

**California Career Readiness Initiative**

*Through his California Career Readiness Initiative, State Superintendent of Public Instruction Tom Torlakson has directed the California Department of Education to proceed with 17 key objectives to support, sustain, and strengthen Career and Technical Education in the State. The Initiative builds upon goals outlined in the Superintendent’s “A Blueprint For Great Schools.”*

**Objectives:**

1. **Launch Career Readiness Initiative Campaign**: On February 14, 2012, State Superintendent of Public Instruction (SSPI) Tom Torlakson asked practitioners of Career and Technical Education (CTE) throughout California to join him in implementing the Initiative by promoting their local efforts, and advocating for program expansion, resources and support for CTE throughout the State.

1. **Adopt and Promote New Statewide CTE Logo and Branding:** As part of this campaign, the California Department of Education (CDE) has adopted and will promote new branding developed in partnership with the National Association of State Career Technical Education Directors Consortium: “CTE: Learning that Works for California.”
2. **Educate Stakeholders**: Through this awareness campaign, SSPI Torlakson asks CTE practitioners and CDE staff to educate parents, students, teachers, business and civic leaders and educators on the benefits and successes of CTE programs, and to encourage them to support the further use and development of these various pathways to career readiness.
3. **Promote and Increase Use of CTE Programs as a Viable Pathway to Career Readiness:** Through his campaign, SSPI Torlakson has asked staff and CTE practitioners to promote and expand use of the State’s 34,000 CTE courses so students have access to career pathways in high tech, computer science, health sciences, construction, the arts, agriculture and other various industries. In addition, CDE will focus on promoting and expanding use of the 11,000 CTE courses that meet the a-g criteria needed for students to enter our state colleges and Universities.
4. **Increase CTE Enrollment:** CDEstaff will develop strategies with educational partners to increase the number of students taking CTE courses in the State to help ensure more students are career ready. Currently, 1 million students are enrolled in such programs statewide.
5. **Support and Expand Career Technical Student Organizations:** SSPI Torlakson will work with legislative leaders and stakeholders to preserve funding and to expand these organizations to provide students with increased leadership development, and industry-based competitions to demonstrate their career readiness.
6. **Increase Use of the University of California Curriculum Integration Institute:** CDE will utilize the Senate Bill 70 funding to expand the successful institute process to develop CTE courses that also meet rigorous a-g criteria in designated academic content areas.
7. **Implement Linked Learning Pilot Program:** CDE will plan and initiate a Linked Learning pilot program to implement the provisions of the newly enacted Assembly Bill 790. The pilots will be designed as district led school re-design initiatives that integrate career-themed pathways into the organization and instructional practices of participating high schools.
8. **Revise and disseminate CTE Standards aligned with the Common Core:** CDE will work with stakeholders in developing the revised standards and present them to the State Board of Education for adoption. In addition, a series of presentations and professional development opportunities will be conducted to assist schools in incorporating the standards into the curriculum.
9. **Promote and Increase Use of Career Exploration:** The California Career Resource Network will launch a new career and college Web portal for middle and high school students in the spring to help them explore and plan for post-high school options. CDE staff will promote and increase the use of other career exploration and planning tools within California schools.
10. **Encourage Concurrent Enrollment:** In collaboration with the higher education segments, CDE will identify successful concurrent enrollment practices among districts and colleges and share these approaches statewide.
11. **Increase Industry Certification Programs and Work-Based Learning:** CDE will develop strategies to expand industry certification programs and work-based learning opportunities.
12. **Advocate for Continued State and Federal Funding for CTE Programs:** SSPI Torlakson will work with legislative leaders to continue state funding for California Partnership Academies and other CTE programs through SB 70, and protect federal Perkins funding.
13. **Support Local Regional Occupational Centers and Programs (ROCPs):** CDE staff will promote successful program practices, and collaborate on strategies to increase their role in improving all CTE programs within their service areas. ROCPs provide the majority of CTE courses in the state and are a major resource to school districts and California business and industry partners in building the career preparedness of students.
14. **Advocate for Inclusion of CTE in Reauthorization of the Elementary and Secondary Education Act (ESEA):** SSPI Torlakson will work with federal agencies and policy makers to include career academies and career pathway approaches into the reauthorization of ESEA.
15. **Promote and Expand Articulation Agreements:** CDE staff will highlight the more than 1,400 articulation agreements that exist between our high schools and surrounding middle schools and colleges, and work to expand them into other areas of the state that may benefit from such partnerships.
16. **Increase Use of Social Media and the Internet to Promote Career Readiness:** CDE staff has created new Facebook and Twitter accounts devoted specifically to communicate with CTE practitioners on campaign and program developments, to solicit feedback, and to promote use of CTE in the State’s schools. To follow us on the Web:

Twitter: <https://twitter.com/#!/CaliforniaCTE>

Facebook: <http://www.facebook.com/#!/pages/California-CTE/350885248257044>