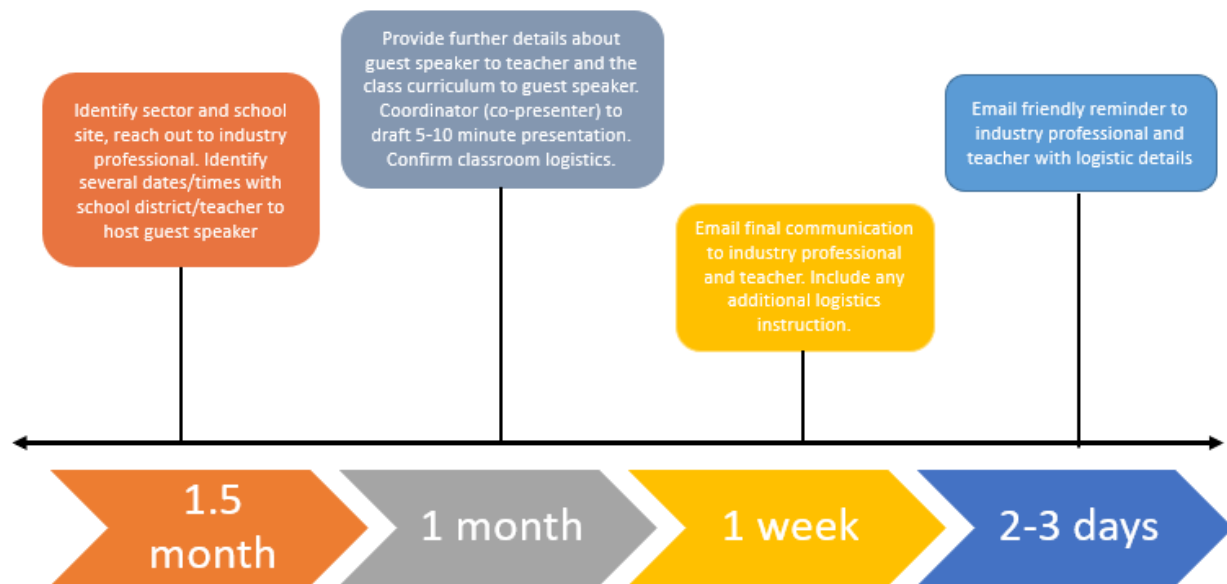


**San Diego & Imperial Counties Community Colleges
Promising Practices
Classroom Presentations**

Event purpose: Add value to K12 district work-based learning efforts and expose students to high wage, high-demand jobs through career awareness and exploration in multiple industry sectors. Increase awareness of and enrollment in Career Education programs at CA Community Colleges.

Event components: Pathway students and teacher, district/site support, and industry involvement.

Timeline overview:



(Important: Coordinator serves as the liaison between industry professional and school district/teacher. Coordinator is responsible for all communication between industry professional and school district/teacher)

Detailed timeline

1.5 month

- Begin identifying which sectors align with the school’s career pathways. Once this is completed, reach out to industry contacts and ask them if they would be interested in doing a classroom presentation to talk about their academic and career path. When communicating with industry be clear and detailed on your request (for ideas of what industry sectors and companies are in San Diego and Imperial Region and who to reach out to, see resource library below).
- Coordinate with school district/teacher to identify multiple dates and exact class period times to host guest speaker.
- Communicate the multiple dates and exact class period time to guest speaker(s) for them to choose their preferred date. When date/time is confirmed, send a calendar invite to their work email address.

San Diego & Imperial Counties Community Colleges Promising Practices Classroom Presentations

- Keep in mind that if this is the first time working with the industry professional, there will be some handholding along the process. For this reason, the one-on-one constant interaction with your contact will eventually turn into more than one classroom presentations from their organization. You are building a working relationship with this person and their network!

1 month

- When communicating with teacher, explain who the industry professional is, their company and the topic of the presentation. If you have their biography include it in the email or research the person's professional history on their LinkedIn account.
- To enhance the WBL activity, the coordinator can attend each classroom presentation and frame the visit by providing basic Labor Market Information about the sector being presented by guest speaker. Now will be the time to start preparing coordinators PowerPoint or Prezi presentation.
- Ask teacher for more information about their relevant course content for the guest to tailor their presentation.
- It is important to not overwhelm your industry contact with weekly emails but do keep constant communication with them. At this time, provide further information of their audience. For example:

School name: XYZ Academy

Address: 1234 Street Blvd, San Diego, CA 90100

Name of class or subject being taught: Computer Integrated Manufacturing

Number of students: 30

Grade: 11th

Date: Monday, May 10, 2020

Time: 1 p.m. to 2:30 p.m. (*presentation does not have to be the full class period, just make sure guest speaker identifies the exact time they will be presenting.*)

- Confirm with teacher if her/his classroom or lab is equipped with the proper A/V equipment (laptop, projector and screen and speakers/audio).
- Ask guest speaker to email presentation to coordinator and/or bring on a flash drive. There are times, especially for companies who have Government contracts (for example with Department of Defense) they will need to bring their own laptop because their content is proprietary and is encrypted. Coordinator needs to communicate this with teacher.

1 week

- Email final communication to guest speaker and ask they confirm receipt. It is important to include parking and school site instructions including front office check-in. A suggestion is for coordinator and guest speaker to share cellphone numbers.
- Email final communication to teacher and ask they confirm receipt. Request for any additional logistic instructions. Remind teacher to confirm with front office about guest speaker and coordinator visit.

San Diego & Imperial Counties Community Colleges Promising Practices Classroom Presentations

2-3 days

- Send a separate brief “see you in X days” email to both guest speaker and teacher with all logistic details included.

Day of

- Arrive at school site early to greet industry and check-in at front desk
- Introduce industry partner to teacher and quickly assist with presentation set up
- Co-present with industry partner. Make presentation as engaging as possible (*see coordinator presentation below*)

1 day post

- Send thank you email to teacher and industry partner
- Ask industry partner if they would be willing to do a classroom presentation again

Additional Promising Practices***Coaching Industry Professional/Guest Speaker***

Most industry professionals know how to be experts in their fields. Not a lot of them, especially if they are first time speakers, know how to present to middle or high students. It is the coordinators job to coach the guest speaker about presentation structure, length and engaging students by asking them what topics they have learned thus far on the subject matter.

Coordinator presentation

To enhance the WBL activity, a recommendation is for coordinator to attend each classroom presentation. Coordinator can provide basic Labor Market Information about the sector introduce guest speaker. Coordinator’s presentation should be brief (5-10 minutes). Give speaker 30-40 minutes to present and answer questions. Coordinator’s presentation should include:

- Overview of Coordinators organization (District/School)
- Presentation agenda
- Basic labor market information on the specific sector
- Types of careers/jobs in this sector
- Community colleges and/or universities that offer these sector programs

For example (*click on slide to open PowerPoint presentation*):



San Diego & Imperial Counties Community Colleges Promising Practices Classroom Presentations

Resource library

- San Diego & Imperial Counties Community Colleges resources:
 - San Diego & Imperial Counties Community Colleges Career Education: <https://careered.org/>
 - San Diego & Imperial Counties Community Colleges Regional Consortium - Sector Regional Directors for Employer Engagement: <https://myworkforceconnection.org/>
- Work-Based Learning resources:
 - A Middle School Career Development Continuum: <https://myworkforceconnection.org/resources/a-middle-school-career-development-continuum/>
 - A High School Career Development Continuum: <https://myworkforceconnection.org/resources/a-high-school-career-development-continuum/>
 - Applied and Work-Based Learning Benefits: https://myworkforceconnection.org/wp-content/uploads/2019/12/SD-Imperial-WBL-Benefits-Sheet_091119.pdf
 - K14 WBL Glossary: <https://myworkforceconnection.org/resources/k14-wbl-glossary/>
 - K14 Applied and Work-Based Learning Infographic: <https://myworkforceconnection.org/resources/k14-applied-and-work-based-learning-infographic/>
- Career Guidance/Development resources:
 - O*Net Online: <https://www.onetonline.org/>
 - My Next Move Career Videos: <https://www.mynextmove.org/find/videos>
 - California Career Zone web-based career exploration: <https://www.cacareerzone.org/>
 - Road Trip Nation Career Exploration Videos: <https://roadtripnation.com/explore>
 - San Diego Workforce Partnership Priority Sector Posters <https://workforce.org/posters>
 - Centers of Excellence Priority Sector Posters: https://myworkforceconnection.org/wp-content/uploads/2018/12/Posters_Priority-Emerging-Sectors_24x36_2018-11-28-1.pdf
 - Employment Development Department Employment Projections: <https://www.labormarketinfo.edd.ca.gov/data/employment-projections.html>
 - The California Career Center: <https://www.calcareercenter.org/>
- Labor Market Information (LMI):
 - Centers of Excellence for Labor Market Research, San Diego and Imperial Counties: <http://www.coecc.net/region/SanDiegoImperial.aspx>
 - San Diego Workforce Partnership: <https://workforce.org/reports/>
- San Diego and Imperial Counties economic and workforce development ecosystem:
 - San Diego Regional Economic Development Corporation: <https://www.sandiegobusiness.org/>
 - Imperial Valley Economic Development Corporation: <http://www.ivedc.com/>
 - South County Economic Development Council: <https://www.southcountyedc.com/>
 - East County Economic Development Council: <https://eastcountyedc.org/>
 - North County Economic Development Council: <https://www.sdnedc.org/>

San Diego & Imperial Counties Community Colleges Promising Practices Classroom Presentations

- Other economic resources such as government agencies or sector specific associations. The latter are usually governed by a national headquarter but have chapters in most states and large cities. Some examples:
 - *Advanced Manufacturing*
 - Society of Women Engineers: <https://swe.org/>
 - Society of Manufacturing Engineers: <https://www.sme.org/>
 - National Institute of Standards and Technology: <https://www.nist.gov/topics/manufacturing>
 - *Advanced Transportation & Logistics - also includes careers in renewable energy*
 - California Advanced Transportation and Logistics Sector website: <https://atleducation.org/>
 - The Solar Career Map: <https://irecsolarcareermap.org/>
 - Cleantech San Diego: <https://cleantechsandiego.org/>
 - *Business and Entrepreneurship*
 - Small Business Administration: www.sba.gov
 - CA Community College Business & Entrepreneurship Sector: <https://www.businessandentrepreneurship.net/>
 - *Health*
 - Health workforce Initiative: <https://ca-hwi.org/>
 - Human and Health Services Agency: <https://www.sandiegocounty.gov/hhsa/>
 - *Information Communication Technologies & Digital Media*
 - San Diego Cyber Center of Excellence: <https://sdccoe.org/>
 - CA Community College Information Communication Technologies & Digital Media Sector: <https://ictdmsector.org/>
 - *Life Sciences & Biotechnology*
 - California Life Science Association: <https://califesciences.org/wp-content/uploads/2017/12/CLSAs-2018-CA-Life-Sciences-Industry-Overview-Infographic-Final.pdf>
 - Biocom, Life Science Association of California: <https://www.biocom.org/>