



PUBLIC MEETING NOTICE

Monterey County Workforce Investment Board (WIB)

HEALTHCARE ADVISORY ROUNDTABLE (HART)

Community Hospital's Outpatient Campus
2 Upper Ragsdale Drive, Building D
Monterey, CA 93940

Lupine Room

Wednesday, September 23, 2009
10:00 am

Robert Brower Sr.,
WIB & Executive Chair

David Bernahl, II
Vice Chair

Joanne Webster,
2nd Vice Chair

Healthcare Advisory Roundtable (HART)

Joanne Webster,
HART Chair

Sharon Albert
Enrique Arreola
Randy Bangs
Michelle Childs
Wayne Clark
Janine Bouyea
Linda Coyne
Julia Edgcomb
Valerie Fisher
Douglas Garrison
Jeri Gilbert
Mahnoush Harirsaz
Bob Harper
Patricia Haynes
Mike Hutchinson
Ken Joyner
Ann Kern
Ann Kilty
David Lundberg
Tom McKay
Alicia Hernandez-
Sanchez
Deb Schulte
Brian Simmons
Mary Young

Monterey County
Workforce Investment
Board (WIB)

Joseph Werner,

AGENDA

CALL TO ORDER/INTRODUCTIONS	Joanne Webster <i>Chair</i>
1. Review of notes from the July 27 and August 21 Healthcare Advisory Roundtable (HART) meetings.	Joanne Webster
2. Information: Update on the Department of Labor's (DOL) Health Care Sector and Other High Growing & Emerging Industries grant proposal with MBayGRC.	Stephanie Shonley
3. Information: Update on the Request for Proposal (RFP) sent out for retaining a consultant to work with the WCCCC in regards to diversifying the healthcare workforce. <i>(See attached)</i>	Stephanie Shonley
4. Information: Update on ConnectEd Curriculum: The California Center for College and Career. <i>(See attached)</i>	Joanne Webster
5. Information: Update on the Choices classroom experience.	Joanne Webster
ANNOUNCEMENTS OF EVENTS OR SERVICES	Joanne Webster

If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Information regarding how, to whom and when a request for disability related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting. To request information, please contact the Monterey County Workforce Investment Board staff at (831) 796-3313 or visit our website at www.montereycountywib.org.



David Bernahl, II,
WIB & Executive Chair

Erik Cushman,
WIB 1st Vice Chair

Joanne Webster,
WIB 2nd Vice Chair

Robert Brower, Sr.,
WIB Past Chair

Monterey County
Workforce Investment
Board (WIB)

Joseph Werner,
Executive Director

730 La Guardia Street
Salinas, CA 93905
(831) 759-6644
Fax (831) 796-3512
wernerj@co.monterey.ca.us
www.onestopmonterey.org



Monterey County Workforce Investment Board (WIB)

Contact Information

Joseph Werner, WIB Executive Director

Salinas One-Stop Career Center
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Website: www.montereycountywib.org
General Phone: (831) 796-3313
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WIB Management Analysts:

Miguel Banda, (831) 796-3311, bandam@co.monterey.ca.us
Manley Bush, (831) 796-3320, bushm@co.monterey.ca.us
Marleen Esquerra, (831) 796-3381, esquerraml@co.monterey.ca.us
Stephanie Shonley, (831) 796-3387, shonleys@co.monterey.ca.us



Monterey County One-Stop Career Center Operators

Contact Information



Office for Employment Training (OET)

Lynda Dunn, Deputy Director
Phone: (831) 796-3330
Email: dunnl@co.monterey.ca.us
Website:
www.onestopmonterey.org

CalWORKs Employment Services (CWES), Community Action Partnership (CAP), Monterey County Child Care Planning Council (CCPC)

Barbara Verba, Deputy Director
Phone: (831) 796-1520
Email: verbab@co.monterey.ca.us
Website:
<http://mcdses.co.monterey.ca.us>

Employment Development Department (EDD)

Ruben Garcia, Manager
Phone: (831) 796-3632
Email: RGarcia@edd.ca.gov
Website:
www.edd.ca.gov

Monterey County One-Stop Career Center Locations

Salinas One-Stop
Salinas Airport Business Park
730 La Guardia Street
Salinas, CA 93905
(831) 796-3600

Seaside One-Stop
University Plaza Shopping Center
1760 Fremont Blvd, Ste. D-2
Seaside, CA 93955
(831) 899-8236

King City One-Stop
Towne Square Shopping Center
200 Broadway Street, Ste. 62
King City, CA 93930
(831) 386-6801

INFORMATION #1

DRAFT NOTES
Of the Monterey County Workforce Investment Board
Healthcare Advisory Roundtable (HART)

Community Hospital's Outpatient Campus
 2 Upper Ragsdale Drive, Building D, Lupine Room
 Monday, July 27, 2009
 3:00 PM

MEMBERS PRESENT	REPRESENTING
Joanne Webster (Chair)	CHOMP
Ann Kilty	Monterey Adult School
Linda Coyne	Soledad Adult School
Bob Harper	Salinas Adult School
Mahnoush Harirsaz	Pacific Grove Adult School
Doug Garrison	MPC
Deb Schulte	MPC
Catherine Ryan	Hartnell
Tom McKay	Cabrillo
Mike Hutchinson	SVMH
Michelle Childs	SVMH
Valerie Fisher	RHRC
Wendy Crawford	Mee Memorial
Sharon Albert	MPUSD ROP
Pat Haynes	Los Palos Medical Associates
Geri Gilbert	Watsonville Community Hospital
Enrique Arreola	San Benito WIB
MEMBERS NOT PRESENT	REPRESENTING
Janine Bouyea	Natividad
Julie Edgcomb	County Dept. of Public Health
Mike Gilmartin	MPC
Ann Kern	SVMH
OTHERS PRESENT	REPRESENTING
Loyanne Flinn	WIB Acting Director
Stephanie Shonley	WIB Staff
Chris Berthiaume	OET Staff

Welcome and Introductions

Ms. Webster called the meeting to order at 3:15 PM and asked for introductions from those present.

1. Review of notes from the June 17 Healthcare Advisory Roundtable (HART) meeting

No changes.

2. Information updates from the July 24 Workforce Collaborative of California's Central Coast (WCCCC) regional allied health meeting in Ventura.

Joanne Webster reported on progress made on next steps identified at the first in-person meeting of WCCCC held on March 17 in Salinas. An inventory of community college health programs in Monterey, San Benito, Santa Cruz, SLO, Santa Barbara and Ventura Counties was distributed. Ms. Webster asked the adult schools to send their health program courses to Valerie Fisher valerief@cos.edu. Ms. Fisher stated that it is not easy to manage all of the courses offered since our consortium overlaps 3 community college regions. Ms. Webster stated that Monterey and Ventura County are "ahead of the game" when it comes to addressing allied health needs in our counties. Ms. Webster also mentioned that the CHA study, Monterey County's Zoomerang

survey and the findings from other counties surveys top needs were: Clinical Lab Scientists (CLS'), MLTs, Imaging Techs, Physical Therapy Assistants, Respiratory Therapists and even Occupational Therapists in some areas.

3. Discussion on the U.S. Department of Labor's (DOL) announcement of a \$220 Million Competition to Fund Programs that Prepare Workers for Careers in the Health Care Industry

Stephanie Shonley informed the group of the \$220 million in grant funds authorized by the ARRA for projects that provide training and placement services to help workers pursue careers within health care and other growing industry sectors. The Employment and Training Administration (ETA) wants applicants to focus on nursing, allied health, long-term care including CNAs and Health Information Technology (HIT). Required partners for this application include, local WIBs and their One Stop systems, education and training and private and public employers, such as health care providers. Targeted populations include unemployed workers, dislocated workers and incumbent workers. ETA intends on funding 45-65 grants ranging from \$2-\$5million. The period of performance will be up to 36 months and there are no match requirements. The due date for this application is **October 5, 2009**.

Ms. Shonley stated that the WCCCC has to decide if they are going to apply as a collaborative or as individual counties. Valerie Fisher stated that working as a collaborative will give us a hire chance of success, even though it can be challenging getting all the pieces in. Ms. Fisher said that this opportunity is the only money that is out there for a long while. She said to think about what we are doing and go for it.

Ms. Fisher also stated that if the money is going to be used to start a new program, there has to be a commitment to sustain the program long term.

Dr. Doug Garrison stated that he understood the consortium approach making sense, but there are only 100 grants awarded.

Joanne Webster mentioned the DOL, statewide conference call on July 28 at 9:30am. She encouraged all HART participants to sign up for the call by contacting Yeaphana at yeaphana.lamarr@labor.ca.gov, or, join Ms. Shonley at the One-Stop or attend with Deb Schulte at MPC.

Tom McKay mentioned he didn't know how practical it is to maintain the consortium. He stated that it made more sense for San Benito, Santa Cruz and Monterey Counties to work together. Ms. Fisher agreed with Mr. McKay but said Santa Barbara City College had one of the best Medical Coding programs in the state.

Joanne Webster asked if there was a way to tap into programs that were already in existence rather than creating a new curriculum. Ms. Fisher stated the advantages of "cross pollinating." She said that schools can become a "satellite" program by partnering with an accredited allied health organization; this saves schools from having to go through the accreditation process. Dr. Garrison said it's not hard to implement, but the challenge is how accessible the programs are for the students. Dr. Garrison also stated that MPC could not afford to implement any of the programs the hospitals said they needed because of the expense. He stated that none of the tri county community colleges are in a financial position for program development. He said he is most interested in a **Joint Powers Authority (JPA)**.

Mike Hutchinson asked if there was an inventory of JPA programs and what they offered. Ms. Fisher added that only the Police Academies had a JPA and that the model had never been tried in healthcare.

Deb Schulte commented on the attractive model of the "Men in Nursing." She mentioned supporting **men and veterans entering** in nursing and allied health careers.

Geri Gilbert commented on the high hospital expense of hiring new grads. Ms. Webster said that one of the initiatives that Stephanie Leach has spoken about is the **residency** program for nurses. Tom McKay made a comment about using ARRA money to offset the new grad training expenses. Ms. Fisher suggested using ARRA money to advance incumbent workers by increasing current nurses to higher skilled positions.

Mr. McKay also mentioned that for Health Information Techs, start with a clinician, then graft the I.T. component (coding, billing, etc.) to their skills.

4. Review the allied health programs provided in Monterey, Santa Cruz and San Benito Counties and decide what courses to enhance or start with grant monies.

- Develop an introduction to healthcare careers that could be taught at adult ed schools
- Develop pathways between adult ed or ROP to community colleges.
- Develop a post-nursing school academy to help new grads maintain their competencies when employment opportunities are slim.
- Get community colleges in our region to agree to common curriculum for clinical programs.

- Develop agreements for distance learning with community colleges in the WCCCC who already have healthcare programs that would be available to students at other community colleges in our region.
- Develop a consortium of community colleges and hospitals through a joint powers agreement to enroll more students into healthcare programs that already exist. JPA would have one college who has the director and coordinator of the specific healthcare program; sharing of resources.

5. Discussion on the \$44,000 received from the California Workforce Association (CWA) to the Monterey WIB and the WCCCC partners to retain a consultant to develop a strategic plan on allied healthcare workforce issues

Loyanne Flinn discussed next step plans with the WCCCC for hiring a consultant who will focus on diversifying our regions healthcare workforce. On July 17, the 5 regions that were granted CA Endowment money met in Sacramento to brainstorm ideas and deliverables of hiring a consultant. Ms. Flinn mentioned that CWA may retain one consultant to for the full \$250,000(that was divided amongst the regions). Ms. Flinn said if we hire an individual specific to our region, we would hope for him/her to be on board by September. She mentioned having the consultant be a resource to our region in collaborating on the \$220 million DOL allied health grant. She asked the HART participants for their input on deliverables we should have the consultant focus on. We have labor market studies, matrix charts on allied health programs and state labor market information. What can the consultant work with from what we have already developed?

6. Establishment of meeting schedule.

Mondays for now even though we know that's a busy day for everyone. We have to pick a date and go from there. Next meeting to be at 3:30 date not confirmed.

Closing Remarks:

Chris Berthiaume from the Office for Employment Training (OET) Business Services talked about ARRA money that is available for dislocated workers. He said that the program is focusing on the private sector industry and offers 3 months of fully subsidized salary and 3 months of On the Job Training (OJT) with 50% subsidized salary. He also mentioned that Monterey County would be the employer of record for the 3 or 6 months. Contact Chris Berthiaume at 831-796-3341.

Announcement of Events or Services:

Next HART meeting 3:30 TBA
 Community Hospital's Outpatient Campus
 2 Upper Ragsdale Drive, Building D
 Monterey, CA 93940

DRAFT NOTES
Monterey County Workforce Investment Board
Healthcare Advisory Roundtable (HART)
 Monterey Peninsula College
 Library and Technology Center, Stutzman Room
 Friday, August 21, 2009, 3:00 PM

MEMBERS PRESENT				
X	Albert, Sharon	MPUSD ROP	373-4671	salbert@mpusd.k12.ca.us
	Arreola, Enrique	San Benito County WIB	637-9293 ext. 11	earreola@cswd.co.san-benito.ca.us
X	Bangs, Randy	Mission Trails ROP	753-4211	rbangs@salinas.k12.ca.us
	Bouyea, Janine	Natividad Medical	755-4280	bouyeaj@co.monterey.ca.us
X	Childs, Michelle	SVMH	759-3244	mchilds@svmh.com
X	Clark, Wayne	Mo. Co. Behavioral Health	755-4509	clarkww@co.monterey.ca.us
X	Coyne, Linda	Soledad Adult Education	675-0105	lcoyne@monterey.k12.ca.us
X	Edgcomb, Julie	County Dept. of Public Health	759-6521	edgcombj@co.monterey.ca.us
X	Fisher, Valerie	Central Valley RHORC	(559) 730-3763	valerief@cos.edu
X	Garrison, Douglas	Monterey Peninsula College	646-4060	dgarrison@mpc.edu
	Gilbert, Jeri	Watsonville Comm Hospital	761-5637	Jeri_Gilbert@chs.net
X	Gilmartin, Mike	Monterey Peninsula College	646-4039	mgilmartin@mpc.edu
X	Harirsaz, Mahnoush	PG Adult Education	646-6580	mharirsaz@pgusd.org
X	Harper, Bob	Salinas Adult Education	796-6910	Bharper@salinas.k12.ca.us
X	Haynes, Patricia	Los Palos Medical Associates	595-2192	phaynes@lpmamed.com
	Hutchison, Mike	SVMH	755-0747	mhutchin@svmh.com
	Kern, Ann	SVMH	759-1897	akern@svmh.com
X	Kilty, Ann	MPUSC Adult Education	373-4600	akilty@mpusd.k12.ca.us
	Lundberg, David	Santa Cruz WIB	454-4584	david.lundberg@hsd.co.santa-cruz.ca.us
X	McKay, Tom	Cabrillo Nursing/Allied Health	479-6100	Tomckay@cabrillo.edu
X	Schulte, Deb	CHOMP & MPC Nursing School	646-4186	debra.schulte-hacker@chomp.org
	Simmons, Brian	CSUMB	582-3853	bsimmons@csumb.edu
X	Webster, Joanne	CHOMP	622-2801	joanne.webster@chomp.org
X	Young, Mary	Hartnell College	770-6145	myoung@hartnell.edu
OTHERS PRESENT				
X	Gary Staab	Los Palos Medical Associates		
X	Eleanor Mahan	PG Adult Education		
X	Karen Leavitt	PG Adult Education		kleavitt@pgusd.org
X	Jennifer Priaro	PG Adult Education		
X	Beverly Grova	Hartnell		bgrova@hartnell.edu
X	Connie Corbett	Santa Cruz WIB (via video conference)		
X	Loyanne Flinn	Monterey County WIB	759-6644	flinnlg@co.monterey.ca.us

- Welcome and Introductions (Joanne Webster)
Great turnout with new participants and Santa Cruz WIB staff joining by video conferencing.
- Overview of Joint Powers Agreement concept (Doug Garrison)
Monterey Peninsula and Hartnell Colleges currently participate in a Joint Powers Agreement (JPA) for Public Safety Training. The JPA is governed by a board made up of representatives from each college. The Chair is selected by the board, and one of the participating colleges acts as the fiscal agent. A handout was provided of the JPA agreement and Bylaws.
Next steps will be a meeting between the hospitals and the community colleges.

- Initiative for geriatric healthcare education (Tom McKay)
Monterey Bay Geriatric Resource Center (MbayGRC) was organized as a 501(c) 3 over 8 years ago to develop and deploy geriatric/chronic care management educational service resources in the Monterey Bay tri-county region. MbayGRC received federal grant funding for the Northern California Geriatric Education Center (NorCalGEC) with partner UCSF as well as a grant to design and deploy a geriatric assessment center at the Fort Ord VA medical Center. Members include Hartnell, Monterey Peninsula and Cabrillo Colleges as well as the UCSF Family Practice residency and California State University Monterey Bay (CSUMB). Service Partners include Natividad Medical Center, Community Hospital of the Monterey Peninsula and the VA Fort Ord medical facility.

MbayGRC would be the lead organization for a \$5M proposal for the Department of Labor (DOL) grant. The consortium would plan to start with the selected Monterey, San Benito, and Santa Cruz ROP's, health academies, and adult schools to develop courses that would focus on creating and offering core concepts in long term chronic (LTC) care management. These courses would then through articulation agreements be accepted by the local Community College's Medical Assistant or Certified Nursing Assistant curriculum. The other health career programs (Nursing, Rad Tech and Dental Hygiene) would enhance their core curricula to include LTC concepts, and CSUMB would build a BSN program that would accept students from the community colleges with geriatric specific preparation. This grant is due October 5.

Next steps are to propose a meeting with MbayGRC and the two WIBs next week.

- Monterey County WIB use of ARRA (federal stimulus) funds and community colleges (Loyanne Flinn)
Monterey County is putting together a contract education model to provide a 12-week training program resulting in a certificate that meets employer's needs. The 12-week program is aligned with longer term certificate training levels and completion of an AA degree. WIA ARRA funds will be used to "buy a class" for a cohort of eligible participants.

Next steps are to get the first program off the ground and develop a format to duplicate.

- Legislative hearing in Sacramento, August 25

In response to an inquiry about who might be able to attend, Ms. Fisher indicated she would try to attend.

ASSEMBLYWOMAN MARY HAYASHI, CHAIR
SELECT COMMITTEE ON COMMUNITY COLLEGES
FEDERAL ECONOMIC STIMULUS FUNDING:
WORKFORCE DEVELOPMENT AND JOB TRAINING

How California's community colleges can partner with local workforce investment boards to receive federal stimulus funds for workforce job training, development and education programs

WHEN: Tuesday, August 25, 2009
10:00 A.M. – 12:00 P.M.

WHERE: CALIFORNIA STATE CAPITOL BUILDING, ROOM 444, SACRAMENTO, CA 95814

Contact Elissa Silva at (916) 319-2018 or elissa.silva@asm.ca.gov

- CHA mini-grant RFP – Deadline to apply is October 31, 2009

The California Hospital Association is releasing the Request for Proposals (RFP) for mini-grants to fund allied health workforce development partnerships. One-third of the funding received through the grant is to be used to provide financial incentives to hospitals and health systems to partner with educational institutions and others to improve regional allied health workforce diversity.

Three to five grants in the range of \$10,000-\$35,000 each will be awarded. All CHA member hospitals and health systems are eligible to apply. Grants will be funded in late 2009 and early 2010. All funds must be expended by December 31, 2010. While a cash or in-kind match is not required, it is highly encouraged. For questions, please contact Cathy Martin, 916-552-7511 or camartin@calhospital.org

INFORMATION #2

MEMORANDUM

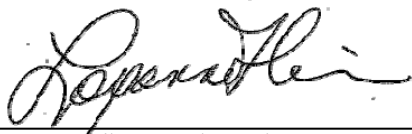
TO: WIB HEALTHCARE ADVISORY ROUNDTABLE
FROM: LOYANNE FLINN, ACTING DIRECTOR
SUBJECT: UPDATE ON THE DEPARTMENT OF LABOR'S (DOL) HEALTH CARE SECTOR AND OTHER HIGH GROWING & EMERGING INDUSTRIES GRANT PROPOSAL WITH MBAYGRC
DATE: SEPTEMBER 23, 2009

INFORMATION:

Monterey Bay Geriatric Resource Center, Inc (*MBayGRC*), in partnership with the Workforce Investment Boards of Monterey, Santa Cruz and San Benito Counties and their One Stop Career centers are collaborating together for the DOL health care proposal of \$2-\$5 million. MBayGRC proposes to develop educational materials, training programs and provide recruitment and placement services to help students and underemployed individuals achieve employment and continued careers within the rapidly growing senior health care sector. If granted, individuals in the programs would receive an industry-recognized certificate, an academic credential or a degree that would enhance their capacity to become employed, advance along a career pathway or assume leadership positions in health care services and programs that are increasingly focusing on seniors and patient-centered medical home practice models.

With the rapid expansion of residential, assistive and home based services for seniors to keep them out of nursing homes, there is a need to create a standardized program for home health and personal care attendants that can serve as the industry standard. Current programs are neither standardized nor adequate to meet growing requirements in this sector of the senior care industry.

All health professionals, especially those involved in patient care management, such as physicians, nurses, medical assistants and home health/personal care attendants need training in geriatrics and chronic care management. This project addresses the need to add these competencies to existing educational programs create courses to "retool" current workers and demonstrates the capacity to replicate these programs on a large scale basis beyond the Central Coast region.



Loyanne Flinn, Acting Director

Monterey County Workforce Investment Board

This report was written by: Stephanie Shonley, WIB Management Analyst

9/16/2009

Date

INFORMATION #3

MEMORANDUM

TO: WIB HEALTHCARE ADVISORY ROUNDTABLE
FROM: LOYANNE FLINN, ACTING DIRECTOR
SUBJECT: UPDATE ON THE REQUEST FOR PROPOSAL (RFP) SENT OUT FOR
RETAINING A CONSULTANT TO WORK WITH THE WCCCC IN REGARDS TO
DIVERSIFYING THE HEALTHCARE WORKFORCE
DATE: SEPTEMBER 23, 2009

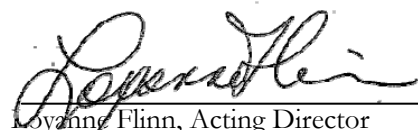
INFORMATION:

Stephanie Shonley from the Monterey County Workforce Investment Board plans to give an update on the RFP sent out for retaining a consultant to work with the Workforce Collaborative of California's Central Coast (WCCCC) in regards to diversifying the healthcare workforce.

On September 14, 2009 BW Research Partnership, a full-service consulting firm specializing in workforce development for public entities, submitted a proposal for the opportunity to work with the WCCCC on the important allied health workforce development project.

The principals at BW Research have directed several workforce development projects focused exclusively on the healthcare industry and allied health in particular. These projects include working with managing Orange County's WIB healthcare collaborative, completing an allied healthcare workforce study in greater Sacramento and Northern California and managing the Workforce Partnership's San Diego Healthcare Collaborative.

The Executive Directors of the WCCCC hope to have interviewed and retained a consultant by October 9, 2009.



Loyanne Flinn, Acting Director

Monterey County Workforce Investment Board

This report was written by: Stephanie Shonley, WIB Management Analyst

9/16/2009

Date

INFORMATION #4

MEMORANDUM

TO: WIB HEALTHCARE ADVISORY ROUNDTABLE
FROM: LOYANNE FLINN, ACTING DIRECTOR
SUBJECT: UPDATE ON CONNECT ED CURRICULUM: THE CALIFORNIA CENTER FOR COLLEGE AND CAREER
DATE: SEPTEMBER 23, 2009

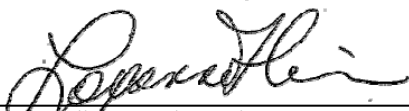
INFORMATION:

Ms. Joanne Webster plans to give an update on ConnectEd, founded by the James Irvin Foundation in 2006, The California Center for College and Career is dedicated to advancing practice, policy, and research aimed at helping young people prepare for both college and career through multiple pathways—a high school improvement approach.

Growing evidence shows that pathways hold promise for reducing high school dropout rates, increasing academic achievement and learning, and increasing students' earning power when they graduate. Equally compelling, studies show that students enrolled in pathways perform as well as their traditionally educated counterparts on key measures.

What Does a Pathway Look Like?

A pathway integrates rigorous academic instruction with a demanding technical curriculum and field-based learning—all set in the context of one of California's 15 major industry sectors, such as business and finance, building and environmental design, biomedical and health sciences, engineering, information technology, manufacturing, or arts, media, and entertainment.



Loyanne Flinn, Acting Director

Monterey County Workforce Investment Board

This report was written by: Stephanie Shonley, WIB Management Analyst

9/16/2009

Date

INFORMATION #5

MEMORANDUM

TO: WIB HEALTHCARE ADVISORY ROUNDTABLE
FROM: LOYANNE FLINN, ACTING DIRECTOR
SUBJECT: UPDATE ON THE CHOICES CLASSROOM EXPERIENCE
DATE: SEPTEMBER 23, 2009

INFORMATION:

Ms. Joanne Webster plans to give an update on the CHOICES classroom experience

BUSINESS PROBLEM

- On average only 27% of American workers are engaged in their work
- Today's jobs require higher skill levels
- The labor pool of workers is shrinking
- Too many young people are unqualified for today's jobs
- Where will we find tomorrow's employees?

THE EDUCATIONAL PROBLEM

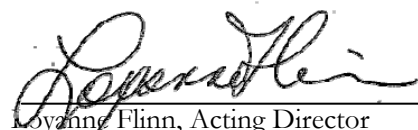
- Students are not engaged in the learning process
- Students don't see the relationship between school and work
- Too many students wait until their junior or senior year to think about career goals
- Educational performance is lacking
- Too many young people are dropping out of school

CHOICES INTERACTIVE WORKSHOPS

- We need to get them early- **Middle School is the best time**
- Students don't see the relationship between school and work
- Students learn they have a lot more control over their lives than they thought
- Students learn that self discipline is the key to achieving their goals
- Students learn that their choices have short and long-term consequences
- Students learn that more education means more career choices

THE IMPACT

- Over 6 million teens served since
- Nearly 1,000 served every school day
- 1,800 community volunteers in 46 states
- CHOICES staff of 3 FTE
- Cost of less than \$5 per teen
- 88% approval rating from students
- 97% approval rating from teachers



Loyanne Flinn, Acting Director

Monterey County Workforce Investment Board

This report was written by: Stephanie Shonley, WIB Management Analyst

9/21/2009

Date

The CHOICES Classroom Experience

Was it hard to imagine a real job?



CHOICES helps kids see through their own eyes how their decisions today determine the sort of life they'll have as adults. These "aha" moments, when they really get it, stick with them.

In the CHOICES Challenge exercise, the presenter asks student volunteers to consider a series of real-life alternatives, such as whether to attend a basketball game or stay home to study. The students discover that not only might they pass or fail a test depending on their decision, but that the consequences from one simple choice, or a series of choices, could affect them for the rest of their lives. More importantly, they learn they can anticipate the possible result of their decisions before they make them.

CHOICES also makes a compelling case for the way education—or the lack of it—affects a person's options. During another exercise, three students play the roles of a high school dropout, a high school graduate, and a person with education beyond high school. The rest of the class pretends to be an employment agency, trying to match the students with available jobs. All the students quickly see how many more job options are available to those with a higher level of education.

After completing CHOICES, kids consistently say they understand how even little decisions early in life have long term consequences for themselves and others.

Frequently Asked Questions About CHOICES



Q: Who does CHOICES serve, and where?

A: CHOICES is offered primarily in North America, in either 7th, 8th or 9th grade, to students of all abilities, socio-economic status, achievement levels, ethnic backgrounds and career interests. It has been equally well received in urban, suburban, and rural settings.

Q: How is CHOICES licensed? What's included?

A: CHOICES is typically licensed by [Businesses, Chambers of Commerce and Service Clubs](#), and can be structured to fit your needs. The license includes all the program materials, training, and support needed to implement and manage the program. CHOICES Education Group also helps you network with other CHOICES program managers to share best practices for success. The key components of a successful CHOICES partnership include program management, volunteer presenters, host schools, and funding.

Q: How much does CHOICES cost?

A: The annual program fee for the license averages less than \$5 per student (beginning at \$120 per classroom, plus shipping & handling). Financial support for CHOICES comes from a wide variety of business, community, and education sources. CHOICES Education Group provides tools to help secure these funds, along with strategies to sustain programs for years to come. CHOICES Education Group provides limited funding to qualified new program sites (some restrictions apply).

Q: Who coordinates CHOICES? Where do the presenters come from?

A: The licensing organization designates a local program manager. This person receives the support and tools needed to recruit host schools and train local business and community volunteers, schedule workshops, and build awareness for the program.

Q: How is effectiveness measured?

A: After each workshop, students and teachers and presenters complete surveys that have consistently indicated a positive rating of 88% from students and 97% from teachers. CHOICES concepts are consistent with state learning objectives, and the program has support from local, state, and federal education departments.