Career and Technical Education for All Students

Dr. Vera Jacobson-Lundeberg
CTE Program Coordinator
San Mateo County Office of Education
What is Career and Technical Education?

CTE is:

...an education system that combines rigorous academic classes with industry specific knowledge and skills in order to prepare students both for entry into industry and postsecondary education.
CTE’s 15 Industry Sectors

- Agriculture and Natural Resources
- Arts, Media and Entertainment
- Building, Trades, and Construction
- Business & Finance
- Education, Child Development and Family Services
- Energy and Utilities
- Engineering and Design
- Fashion and Interior Design
- Health Science and Medical Technology
- Hospitality, Tourism & Recreation
- Information and Communication Technology
- Manufacturing and Product Development
- Marketing, Sales, and Service
- Public Service
- Transportation
### Top 10 Industry Sectors in the Bay Area

<table>
<thead>
<tr>
<th>Sector</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Services</td>
<td></td>
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<tr>
<td>Retail</td>
<td></td>
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<tr>
<td>Education &amp; Training</td>
<td></td>
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<tr>
<td>Construction Materials &amp; Services</td>
<td>✔</td>
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<tr>
<td>Financial Services &amp; Real Estate</td>
<td>✔</td>
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<tr>
<td>Health Care Services</td>
<td>✔</td>
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<tr>
<td>Hospitality &amp; Tourism</td>
<td>✔</td>
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<tr>
<td>IT and Communication Technologies</td>
<td>✔</td>
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<tr>
<td>Professional &amp; Technical Services</td>
<td>✔</td>
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<tr>
<td>Social Services</td>
<td>✔</td>
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</tbody>
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CTE In Our School Districts: CTE Advisory Boards

- Cabrillo USD
- South San Francisco USD
- Sequoia UHSD
- San Mateo UHSD
- Jefferson UHSD
CTE Work at The San Mateo County Office of Ed

- Convene two regional CTE Steering Committee meetings per year including:
  - Districts
  - Community College
  - Industry Sectors
  - Workforce Partners

- Currently collaborating with Kern County Office of Education to create Career Readiness Learning modules for high schools in support of LCAP

- CTE Advisory Team
- Teacher Education Pathway Project
- Biotech Super Team
- Curriculum Support
- Articulation Agreements
- Embedding Financial Literacy/Power Skills Curriculum
- Teacher Externships
- Internships
- Website/Presenting
- CTE Summer Institute
“Some College” is the New Gateway Into The Workforce

The labor market is increasingly demanding a more skilled workforce.

In the 1970s 28% of jobs required more than a high school education.

In 1992 56% of jobs required more training.

By 2020 65% of job openings in the U.S. will require some postsecondary education or training—though not necessarily a four-year degree.

Source: Georgetown Center on Education and the Workforce analysis
Cities with Most Job Ads

- Redwood City
- San Francisco
- South San Francisco
- Menlo Park
- San Mateo
- Foster City
- San Bruno
- Burlingame
- Belmont
- Daly City
Demographic Snapshot

<table>
<thead>
<tr>
<th></th>
<th>San Mateo</th>
<th>San Francisco</th>
<th>So. San Francisco</th>
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<tbody>
<tr>
<td>Youth Population</td>
<td>102,893</td>
<td>852,469</td>
<td>67,009</td>
</tr>
<tr>
<td>Under age 5</td>
<td>6.8%</td>
<td>4.4%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Under age 18</td>
<td>20.8%</td>
<td>13.4%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Language OTE Spoken at home</td>
<td>44.2%</td>
<td>44.6%</td>
<td>57.9%</td>
</tr>
<tr>
<td>High School of higher</td>
<td>88.9%</td>
<td>86.7%</td>
<td>84.4%</td>
</tr>
<tr>
<td>Bachelor’s degree or higher</td>
<td>45.5%</td>
<td>52.9%</td>
<td>30.7%</td>
</tr>
</tbody>
</table>

Source: [www.census.gov/quickfacts](http://www.census.gov/quickfacts)
vision

CA Workforce Development Strategic Plan

“...skills attainment for upward mobility and shared prosperity”
Our Industry Partners

- BABEC
- Cytokinetics
- Jobs for Youth
- KQED
- BIO-RAD
- Build
- Tesla
- Western Allied Mechanical, Inc.
- Berkshire Hathaway HomeServices
- Builders Hawaii
- Pon & Associates
- Slatter Construction Inc.
- Douglas H. Miller, DDS
- Katy M. Young, Esq.
- Hired
- Varsity
- SFO
- San Francisco International Airport
- Hilton
- Miramar Farms
- Google
- PG&E
- Facebook
- Genentech
- PG&E
- Bon Appétit at Google
- Tefal
- NOVA

www.smcoe.org
Together Everyone Achieves More

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