



**Career Street ECTS Foundation Board Meeting Report
October 25, 2018**

1. Data report
 - a. Number of Businesses 145 (143 last report)
 - i. Businesses Approached
 1. Iron Empire
 2. UPMC Hamot (need more involvement)
 3. St. Vincent (need more involvement)
 4. LORD (need more involvement)
 5. Approached (awaiting response)
 - a. Zewe Electric
 - b. NFI Empire
 - c. LECOM nursing home
 - d. Bonnell's
 - b. Number of Experiences 170 (166 last report)
 - c. Number of Matches 4 – awaiting a lot of data from liaisons
 - d. Number of Students 158 - ^ see above
 2. How to deepen school usage
 - a. Ongoing communication with liaisons, superintendents, principals
 - i. Met with Matt Bennet, new UC Superintendent
 - b. Meeting with McDowell educator
 3. Speaking Engagements
 - a. Per contract, presentation to Superintendents October 5
 - b. Present CS to new Erie Ambassador's Class
 4. Meetings & Business Outreach
 - a. 1 on 1's
 - i. Iron Empire
 - ii. Superintendent Rick Scaletta, General McLane
 - iii. Tour Seaway Windows
 - iv. Senator Laughlin's Office
 1. Sen's office is privy to the statewide need for Career Street as well as urgent funding needs. They are working on some connections – tbd effectiveness
 - b. Email Outreach (employers I have had conversations with but haven't or are not offering experiences)
 - i. Previously covered in this report

- c. Mfg Day Planning
 - i. Completed
 - ii. 2,040 students attended – largest in the country
- 5. Fund Raising
 - a. United Way of Erie County Grant Award
 - i. \$25,000
 - b. Erie Community Foundation
 - i. \$10,000
 - ii. Meeting to discuss "Urgent Needs" grant
 - 1. Also attending, Ann Scott (Erie Ins), Vickie Lampe (PNC), both long term positions on the CS Advisory Board
 - iii. Erie Women's Fund
 - 1. Grant application submitted
 - c. Donation Received
 - i. Custom Engineering
 - 1. \$600
 - d. Individual Meetings
 - i. During my meetings, I discuss sponsorship opportunities
 - e. Letter (email) to larger companies in our area sent w/ask for sponsorship
 - i. Attached
- 6. Other projects
 - a. Outreach to more businesses
 - i. Ongoing
 - ii. See 1 on 1 meetings
 - iii. Letter to Parents
 - 1. Attached
 - 2. Sent
 - b. Countywide Career Fair
 - i. Asked to pause this project
 - ii. business participation
 - 1. 5 businesses have indicated an interest in sponsorship & participation
- 7. Web Redesign
- 8. Newspapers In Education
 - a. Ongoing





Dear Career Street Supporter,

On behalf of the Erie County Vocational Technical School Foundation's Career Street program, I am writing to make you aware of the critical need for business sponsorships to offset Career Street operational costs and ask for your consideration in becoming a stakeholder in Career Street through corporate sponsorship.

To put our request in perspective, there are over 170 local businesses currently involved with Career Street. With a minimum sponsorship pledge ranging from \$1000 - \$5,000 depending on your business' financial capability, these funds would allow for the completion of a major renovation and update to the Career Street website. Secured funding from our local businesses would also enable the program's Director to shift efforts toward developing stronger grant and community funding relationships within the next twelve to eighteen months; rather than remaining focused on establishing the school to business connections that was initially required to develop the Career Street networking tools.

Career Street is needed more than ever.

- Pennsylvania Department of Education is now *requiring* educators provide career experiences for their students as well as requiring evidence of these experiences.
 - Career Street makes the connections easy.
- Baby boomers are retiring
 - Employers are seeking connections to inspire and draw a new generation of employees, and Career Street provides the medium for them to present their messages.

Career Street is working! In just four years there has been more than 30,000 student career exploration experiences executed through Career Street – *11,000 last academic year alone*. When Career Street began 14% of 8th graders reported having 3 or more career exploration experiences; in the 2017-2018 school year, **48% of 8th graders reported to have 3 or more career experiences**. Teachers are using it as the "go to" tool to access business for their student career experiences, and employers recognize Career Street gives them access to their future workforce.

Your contributions to Career Street, through the **Erie County Vocational Technical School Foundation (EITC approved)**, will help to propel the program. The spirit in Erie has changed. Progress & community are being promoted. Collectively we are working toward economic advancement and Career Street is here to educate, promote careers and workforce development and your support is necessary.

We hope you value the Career Street program and its impact on Erie County as much as we believe you do and that you will seriously consider our request for sponsorship funding. Your sponsorship will be noted on our website, in all print materials, as well as recognized at all marketed Career Street

events. We would be happy to share a photo with you as well, and display it on our website. Additionally, if you would like to be featured in the Career Street sponsored Newspapers In Education weekly article, we are able to include you there as well.

Thank you in advance for your ongoing support of the Career Street program.

~ Jen

Jennifer Nygaard Pontzer

Career Street, Executive Director

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BY THE
NUMBERS
& growing

140
participating
businesses

30,000
student
experiences

50
school
partners

170
available
experiences

FEED THE METER AND PAVE THE WAY FOR A SKILLED AND ENGAGED WORKFORCE.

With your donation, you will receive a photo opportunity in the newspaper, a photo and business listing on the Career Street website, special recognition in Newspapers in Education with an employee interview, a tax deduction and the peace of mind knowing you're helping to build tomorrow's workforce.

Yes, I want to add money to the meter!

Enclosed is my tax deductible check for:

☐☐☐☐☐☐

Business/Organization Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Phone Number: _____ Email Address: _____

*Please make checks payable to: Erie County Vocational-Technical School Foundation, c/o Career Street.
Return completed form with your payment to Erie County Vocational-Technical School Foundation,
8500 Oliver Road, Erie, PA 16509.*

Career Street is the EITC approved program of the Erie County Vocational-Technical School Foundation.

Thank you for your interest and participation in Career Street!

HELP US PAVE THE WAY FOR A SKILLED AND ENGAGED WORKFORCE FOR YEARS TO COME.



Dear Parent/Caregiver,

Have you heard about Career Street? Career Street is an online program that announces career experiences offered by local employers. Our Erie County educators have been able to schedule field trips, tours, shadowing experiences and classroom speakers through Career Street since its inception in 2014. The program has become quite successful, last year there were more than 11,000 career exploration experiences throughout the 13 school districts in our county.

As the state requirements for career exploration grow, the need for a greater variety of local experiences also grows. We, at Career Street, are dedicated to making sure your student(s) have opportunities to learn about careers and make informed decisions about their future, and we'd like to invite your involvement.

We are writing to ask you to share information about Career Street with your employer and invite its participation in this important educational initiative. It is essential for students to have local career experiences and educators need to have a variety of contacts to make career experience connections. Your employer can register its participation in a quick and easy format on www.CareerStreetErie.org.

Please call or email me if you have any questions. My contact information is

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