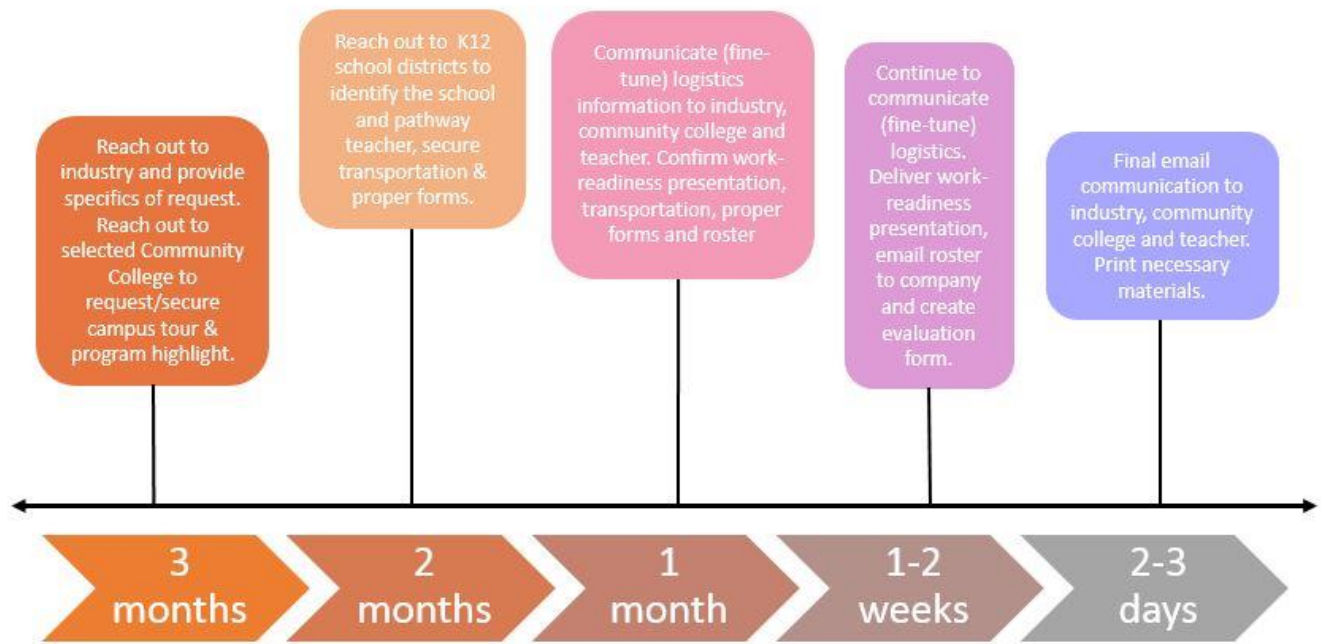


San Diego & Imperial Counties Community Colleges Promising Practices Industry & Community College Campus Tours

Event purpose: Educate students about 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: Career readiness presentation, school district/teacher, industry contact/facility, community college contacts/campus.

Timeline overview:



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Activity sample agenda (*suggested times are for precise logistics*):

- 07:30 am Meet at school/load bus at high school site
- 08:00 am Arrive to community college for campus tour (*this is where coordinator meets the bus*)
- 08:15 am Community college outreach peer ambassadors welcome and guide group to classroom for a “college life” panel and college program overview presentation (*optional but proven to be effective, as it provides peer-to-peer interaction*)
- 08:45 am Campus tour led by community college outreach peer ambassadors with program specific workshop/activity (*activity to take place in X program laboratory and/or classroom led by CE Faculty*).
- 10:30 am Lunch at community college cafeteria (students may bring their own or purchase)
- 11:00 am Depart community college
- 11:30 am Arrive at Company ABC, Inc.
- 11:45 am Company ABC, Inc. welcome, overview and tour of facility led by company contact
- 1:00 pm Company ABC, Inc. closing and evaluations
- 1:20 pm Depart Company ABC, Inc.
- 1:30 pm End of agenda/activity

Sample questions for students and teacher

Prior to the visit, as stated in the timeline, coordinator will provide a *Work Readiness Presentation* at the school site for the students attending the WBL activity. It is important to teach students to be interested and ask questions. At this time, coordinator can share guiding questions with students attending industry tour. Questions below are general that can be used for all industry visits, followed by questions specific to visiting a manufacturing facility:

General questions

1. What is a typical day like for you?
2. What is the biggest challenge of your job and how do you meet that challenge?
3. What is the most amusing thing that’s happened to you at work?
4. What is the most important job duty you have?
5. What skills do you have you can also use in other jobs/careers (transferable skills)?
6. How did you learn those skills?
7. What about your job makes you want to come to work every day?
8. What experience and education got you where you are today?
9. How do you contribute to the success of the organization?
10. What advice would you give us if we want a job like yours?
11. What are some of the entry level jobs here that someone can get with little or no prior experience?
12. How does a person climb the career ladder from an entry level position to top management?

Sector specific questions

1. From concept and design to final manufacturing, how long does it take a product to be developed?
2. Do you use 3D printers for prototyping?

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3. Who is your competition?
4. Who are your clients?
5. How do you promote your products?
6. What marketing venues do you use?
7. Do you attend trade shows?
8. What type of technical skills should an employee have to work in a manufacturing facility like yours?
9. What soft skills does your company look for in their employees?
10. Is experience in the medical device-manufacturing sector needed to work for your company?
11. Do you sell your products outside the United States? If so, to what countries?

Detailed timeline

3 months

- Identify company and reach out to the contact at company. Initial communication with industry is key to determine:
 - Date options and length of visit (typically 2 hours)
 - Determine number of students and pathway that aligns with sector
 - Request an overview of company by leadership (a plant manager, HR representative or director of a department, if possible)
 - Overview could include who they are, what product or service they offer, where they sell/export to, manufacturing capabilities, what's next for company, how many employees it has, where they have presence, what business divisions it has, types of job and the education requirements to be hired by company
 - Engaging and hands-on tour to different departments
 - Tour may be on rotation basis depending on the size of group (split students into smaller groups)
- Identify community college and reach out to outreach department. Send specific details for request to include:
 - Date provided by industry and length of visit (typically 2 hours)
 - Number of students and pathway that aligns with sector
 - Request for community college outreach peer ambassadors that are enrolled in the programs being highlighted to provide welcome, "college life" panel and college program overview presentation
 - Work with community college outreach to request a program specific hands-on workshop/activity led by faculty (brief and could be less than 1 hour)
 - For a robust learning experience, a suggestion is to request visiting one or two programs that align with the sector of the company you are visiting. *For example:* if the industry tour will be to a hospital or clinic, a great college program to visit would be the nursing, allied health and/or biotechnology program. Or if you are visiting a wind or photovoltaic farm, visiting the renewable energy program and/or electrical technology program would add value to the WBL activity.

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- Campus tour may be on rotation basis depending on the size of group (split students into smaller groups)

Once above details are confirmed, email company and community college the following confirmation. To draw attention to important information, include activity specifics in a bulleted format. Examples below:

- **Date:** Friday, October 4, 2019
- **Overall schedule for students:** 7:30 am to 1:00 pm
 - ABC Community College visit: 9:00 am - 11:00 am
 - Company ABC, Inc. visit: 12 pm - 12:00 pm
- **Community College Campus:** ABC Community College; 456 drive, San Diego, CA 78910
- **Industry:** Company ABC, Inc.; 123 drive, San Diego, CA 12346
- **School:** XYZ high school
- **Pathway:** students are in the pre-engineering and design pathway
- **Audience:** 30 students + 2 teacher/chaperones
- **ABC community college - programs highlighted:** students will receive a general campus tour and participate in a hands-on activity at their design/maker lab
- **Company ABC, Inc. activities:** student will receive a general overview and tour of company.

2 months

- Once you have a date from company and community college, reach out to school district to offer the WBL opportunity. Correspondence to school district should be clear and detailed. See examples above.
- Working with the K12 District College and Career Readiness and/or Career Technical Education (CTE) Department is a great way to get buy-in. They can help to identify which school and pathway teacher would be a good candidate to participate in the activity.
- In addition, the K12 District College and Career Readiness and/or Career Technical Education (CTE) Department will approve the visit (this includes paying for bussing and substitute for teacher, if needed).
- Once the school and pathway is confirmed, the teacher needs to request bus transportation with their district CTE Department.
- On rare occasions, company (industry) might offer to pay for bus or provide lunch. This needs to be communicated to district office and subsequently to school site (principal)/teacher.
- If pictures will be taken during the activity, make sure to request a photo release form from both community college and/or company. The teacher is to coordinate their school permission slip and getting both release forms (company and community college) signed by the students' parents

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1 month

- Logistics communication (fine-tuning) with community college, school site/teacher and industry
- Check with teacher that transportation is confirmed, and they are collecting parent permission slips and photo release forms
- Coordinator to request final roster from teacher
- Coordinator will work with teacher to schedule the work readiness presentation (this needs to be at least 1 week prior to activity)
- Coordinator to prepare 20 min work-readiness presentation. A suggestion is to customize each presentation to include: an agenda for students and teacher to see the flow of the day, information about the company they will visit, how to act professional and appropriate attire. *For example (click on slide to open PowerPoint presentation):*

Work Readiness Presentation

ABC Community College and
Company ABC, Inc.

XYZ High School

Monday, May 4, 2020

XYZ High School
Logo/Mascot
HERE



1-2 weeks

- Logistics communication (fine-tuning) with community college, school site/teacher and industry
- Share final roster with company and confirm bus drop-off location and parking. Some companies have assigned space for school/charter buses or give instructions of where to drop-off/pick-up students
- Visit school site to do the work readiness presentation. This can also be done virtually.
- Coordinator to prepare one-page evaluation for students and teacher, to be completed the day of activity. Feedback is always helpful for industry, community college and coordinator

2-3 days

- Final email communication to industry, community college and teacher. This includes basic activity information as well as driving instructions, bus drop-off location, and point of contact information (coordinator should request cellphone number from teacher and industry, and provide their cellphone number to teacher and industry)
- Coordinator to print agenda, evaluations, company information you might need, and student roster

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Day of

- Arrive 30 minute earlier than schedule to community college and/or industry to receive bus at assigned drop-off location
- Assist industry and community college with any needs, troubleshoot and HAVE FUN!

1 week post

- Send thank you email to industry, community college and teacher with link to photos (if took any)
- Compile student evaluation results and share highlights with industry, community college and teacher

Additional Promising Practices

- Date of tour and visit time is determined by industry. Schedule this event for what works best for industry. An alternative is to visit industry first, and community college campus second.

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

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- 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/>
- 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/>

COMMUNITY COLLEGES

SAN DIEGO & IMPERIAL COUNTIES

CAREER EDUCATION

**San Diego & Imperial Counties Community Colleges
Promising Practices
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