



THE NEXT ERA OF CAREER EDUCATION IS HERE



Positioning ourselves, our students, and our community for new levels of success.



The Next Era of Career Education at the SRJC



- Raise awareness of career options across all populations
- Bring clarity to misconceptions and myths
- Bridge employment and education gaps
- Find a stronger way to share the strengths and success of our programs
- Increase the success, financial freedom, and confidence of potential students

Start by Listening



- Conducted a half-day Strategy Session
- Surveyed 70 High School Students
- Surveyed 1,009 / Interviewed 2 SRJC Students
- Surveyed 32 / Interviewed 3 High School Teachers
- Surveyed 75 / Interviewed 3 Parents of High School Students
- Surveyed 5 High School Guidance Counselors
- Surveyed 12 / Interviewed 1 SRJC Counselors
- Interviewed 4 Hiring/Industry Contacts
- Conversation with Heather Lobue, SC EDB
- Conversation + data review from Michael Pham, SRJC Office of Institutional Research
- Review of State and Bay Area CTE Marketing materials
- Review of National Survey of Attitudes About CTE
- Review of California Economic Summit materials
- Participation in Strategic Sonoma Planning Meeting

Initial Insights



- Stop comparing the CTE/JC to 4 year institutions
- Turn language away from student deficiencies to opportunities
- The JC could be a next step, temporary stop, or new path
- Create a story worth a second look
- Pave the way for generations to come

The Next Era



- Build on the foundation of current CTE success
- Enhance programs, offerings, and certificates
- Raise our story and open awareness
- Engage employer and community partners



NEW SUMMIT

INSTITUTE AT SRJC



Dynamic Learning Environments

From culinary to auto to agriculture and beyond, we have the facilities that can inspire our audience and give our mission greater credibility.



Our Strongest Offering

To best position ourselves as the place to get an industry-valued education that will set students up for immediate and future success, we need to evaluate our offering and make sure we're putting our best foot forward.



Deepening Industry Connections

As we continue to prove our value to students and businesses, strengthening our connection with employers will give us the opportunity to improve our offering to students. Establishing pathways to viable careers sets up students for professional success and bolsters local business community and economy.





A Better Way to Tell the Story

We have the ability to dramatically improve our community by filling the needs of both students and businesses. We need to tell our story in a way that's worthy of our efforts, so that our community sees and understands the benefit we bring.

The New Summit Institute at SRJC is a mark of excellence you can trust!



Sampling of Planned Activations





“Because I got the experience in my industry to succeed immediately.”

There are many reasons to attend New Summit Institute. What's yours?

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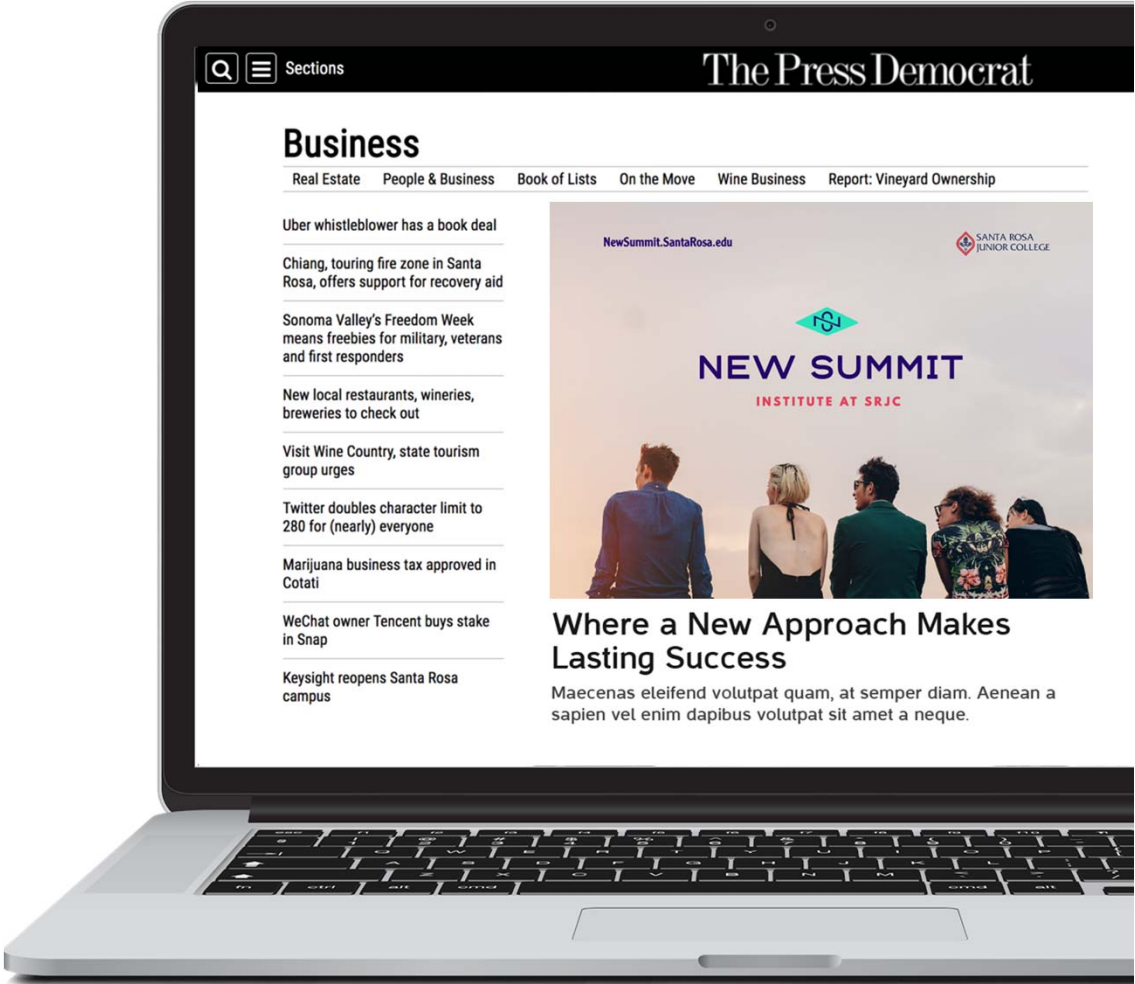
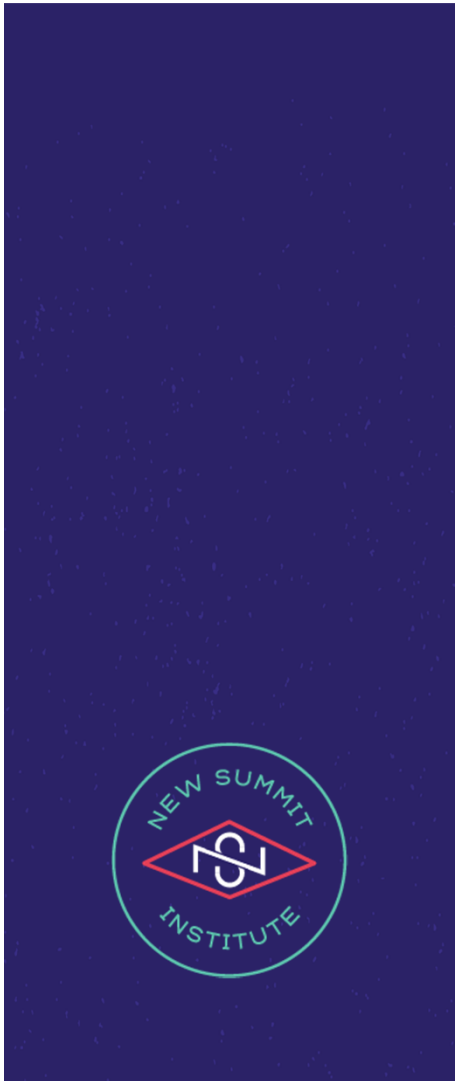
“Because I wanted more than just a good job. I wanted a better life.”

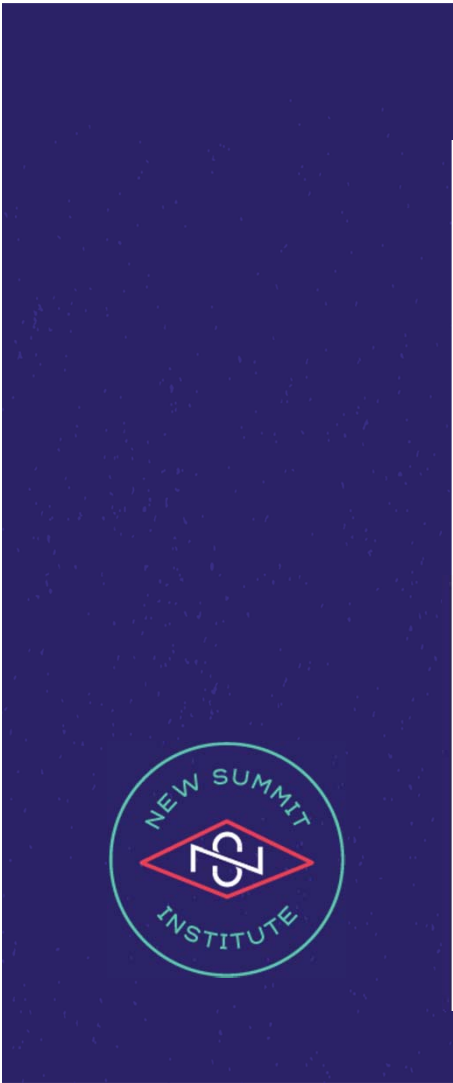
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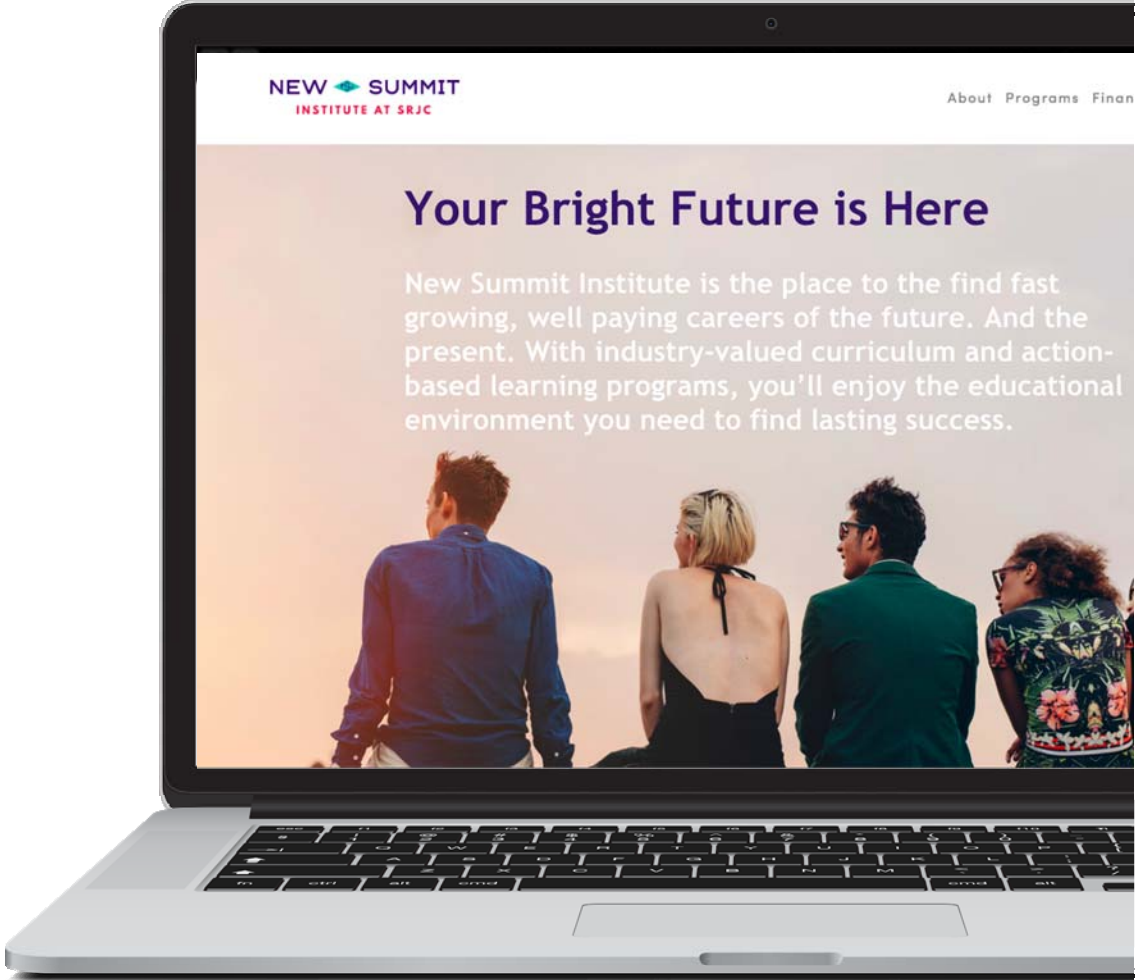
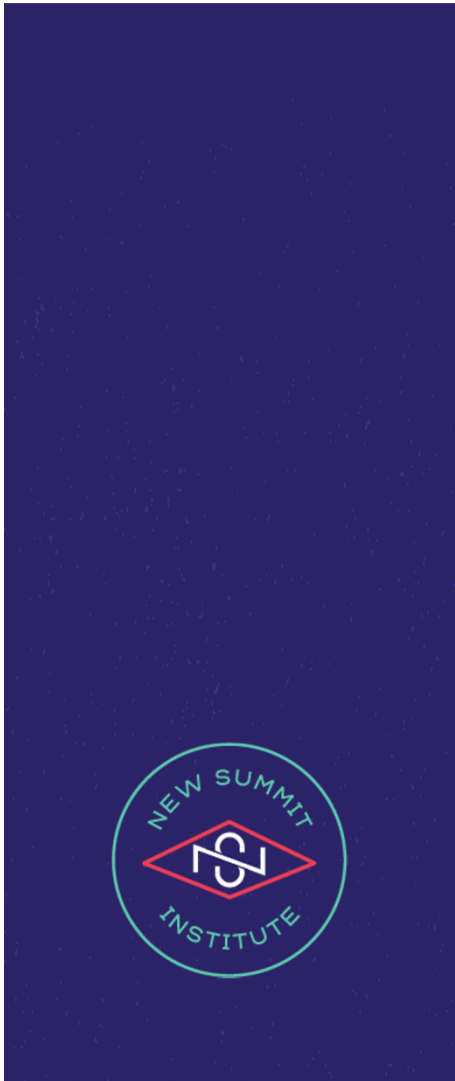


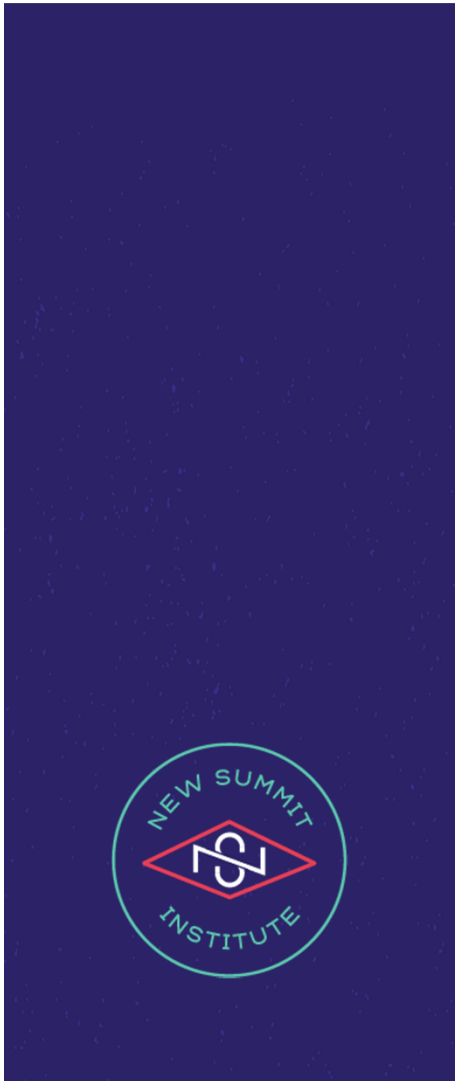
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