Empowered! Inspiring the Next Generation of Leaders
Cary Johnson
Director of Innovation & Technology

Jamie Jauch
Administrator of Curriculum & Instruction

Sue Sawyer
CTE Support & Technology Teacher
Agenda

The Event
WHY? HOW? WHAT?

The Panel & Marketing

CTE Enrollment

Team Involvement

Planning Your Event
WHY? To promote Future Ready learning to all students.

HOW? Invite a panel of female industry leaders to share experiences and knowledge to empower and encourage parents, students, counselors and teachers to support nontraditional students in CTE courses.

WHAT? To get more nontraditional students interested, enrolled, and successful in CTE courses.
Make What’s Next (Microsoft)
High School students representing CTE/STEM Pathways in PYLUSD
CTE Student Involvement

Student Moderators

Video Production: Live Stream and Promo Videos

Culinary Arts: Refreshments for the Event

Digital Media Arts: Program

Email Database Capture/QR Codes

Legal/Public Service: Get Out the Vote
Buy-in

CTE Staff

Administrators, Athletic and ASB Directors

Board of Education

Community: Donations

Social Media

District Media Relations
Presenters:
Carrie Buck - **Board Member**, Placentia-Yorba Linda USD
Karin Freeman - **Board Member**, Placentia-Yorba Linda USD
Candy Plahy - **Deputy Superintendent**, Placentia-Yorba Linda USD
Nancy Watkins - **Administrator**, Placentia-Yorba Linda USD
Lessons Learned

• Less is more
• It takes a team
• Develop a network
• Impacts people
Mock Panel Volunteers

Placentia-Yorba Linda Unified School District

EMPOWERED

WOMEN IN INDUSTRY
Speed Round 1

What did you want to be when you grew up?
Panelist Question 1

Who influenced or mentored you on your journey, and how?
Speed Round 2

What is one piece of advice you would give your younger self?
Panelist Question 2

Think of a time in your life when you have had to work through failure. How did you work through it and what did you learn from it?
PYLUSD CTE/Career Link Academies
PYLUSD CTE/Career Link Enrollment

PYLUSD CTE Enrollment Overall

<table>
<thead>
<tr>
<th>Percent of total enrollment</th>
<th>2016/17</th>
<th>2017/18</th>
<th>2018/19</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29</td>
<td>31</td>
<td>37</td>
</tr>
</tbody>
</table>
PYLUSD CTE/Career Link Enrollment

CTE Female Enrollment: Class of 2020
Cohort Data (9th, 10th, 12th grade)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>30</td>
<td>40</td>
<td>45</td>
</tr>
</tbody>
</table>

CTE Female Enrollment: Class of 2021
Cohort Data (9th and 10th grade)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>2017/2018</th>
<th>2018/2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>45</td>
<td>35</td>
</tr>
</tbody>
</table>
## PYLUSD CTE/Career Link Enrollment

### Matriculation into CTE

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8th Grade</td>
<td>35</td>
<td>36</td>
<td>41</td>
</tr>
</tbody>
</table>
PYLUSD CTE/Career Link Trends

Low female enrollment
Engineering
Software systems and development
Construction

Increased parity
Arts, Media and Entertainment
Food Services and Hospitality
Medical Arts
Business Management

High female enrollment
Education and Child Development pathway
Simon Sinek – Start With Why
**WHAT** can you do within your district to promote female industry leaders?

**WHY** is it important to promote future ready learning?

**HOW** can you get more nontraditional students interested, enrolled, and successful in CTE courses?
Great Ideas!

1. What might an event like this look like in your District?
2. Who could be on your team?
3. Panel potentials?
**Empowered! Inspiring the Next Generation of Leaders**

**Women in Industry — Toolkit**

### #1 OBJECTIVES

**Why:** To promote Future Ready learning to all students.

**How:** Invite a panel of female industry leaders to share experiences and knowledge to empower and encourage parents, students, counselors and teachers to support nontraditional students in CTE courses.

**What:** To get more nontraditional students interested, enrolled, and successful in CTE courses.

### #2 BUILD YOUR PANEL

**Suggestions for building your panel**

1. Decide on a target number of panelists
2. Develop a "Potentials" List
3. Network (Family, Friends, Former Students, LinkedIn)
4. Define your goals (CTE Industry Sectors? Inspiration for under-represented groups?)
5. Think DIVERSITY (develop diversity in your panel: ex. age, occupations, experiences).

### #3 ORGANIZATION

1. **Sample Monthly Task list**
2. Form an Input Committee (stakeholders)
3. Seek community support (donations/swag)
4. Find a venue
5. **Table of Contents (Outline)**
6. **Run of Show**

### #4 COMMUNICATION

1. **Email, Text Messages for all Families**
2. **Save the Date image**
3. Sticker created and printed
4. Update School Board and District Managers
5. **Info for Principals**
6. **Info for Panelists**

### #5 EVENT

**An Engaging Panel is Key to Success!**

1. **Sample Questions**
2. Timing of Evening
3. Maintain flexibility to produce a Live Show
4. Develop a great team to help!
QUESTIONS?

Thank you!

Contact:
Cary Johnson (caryjohnson@pylusd.org)
Jamie Jauch (jjauch@pylusd.org)
Sue Sawyer (ssawyer@pylusd.org)