



## Invitation to Participate™

### *Academy Expo*

Career Awareness Committee

Date of release: February 26, 2013

Responses must be submitted by: March 15, 2013

#### **Project overview:**

The Alignment Rockford Career Awareness Committee is seeking businesses and organizations to participate in the **2013 Academy Expo** to be held at the BMO Harris Bank Center, 300 Elm St., on **Wednesday, Sept. 18, 2013, from 9:00 a.m. to 1:30 p.m.** This event will be held in conjunction with the Rockford Chamber of Commerce Business Expo on Sept. 19, 2013, from 2:00 to 7:00 p.m.

The purpose of the Academy Expo is to engage Rockford Public Schools' 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> graders in a variety of career experiences to assist them in making an academy selection in January 2014. It also forges a relevant link between student curriculum and future careers.

#### **Alignment Rockford Career Awareness Committee vision:**

All students will be engaged and prepared for placement in post-secondary education and training for employment.

#### **RPS Readiness Rocks strategic focus:**

*College and career readiness.*

#### **Tactic designed by committee:**

Hold an Academy Expo to engage RPS 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> graders in a variety of career experiences so that students make an informed academy and pathway selection in January 2014.

#### **General description:**

- Career professionals, i.e. "industry experts," are invited to host a booth in the BMO Harris Bank Center for 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> grade students.
- Due to the large number of students attending this event, each booth must be staffed by a minimum of two individuals. More are certainly welcome.
- Effective industry experts will provide a career-related hands-on demonstration in which to engage students. For instance, a surveyor may bring a GPS robot; a digital designer may do software demonstrations; an aerospace engineer may demonstrate paper airplane flight; a fireman may bring rescue apparel and equipment. **Of particular interest to students will be vehicles, large equipment demonstrations, and specialized industry displays.**
- Effective industry experts will be energetic, passionate, engaging, and creative so that students get excited about careers, local companies, and industries as they make an academy choice.
- Effective industry experts should discuss college and career readiness with students.
- Effective industry experts should model professional dress and behaviors.

- We are seeking a rich diversity of industry experts in gender, ethnicity, race, and age with a particular interest in bi- or multi-lingual individuals who will be able to connect effectively with the diverse RPS study body.
- Industry experts should plan to attend a collaboration meeting for this event on Tuesday, May 14, from 4:00 to 5:30 at the BMO Harris Bank Center, 300 Elm Street.
- This is not a job fair or college fair; the purpose of this event is to provide career information to students so that they make an academy selection based on personal interest.
- Please refrain from bringing trade-show giveaways so as not to distract students. Paper handouts (brochures, flyers, etc.) can be provided ahead of time for subsequent distribution in the classroom. Additionally, materials may be sent electronically for inclusion in a student-accessed database.
- Industry experts are invited to visit [www.alignmentrockford.com](http://www.alignmentrockford.com) to view photos from last year's event held at Jefferson High School.

Students will be prepared for this event and given a specific assignment to introduce themselves and briefly interview the industry experts they meet at the event. They will be required to ask questions such as:

- Why did you choose this career?
- Describe your work experience/typical day.
- What qualifications are needed for your position?

**Target population:**

Approximately 5,000 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> graders at all Rockford public schools.

**Date of implementation:**

Wednesday, Sept. 18, 2013.

**Expected outcomes:**

- Students make an informed decision about choosing an academy and pathway for the 2014-15 school year.
- Students effectively compare and contrast opportunities which exist in each of the four academies.
- Students practice business etiquette and other 21<sup>st</sup> century skills while conversing with industry experts.
- Students compare and contrast career features such as working conditions, salary, education/training requirements, and skills utilized.
- Industry experts plan to return to next year's event.
- All four academies are adequately represented by industry experts.

**Assessment strategies:**

Success will be measured by student assignments and student, teacher, and industry expert surveys.

The following items will be measured:

Metric	Who collects data?	Measurement
90% of industry experts will complete the post-expo survey	AR	Survey
90% of teachers with student attendees will complete the post-expo survey	RPS	Survey
Each academy will have at least 35 industry experts participating	AR	Registration
90% of the targeted students will attend the expo	RPS	Teacher attendance
90% of the attending students complete the post-expo survey	RPS	Survey
90% of industry experts indicate an interest in returning next year	AR	Survey
90% of attending students will submit a completed passport	RPS	English teachers

**Career Awareness Committee members:**

Chair:	Maceo Rainey	RPS 205 – West Middle School
Vice Chair:	Earl Wilsey	Schmeling Construction Co.
	Marisol Benitez-Prieto	Blackhawk Bank
	Ronda Brown	RPS 205 – Kennedy Middle School
	David Byrnes	Midway Village Museum
	Dave Carson	RPS 205
	Patricia Chavéz	Blackhawk Area Council Boy Scouts of America
	Portia Downey	Northern Illinois University
	Jeff Fahrenwald	Rockford College
	Pamela Fettes	Boone and Winnebago Counties Workforce Investment Board
	Bridget French	Rockford Area Convention and Visitors Bureau
	Rich Gocken	Rock Valley College
	Judy Gustafson	RPS 205 – Jefferson High School
	Vee Jevremovic	Rockford Chamber of Commerce
	Michele Johnson	RAMP
	Jessica Koltz	Rasmussen College
	Excell Lewis	XL Academics
	Mike Rathbun	Discovery Center Museum
	Marsha Sisney	RPS 205
	Tiffani Weatherly	RPS 205
	Chris Weber	Morgan Stanley Smith Barney

**Overview of Alignment Rockford**

The purpose of Alignment Rockford (AR) is to align community resources in support of public school strategies to raise student achievement, improve the health and happiness of our children, and advance the economic and social well-being of our community. Our goal is to improve the achievement of all school children through a citywide partnership initiative that will provide important and needed services to the schools. Your expertise and programs are critical to the success of Alignment Rockford. We hope you will join us in this effort.

### **Invitation to Participate™ Process**

The Career Awareness Committee has developed the Academy Expo to align the resources of community organizations – non-profits, government agencies, colleges and universities, businesses, faith-based organizations, and others – in support of a common goal: college and career readiness. The Invitation to Participate™ (ITP™) process provides these community organizations with an opportunity to propose ways that they can align their existing resources for increased impact on student outcomes. The committee will review proposals based on organizational capacity and expertise, willingness to collaborate, and likelihood of success.

### **Benefits to Participating Organizations**

Participation in the expo provides your organization with the following benefits:

- Improvements in outcomes for all Rockford children, particularly those who need additional support to realize their potential.
- Organizations that will also participate in the Rockford Chamber of Commerce Business Expo will enjoy set-up and time efficiencies.
- Opportunities to contribute in areas in which you have specific skills and capacities.
- Opportunities for collaboration and for building individual agency capacity.
- Data and measurable results to support outcome reporting to funding agencies.
- The opportunity to be a partner with a community-wide initiative to redesign, elevate, and increase the effectiveness of the delivery of services to Rockford's school children.
- The ability to work directly with Rockford schools and to establish a strong relationship with key administrators and teachers.
- The opportunity to receive matching funds through grant requests by AR to foundations and other sources of support. Your organization's contribution of resources to the work of AR will enhance your potential to be a recipient of related funding.

If your organization would like to participate in the Academy Expo, please visit [www.alignmentrockford.com](http://www.alignmentrockford.com) and complete the ITP™ Response Form. Alternatively, the ITP™ Response Form can be found at the end of this ITP™ and can be completed and faxed to 815-637-7629.

Please submit your response by March 15, 2013. If you have questions, please contact Earl Wilsey at 815-399-7800 or [jearlw@schmelingconstruction.com](mailto:jearlw@schmelingconstruction.com).

We encourage you to submit a response form even if you do not know all the details at this time. This will ensure that your organization is included in the planning process.

## Academy Expo ITP™ Response Form

ITP™ Release Date: February 26, 2013  
 Responses Due: March 15, 2013

### Contact Information

Organization	
Street Address	
City State ZIP	
Phone	
Contact Name	
Title	
Email Address	

### Collaboration Meeting

Please provide the name and contact information of who will attend the collaboration meeting at 4:00 on Tuesday, May 14, at the BMO Harris Bank Center, if different from above contact name.

### Your Organization

Please describe your organization.

### Academy

Please indicate how many booths your organization or business will have and which academy(ies) you will represent. Businesses may have a booth in more than one academy. For example, AndersonBrecon might have a Maintenance Technician booth in EMITT and an IT booth in BAMIT. Businesses may also have more than one booth in the same academy. For example, Rockford Health System might have a Lab Technologies booth and a Trauma booth in HS.

- |                                                                                       |                                                    |
|---------------------------------------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Business, Arts, Marketing and Information Technology         | <input type="checkbox"/> Health Sciences           |
| <input type="checkbox"/> Engineering, Manufacturing, Industrial and Trades Technology | <input type="checkbox"/> Human and Public Services |

### Career Name

Please indicate the exact wording that should appear for the career demonstrated in your booth(s).

### Set-up

Each booth is furnished with a table approximately 10' x 12' and two chairs. Please identify any special set-up needs – building access, large equipment displays, vehicles, etc.:

### Electrical Requirements

Will you need electrical access?

Yes

No

If yes, do you require electrical access other than 110? If so, please specify.

### Hands-on Activity

Please describe the career-related hands-on activity in which you will engage students:

### Chamber's Business Expo

Do you plan to participate in the Rockford Chamber of Commerce Business Expo on Sept. 19?

Yes

No

Unsure

### Submission

Please submit this completed form by March 15 by faxing to 815-637-7629 or emailing to [dianepeters@alignmentrockford.com](mailto:dianepeters@alignmentrockford.com). Thank you.

Name	
Date	