



Career Street ECTS Foundation Board Meeting Report
August 27, 2015

1. Data report
 - a. Number of Businesses (85)
 - b. Number of Experiences (99)
 - i. I sent an email to all businesses and non-profits reminding them to create new experiences for the new school year. I will continue to push for more
 - c. Number of Schools (41)
 - i. This number also hasn't changed because the districts and the diocese are registered as if a "parent" or "over-seer".
 - d. Number of Matches (85)
 - i. Defined as a successful connection. Experience listed on website, liaison indicates an interest, experience happens.
 - e. Number of Students (4,404)
 - i. Number of students that have had a Career Street Experience since the launch of the program
 - ii. 850 was my count for the launch through the end of that school year
 - iii. 3,554 is the final number of students that had a Career Street Experience in the 2014-2015 school year
2. How to deepen school usage
 - a. Continued outreach
 - i. I am currently doing In-service demos at a variety of schools. I have been to Harbor Creek and North East. I am scheduled to be at Union City as well as Corry in the future
 - ii. Also, Teacher "wine night" is a wine tasting event planned with Newspapers In Education. We will co-host the event at a winery in North East on Sept 16, in addition to wine tasting there will be catered appetizers. I will demo Career Street in order for them to become aware of how to use CS, and Newspapers In Education will also be demoed for the same purpose.
 - iii. Liaison Mtg scheduled to assist with usage/outreach as well.

3. How to deepen Business Usage
 - a. Continued Outreach and Marketing
 - i. Newspapers in Education – The nature of the fact the Career Street Logo will be featured in the paper each week will assist.
 - ii. CEO School Tour – as a follow up, there is no progress on this event
 - b. Met with Ralph Pontillo and few others from MBA to discuss Career Street's usage, partnership with Manufacturing Day events(flyer attached)
 - i. Career Street has become involved in the planning of this event. Both the MBA and ERMP are pushing businesses to participate with Career Street.
4. Speaking Engagements:
 - a. At this point, the only speaking engagements are the in services that I'm doing.
5. Erie Gives
 - a. HUGE Success! Donations in excess of \$5,000 (\$5020 before matching donations are prorated and added in)
 - b. I pick up the check tomorrow morning at a ceremony at the zoo
 - c. I am hopeful to use the money to reimburse for transportation to the Manufacturing Day events on Oct 1 & 2
 - i. I do not know how many busses there will be however, I believe given the interest so far, there will be approx. 1 bus per school. At \$175/bus per district, that is \$2640. If they chose to send a bus each day, it would be \$5,280. I believe there will be enough to cover the overage.
6. CAREER STREET TRADEMARK SUBMISSIONS HAVE BOTH BEEN APPROVED!!!