



Career Street, First Year Review & Report February 2015

Career Street Operations:

- Housed at Erie County Technical School
- ECTS Foundation provide Operational and Fiscal Oversight, billed as “A Project of the Erie County Technical School Foundation”
- Executive Director is 1099 employee
- Advisory Board comprised of 17 members of the community representing local business, nonprofit and educators
- Career Street Liaison appointed in each of the school districts throughout Erie County and the Catholic Diocese

Notable Statistics and Accomplishments:

Community Participation

- 167 registered participants: 40 schools, 46 organizations, 69 businesses
- 164 Experiences offered: 57 completed, 107 are open (many remain open to offer the experience again and again)
- 2,500 students have participated in at least 1 Career Street experience since the launch, February 25, 2014.
- Grade Levels have not been calculated in the first year, however all experiences have occurred in the Junior or Senior High School level thus far
- Top 3 Experience choices are Career Speaker, Job Shadow and Worksite Tour
- 92 Public Speaking Engagements presented by Executive Director
- 2 Community Tours, designed to display local companies to high level school administrators
- 1 Newspaper article
- 1 TV Spot
- 1 article in MBA magazine

Funding:

- 3 Year “Shaping Tomorrow” Grant from Erie Community Foundation
 - o \$225,000 @ \$75,000/year
- \$25,000 United Way (expected)
- \$10,000 TANF Grant through Workforce Investment Board (expected)
- \$3,000/school district annually, paid 2 years thus far and would expect that to continue
 - o \$42,000 - 2013/2014
 - o \$39,000 – 2014/2015 (one school district recently re-invoiced)

**** New**

- Erie Gives Participation: \$1,247 from 12 donors
- EITC Corporate Donations \$7,000
 - o C.A. Curtze
 - o Scott Enterprises

What’s Next?

- Initial, broad goals are to increase employer registration and school participation
- Raise public awareness through marketing and “branding”
- “Giving You the Business” segment in March
- “Business After Hours”, March 12
- Strategic Planning Meeting Feb 19th. More information will come from this.

Career Street the Product:

- Throughout this past year, starting from the very first month, as I made public presentations, I have been asked if Career Street is a program that could expand to other counties or if it was a product that could be purchased by other counties.
- Specifically, Warren, Venango & Crawford. Crawford asked multiple times from several individuals
- The question was presented often enough; I requested a meeting with the ECTS Foundation attorney. We discussed:
 - o what we had as a program or product
 - o how to best protect Career Street
 - o marketing Career Street as a product
 - o It was determined that in the transfer of Career Street from the Erie County Regional Chamber and Growth Partnership to Erie County Technical School, there were some legal “loose ends” that needed tied up.
 - o We were advised to protect the intellectual property by Federal Trademark
- The status of this, in the words of the attorney handling it, Mrs. Joy Taylor, is “**Pending Federal Trademark Filings.** The Foundation Board determined that it desired to proceed with attempting to protect the name and design of the Career Street brand to prevent others from using the brand without the Foundation’s permission, and to guard against the possibility that another entity would try to force the Foundation from using the Career Street brand in the future, especially in light of recent or planned investments in marketing efforts and the internet-based nature of the program. There are currently two federal applications pending at the United States Patent and Trademark Office – a standard character mark application and a design mark application.

The standard character mark application for “CAREER STREET” was filed on December 11, 2014 and is awaiting review by a USPTO Examining Attorney (which should occur sometime around March 2014).

The design mark application (which appears below) was filed on December 12, 2014 and is awaiting review by a USPTO Examining Attorney (which should occur sometime around March 2014).” The Knox firm continues to monitor these applications.



Testimonials:

“Our experience with Career Street has been seamless and rewarding. The setup process was quick & easy, and setting up each experience has been a breeze as well. Both of the two office tours we have provided to high school students were well-received and have not taken too much time away from day-to-day business. Instead, the tours provided students with valuable information about working at a law firm and our attorneys and staff with a rewarding touch point to the next working generation. Thanks, Career Street!

-Sarah Holland, Marketing Director at Knox McLaughlin Gornall & Sennett, P.C.”

"For the Erie Times-News, Career Street is a continual effort to promote a variety of careers to interested high school students. In addition, the outreach serves as a bridge between the business and the community. So far in 2014, Erie Times-News has participated in several Career Street experiences, including workplace tours of the business complex and classroom visits for a career speaker. Later this fall, Erie Times-News will participate in a career fair for an Erie County high school.

This month, Erie Times-News hosted two tours of General McLane High School students – over 60 students total – to connect career search and journalism students with the business. During the tour, students learned about careers at the Erie Times-News, such as journalism, photography, graphic design, marketing, advertising sales, web development and finance. The tour allowed students to ask questions about education and careers, as well as witness the newspaper production in progress. This first-hand learning experience gave students a tangible lesson dealing with careers. Through conversations and question/answer sessions with students, we could see the intrinsic motivation to learn and the genuine

excitement about careers.

-Christopher LaFuria, Education Coordinator, Erie Times-News”

Union City Student, Jason, experienced C.A. Curtze with a class tour and became so interested he requested a follow up day-long job shadow and wrote this to Career Street:

“The opportunity to job shadow C.A. Curtze Food Service's Marketing Product Specialist, Marsha Rzodkiewicz, was an experience that has enriched my understanding of the duties and responsibilities of a research chef. I was able to see first-hand what her daily tasks included, allowing me to gain knowledge in a realistic corporate environment. The day that I spent at Curtze supplemented my understanding of potential career pathways for myself, widening my horizons and creating visions for my prospective career.”

These are his “thank you notes” to C.A. Curtze:

“Dear Ms. Rzodkiewics:

I am so grateful that I was able to spend a day job shadowing you, absorbing priceless information about your career. It was an amazing opportunity to assist you in your demo for actual clients. In that short amount of time, I was able to experience new cuisine and acquire invaluable knowledge about building flavors in a dish, layering the different elements to create bright and tasty food. I had a wonderful time constructing your “prototype” dishes for *Bistro in the Square*, leaving me with memories of cooking that I will truly never forget.”

-AND-

“Dear Mr. Holmberg:

I would like to express my thanks for coordinating the priceless opportunity of job shadowing Curtze’s corporate culinarian, Marsha Rzodkiewicz. My day was filled with an abundance of invaluable information that can only be achieved through experiences. I intend on using the wisdom I gained from my day at Curtze to succeed in my future food science endeavors.

In the future, if Curtze would consider providing Ms. Rzodkiewicz with a summer intern, I would cherish the opportunity to obtain the seasoned knowledge she has to pass on while contributing to your outstanding company with my passion for creating succulent cuisine.

Thank you once again for organizing my irreplaceable day; it was a memory I will relish for a lifetime.”