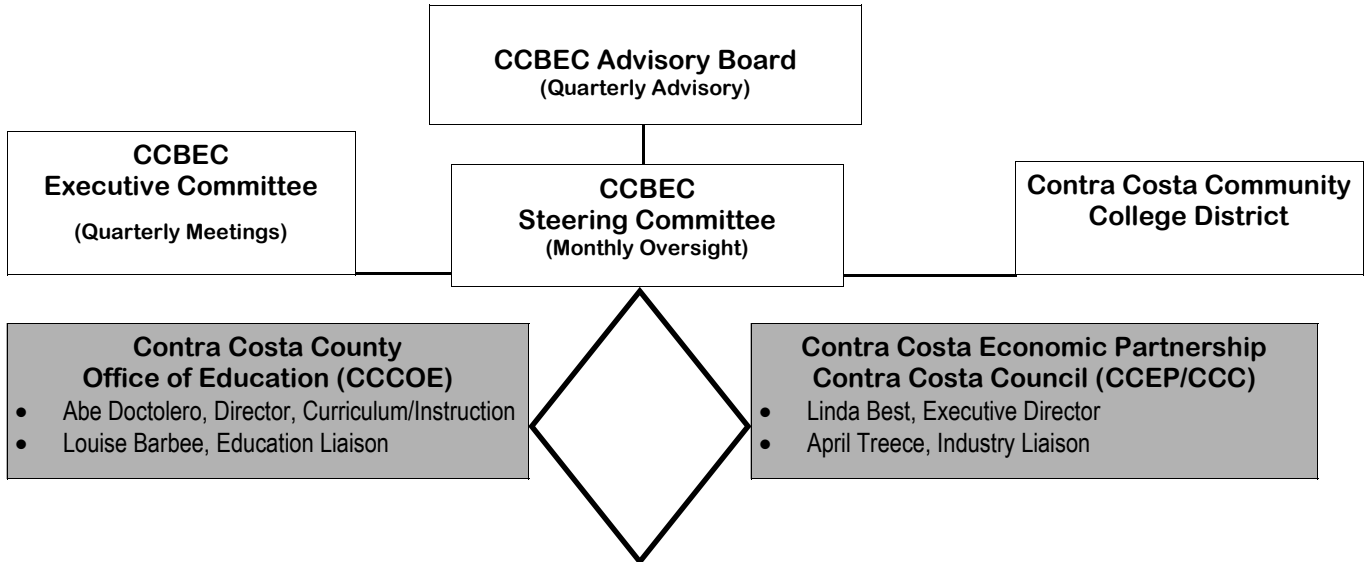
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# Industry Clusters



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## Industry Clusters

