

"It's Raining Jobs: Counselor Conference", Sep 11, 2015

Central Valley & Mother Lode Regions

Health
Retail, Hospitality, Tourism
Agriculture/Water/Environment
ICT/Digital Media Energy
Small Business
Global Trade & Logistics
Advanced Manufacturing

Keynote Speaker
Kevin Fleming
"Success in the New Economy"

Learn from
INDUSTRY EXPERTS

DEPUTY SECTOR NAVIGATORS

Job skills employers demand
Data based, Industry Vetted
Stackable Credentials



HIGH DEMAND
HIGH PAY
EMPLOYER ENDORSED

It's
Raining

Professional/ Technical / Specialist

JOBS

in The Central Valley/Mother Lode

Counselor Conference

Friday
September 11, 2015

High School & Community College Counselors

8:00 am - 4:00 pm

Visalia Convention Center

www.crc-cc.com



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Agenda

8:00 – 8:30 Registration/Continental Breakfast/Networking

8:30 – 8:35 Welcome and Opening

Valerie Fisher, DSN – Health Workforce Initiative

8:35 – 8:40 Welcome to Visalia

Steve Nelson, Mayor of Visalia

8:40 – 8:45 CTE at College of the Sequoias

Stan Carrizosa, President/Superintendent, College of the Sequoias

8:45 – 10:30 Keynote Speaker

Dr. Kevin Fleming, "Success in the New Economy"

10:30 – 11:00 Introduction to Industry Sectors by Deputy Sector Navigators

11:00 – 12:15 Morning Breakout Sessions

12:15 – 1:00 Lunch

Hosted by Deputy Sector Navigators

1:10 – 1:30 Career Technical Education: Vital for California

Connie Conway, Member, Board of Governors, California CCs

1:30 – 2:30 Industry Panel

Moderator: Connie Conway

2:30 – 3:30 Afternoon Breakout Sessions

3:30 – 4:00 Booth Visits/Networking/Q&A

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Morning Breakout Sessions: 11:00 am – 12:15 pm

- **San Joaquin A:** Valerie Fisher, DSN – Health Workforce Initiative
- **San Joaquin B:** Shelley Attix, DSN – Retail, Hospitality, and Tourism
- **San Joaquin C:** Lorinda Forrest, DSN – Small Business & Entrepreneurship
- **San Joaquin D:** Gurminder Sangha, “Mr. G”, DSN – Advanced Manufacturing
- **Sequoia B:** Rebecca Bettencourt, Project Manager, Gallo University, E. & J. Gallo Winery & Richard Coffey, Corporate Training Director, E. & J. Gallo Winery
- **Mineral King:** Dennis Mohle, DSN – Information and Communication Technologies & Digital Media
- **Kaweah:** Don Borges, DSN – Agriculture, Water & Environmental Technologies
- **Sierra B:** Jeanette Benson, DSN – Global Trade and Logistics

Descriptions of the Morning Breakout Sessions

Title: *Pragmatic Approach to Health Careers*

Room: San Joaquin A

Presented by: Valerie Fisher, DSN – Health Workforce Initiative

We will explore the key questions counselors should ask students to help them select the right career path in the Health Sector. Audience will also learn about various programs offered by the community colleges for the Central Valley and Mother Lode regions.

Title: *The CA-RHT Sector for Advisors & Counselors*

Room: San Joaquin B

Presented by: Shelley Attix, DSN – Retail, Hospitality, and Tourism

Community Colleges offer the most cost-effective way for students to get trained and professionally certified in Retail, Culinary, Lodging and Facilities operations. Steering students effectively into different pathway options will allow our students to progress into higher paid jobs. Fourteen CSU campuses now offer degrees in Hospitality/Recreation Business Management (HMEI), including both Cal-Polys. Learn more about these often misunderstood Career Pathways, which unite both Family/Consumer Science and Business.

Title: *Small Business Trends*

Room: San Joaquin C

Presented by: Lorinda Forrest, DSN – Small Business & Entrepreneurship

Learn how the entrepreneur mindset can help students succeed in the world of work and the value it offers to the coming trends toward freelancing, contract and temp workers providing virtual services.

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Title: *Careers in Advanced Manufacturing*

Room: San Joaquin D

Presented by: Gurminder Sangha, “Mr. G”, DSN – Advanced Manufacturing

This session will provide an overview of the Labor Market Trends in the Manufacturing Sector and provide programs offered by the regional community colleges.

Through 2020, there will be 6.3 million job openings in California and 30% of these, or 1.9 million, will require a post-secondary certificate or AA degree. But based on current community college completion rates, we will produce just fewer than 900,000 new workers by 2020. This leaves a gap of over 1 million jobs that Californians will not be prepared by 2020. California Community Colleges provide affordable and quality Career Technical Education for the high demand occupation.

Title: *Bridging the Gap between Education and Industry*

Room: Sequoia B

Presented by: Richard Coffey & Rebecca Bettencourt, E. & J. Gallo Winery

With the current demographics in the workforce it is becoming more and more important that industry and education partner together, to develop the workforce of the future. In this session come and hear how E. & J. Gallo Winery are working with local education partners, to develop and build the skilled workforce in the central valley.

Title: *ICT/Digital Media: Pathway to Jobs*

Room: Mineral King

Presented by: Dennis Mohle, DSN – Information & Communication Technologies/ Digital Media

This session will summarize the Doing What Matters for Jobs and the Economy framework and what pathways the ICT/Digital Media sector navigation team has discovered. Job pathway exploration includes Business Information Worker, Computer Retail Sales & Support, Help Desk/User Support, and IT Technician. Regional and state ICT/Digital Media job forecasts will also be presented in this fast-paced session for high school and community college counselors.

Title: *Show your students the Green in Agriculture Careers*

Room: Kaweah

Presented by: Don Borges, DSN – Agriculture, Water & Environmental Technologies

What industry has double the number of career opportunities for every graduate? Agriculture! Find out about job opportunities in the industry, your students agriculture program of study and gain access to a counselor toolkit that will help you and your students navigate the Ag pathway.

Title: *What is Global Trade and Logistics?*

Room: Sierra B

Presented by: Jeanette Benson, DSN – Global Trade and Logistics

This session will provide an overview and the pathways and the needs of the Global Trade and Logistics Industry sector.

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Afternoon Breakout Sessions: 2:30 pm – 3:30 pm

- **San Joaquin A:** Valerie Fisher, DSN – Health Workforce Initiative
- **San Joaquin B:** Shelley Attix, DSN – Retail, Hospitality, and Tourism
- **San Joaquin C:** Lorinda Forrest, DSN – Small Business and Entrepreneurship & Dennis Mohle, DSN – Information and Communication Technologies/ Digital Media
- **San Joaquin D:** Marilyn Ashlin, Senior Pathway Specialist, Foundation for California Community Colleges
- **Sequoia B:** Corinna Pereira, Apprenticeship Consultant, Department of Industrial Relations
- **Mineral King:** Kris Costa, Articulation Liaison, Statewide Career Pathways, ASCCC
- **Kaweah:** John Merris-Coots, Executive Director, California Careers Resource Network
- **Sierra B:** Julie Preston-Smith, Counselor/Coordinator, Fresno City College

Descriptions of the Afternoon Breakout Sessions

Title: *Pragmatic Approach to Health Careers*

Room: San Joaquin A

Presented by: Valerie Fisher, DSN – Health Workforce Initiative

We will explore the key questions counselors should ask students to help them select the right career path in the Health Sector. Audience will also learn about various programs offered by the community colleges for the Central Valley and Mother Lode regions.

Title: *CA-RHT Careers Recruitment: The Mega-Profession*

Room: San Joaquin B

Presented by: Shelley Attix, DSN – Retail, Hospitality, and Tourism

The Retail, Hospitality, Tourism (Recreation) Sector is #1 in California for new Job Creation. Half of all higher education students in the U.S. work their way through school, within this Customer Service/Sales focused sector. It constitutes our real world, paid work experience in “Soft Skills!” Students get into CA-RHT Sector careers, from every background/major; it allows our students to “see the world” while being paid (or host international visitors to California).

Title: *Freelancing/Virtual Worker Trends in Digital Media*

Room: San Joaquin C

Presented by: Lorinda Forrest & Dennis Mohle

Did you know that by the year 2020 40% of workers will be freelancers, contract workers or temp workers? Learn about lucrative careers in the digital world, many perfect for residents of rural communities. Also learn how your students can earn the Business Information Certificate which shows they have the desired skillset for many high demand digital careers.

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Title: *Pipeline to Pathways*

Room: San Joaquin D

Presented by: Marilyn Ashlin

An overview of Workforce Development services provided by the Foundation for California Community Colleges, that are focusing on current statewide efforts to prepare high school and community college students for careers. Presentation will include updates on LaunchPath, Career Catalyst and digital badging.

Title: *Apprenticeship, the Other Four-Year Degree*

Room: Sequoia B

Presented by: Corinna Pereira

This break-out session will provide educators the knowledge of available apprenticeships in the region for which students can be directed to. The various types of programs, the components of a typical program, and the future of apprenticeship in the Central Valley is reviewed and discussed. Come take a look at the many benefits and opportunities available in apprenticeship!

Title: *Road Mapping College and Career Readiness*

Room: Mineral King

Presented by: Kris Costa

Associate Degrees for Transfer have changed the way students go to college. Come to this session to learn about AD-T's and other statewide alignment initiatives and how they affect your students. An interactive discussion on the Counselor Toolkit -a free resource to assist counselors in providing students with real time information on these college majors and all of the 54 career pathways approved by CDE- will be included. Using the tool, counselors, teachers, and students create their educational plan for grades 9-14. Participants that bring their digital device will be able to use the toolkit to create pathways for their program/pathway/academy.

Title: *Career Café*

Room: Sierra B

Presented by: Julie Preston-Smith,

Free Resources on the CaCareerCafe! So many resources are available online for counselors, instructors, and career professionals through the California Career Café and the California Career Briefs. This session will show you tips and insights into using the resources with different types of student populations. Since each resource is created and supported with state public funds, all resources are available for free.

Title: *Career Ready Students Have Career Action Plans*

Room: Kaweah

Presented by: John Merris-Coots

This session will provide an overview of the California Career Resource Network's (CalCRN) no-cost online and mobile career guidance resources. Workshop attendees will learn about CalCRN's resources and be able to immediately begin using these tools to help students assess career interests, identify career options, and develop career action plan.

