

## Showcase 2008 Get Connected

Join us for the Business & Education Direct Connect Showcase 2008, an annual exhibition demonstrating the relationship between College, Career & Technical Education students/teachers/schools and the business community.

### Business & Education Direct Connect Showcase

January 16, 2008

4:00 p.m. – 6:00 p.m.

San Diego Hall of Champions  
2131 Pan American Plaza  
San Diego, CA 92101  
(858) 496-1851



2007 Showcase

## With BEDC It Is Easier Than You Think!

With our Business & Education Direct Connect, developing a relationship with a school is easy. Attending the Showcase event will help you to:

- Understand the benefits of participation
- Determine what level of participation is right for you
- Demonstrate how successful interactions were developed and maintained
- Connect with the appropriate programs and school sites
- Gain a powerful voice in secondary school redesign and education



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IT IS EASIER  
THAN YOU THINK

Director  
Virginia Eves  
Program Specialist  
Shawn Loescher



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## Levels Of Participation

### Mix and Match What Works For You

#### MENTOR:

Have a direct influence on a student's life with school and workplace interactions with students.

**Examples:** Internships, Job Shadows, Classroom Speakers, Tutors

#### ADVISOR:

Have direct interaction with the oversight of Career Technical Education and Regional Occupational Program courses of study with limited interaction with students.

**Examples:** Advisory Boards, Steering Committees, Senior Class Panels, Mock Interviews

#### SPONSOR:

Provide the provisions of facilities for events, equipment or financial support.

The Office Of  
College, Career  
& Technical Education

Shawn Loescher  
Program Specialist  
Business & Education  
Direct Connect

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## 15 Industry Sectors

An analysis of market needs conducted by the State of California has identified fifteen industry sectors essential to our economy. These thematic areas of study further secondary student learning, employability and postsecondary education opportunities. Each industry sector is aligned with at least two career pathways and has a multi-level series of courses.

- ARTS, MEDIA AND ENTERTAINMENT
- BUILDING TRADES AND CONSTRUCTION
- EDUCATION, CHILD DEVELOPMENT AND FAMILY SERVICES
- ENERGY AND UTILITIES
- ENGINEERING AND DESIGN
- ENVIRONMENTAL SCIENCES AND NATURAL RESOURCES
- FASHION AND INTERIOR DESIGN
- FINANCE AND BUSINESS
- HEALTH SCIENCE AND MEDICAL TECHNOLOGY
- HOSPITALITY, TOURISM AND RECREATION
- INFORMATION TECHNOLOGY
- MANUFACTURING AND PRODUCT DEVELOPMENT
- MARKETING, SALES AND SERVICE
- PUBLIC SERVICES
- TRANSPORTATION

## Our Current Student Body Your Future Workforce

Every business will take part in the development of their future workforce. The only choice a business has is when to become involved - at the beginning or end stage of the process. With College, Career & Technical Education you can help shape your future workforce today.

**The benefit is clear:** A career minded, innovative, knowledge-based worker for every industry will keep our local economy and your business strong. With three levels of participation, there is a fit that is right for you. We have existing programs that act as conduits for developing relationships that transform our students into your industry's professionals, proactively meeting tomorrow's needs by interacting with your future workforce today.

Becoming involved is easier than you think. Attending our annual Business & Education Direct Connect Showcase will provide you with examples of the benefits of participation and step-by-step guidance on how to become involved, empowering you with a voice in secondary school redesign and education.

