

Our Mission:
The Los Angeles County
Regional Occupational
Program is a collaborative
of the Los Angeles County
Office of Education and
member districts to
deliver quality career
preparation.



In the past four years, many ROP teachers have worked extra hours to increase the quality of instruction in the classroom. They have accomplished this by assisting consultants to write course outlines, cross-referencing student outcomes with academic and industry standards, visiting teachers in classrooms, coordinating advisory committee meetings, and helping teachers understand the requirements of CC/CVE. In addition, these

Lead Teachers

committed teachers continue to instruct their classes – some also maintain jobs in industry. Due to the work of these teachers, the Curriculum Unit has been able to expand their services in such areas of 'Cookbook Teaching Strategies', Certificate Proficiencies and Process, UC Applications, Industry Based Certification Grants, and Professional Development Grants. Their contributions have been valued and acknowledged by districts and ROP curriculum staff.

Due to the current budget crisis and the uncertainty of next year's budget these teacher leadership activities will be deferred for at least one year. Next year's activities will be directed towards maintaining the quality of instruction in the classroom.

A big thanks to the following for their commitment and support of the ROP:

Greg Alaniz, Mardi Arnold, Clark Barnes, Anne Battle, Karin Bellows, Catherine Bobbit, Willie

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And The Winners Are....

These are the gold and silver medal recipients of our Student Recognition Program:



Agriculture/Home Economics

Gold

Berenice Covarrubias—

Santa Monica-Malibu

Silver

Marcela Juarez—Bellflower

Dimitri Kermani—Beverly Hills

Maressa Takashi—La Canada

Business Occupations

Gold

Ryan Sowell—Downey

Silver

Ani Abcarians—Glendale

Joseph Fong— Alhambra

Elizabeth Franco—Downey

Rahim Nathoo—Arcadia

Creative Arts Occupations

Gold

Josephine Kalika—Santa Monica-Malibu

Silver

Cathy Dang—Arcadia

Zakk Eginton—LACHSA

Berj Parseghian—Pasadena

Brent Schackmann—Burbank

Health Occupations

Gold

Tabitha Cordell—Monrovia

Silver

Wei-Lin Chong—Arcadia

Erika Medina—Montebello

Alexandra Pearson—Beverly Hills

Marketing Occupations

Gold

Ernesto Arreola—Bellflower

Terrence Ng—San Gabriel

Silver

Veronica Alvarez—Downey

Kirstin Hare—Downey

Ben Usen—Santa Monica/Malibu

Trade & Industry Occupations

Gold

Arsen Osipov—Glendale

Silver

Jacob Amrany—Las Virgenes

Margie Leiva—Burbank

Joshua Lien—Arcadia

Caroline Tashdjian—Glendale

Congratulations!

South Pasadena's International Trade By DeAnne McLemore

South Pasadena High School's ROP students are receiving the "global edge" in learning about the important characteristics of today's trading environment through the International Business course.

Cathy Mason, ROP Instructor, has provided a learning environment that helps students understand the cultural, social, and political and government influences on global business. Throughout the course, students learn the fundamentals of international trade that includes the exporting industry, laws and regulations, commerce and foreign currency, letters of credit, distribution, methods of payment and more! **Cathy** states, "There's just so much information to teach in one year. Many students are planning to re-enroll next year for

continuing their study and trading online."

This school year has offered students their choice in researching and developing presentations on a variety of cultural customs, import/export products and services, history and economic and political conditions. Students have utilized the Internet as a tool for accessing the most current information on the climate for trade interests. The course, not only provides academic content support in Language Arts and Mathematics, but also through application, it also assists students in learning economics and history-social science concepts.

Cathy Mason shares, "I had one student who stated that he had a better understanding of topics taught in his Economics class. Students are

given assignments that reinforce geography and social studies."

One unique aspect to the International Business course at South Pasadena High School is their instructional support from the *World Business Exchange Network (WBE.Net)* sponsored by *The Reis Foundation*. The *World Business Exchange Network* is a software program that makes accessible a database of thousands of buyers and sellers from hundreds of countries around the world. It provides comprehensive training that allows students to start their own business and become online export agents from their

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The Pulse of Health By Karin Reynoso

Pasadena Health Academy Brings Home the GOLD!

Blair High School Health Academy won the gold medal in extemporaneous health poster display at the HOSA conference. Way to go Health Academy Students and the new Health Academy instructor **Tina Escarento!**

In the NEWS—Burbank Nursing Assistant Program

In January, the Leader, a Burbank newspaper, ran an article about our Burbank Nursing Assistant program and their great work with the elderly at Beverly Manor Health Care Center. Kudos to the Burbank students and instructor **Marla Keeth Ghazarian!**

American Red Cross thanked Bell Garden Health Academy Class and **Ruthie Kerr** (Montebello) for their dedicated service during the blood drive.

LACOROP would like to thank Ms. Kimberly Garcia for attending the annual

Nursing Advisory Committee meeting from **Ms. Dela Cruz's** class. Ms. Garcia is an alumni of the El Monte Nursing Assistant Class under instructor **Marie De La Cruz**. **Ms. De La Cruz** would like to thank Kimberly for her commitment to helping students fulfill and even surpass their career dreams.

These are just some examples of the terrific work that our instructors and students are doing in their local communities. If you have students that have made the gold or are improving the community because of your class, please share your stories via email to Reynoso_Karin@lacoec.edu.

Web Sites

Do you have students with special needs? Have you found unique ways to help them? Or are you at a loss? Have you visited the below special

websites? These sites might answer your questions, give you ideas, or spur you on to other sites that may be of assistance.

<http://www.cal.org/ncle/National Center for ESL Literacy>
http://www.educationworld.com/special_ed/Education World Special Education Community
<http://www2.edc.org/NCIP/National Center to Improve Practice in Special Education>



May 6th
is
National Nurses Day.

Trade and Industry Tidbits By Linda Matzek

Congratulations to Trade and Industry Instructors

At the Santa Monica Library's first city wide high school photography contest, Santa Monica High School students won 1st, 2nd, and 3rd place. Twenty-six students submitted entries. Congratulations to the winners, participants, and **David Wood**, Photography Instructor.

Bill Chapman, Electronics Instructor, Arcadia USD passed the A+ Certification test.

Dahl Hahn, Electronics Instructor, Montebello USD passed the IC3 test.

Mario Miranda, Automotive Instructor, Bellflower USD is the proud father of a baby boy, born on March 14, 2003. Father, mother, and baby are all doing fine.

NATEF Field Trip



Left to right:
Danny Wallace, Pasadena,
Victor Quiroz, Alhambra,

Quentin Swan, ROP Lead Teacher, **Dan Cox**, Santa Monica, **Phil Jelinek**, Monrovia, and **Sal**

Mendoza, El Monte.

The NATEF Field Trip on January 23, 2003 included visiting two exemplary automotive programs. Our first stop was at Jay Winters program at Sultana High School in Hesperia and then we visited Russ Henson at Katella High School in Anaheim. The instructors returned with lots of information and boxes of instructional materials. This day was very successful!

WESTEC Student Summit

The 4th Annual WESTEC Student Summit was held at the Los Angeles Convention Center in Los Angeles on March 27, 2003. The Society of Manufacturing Engineers (SME), Small Manufacturing Institute (SMI), and the Coalition Manufacturing Careers (CMC) sponsored this event.

Over 700 students participated in this educational event. Students had the opportunity to:

- Attend the Information Fair that consisted of Robotics' Demonstrations, Technology Demonstrations-Exhibitors, and College/University Displays.
- Tour the SME manufacturing trade show.
- Attend the General Assembly. The

General Assembly speakers included: Major Geno Wagner and Captain Brandon Wilkerson from Edwards Air Force Base; Jim Calas, Manager Advanced Fabrication Center and Boris Fritz, Engineer Senior Technical Specialist Air Combat Systems, Northrop Grumman.

After the General Assembly students had lunch and toured the Machine Shop at the Los Angeles Trade and Technical College.

Students, instructors, and counselors enjoyed the hands-on demonstrations, interacting with industry leaders, and viewing the latest in industry and manufacturing technology.

California Industrial and Technology Education Association (CITEA) State Conference

The 74th annual Industrial and Technology Education conference was held at the San Jose State University, San Jose on March 27-29, 2003. The conference was a great success. Each year the CITEA — Trade and Industry professional organization — uses its resources to provide conference participants with the very best in inservice

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NATIONAL BOARD CERTIFICATION FOR CALIFORNIA CAREER AND TECHNICAL TEACHERS

National Board Certification is the highest credential in the teaching profession. A state teaching license or credential allows one to begin a career in teaching, while national certification is recognition of accomplished teaching.

The National Board for Professional Teaching Standards offers advanced certification for career and technical education teachers. The Early Adolescence through Young Adulthood/Career and Technical Education (EAYA/CTE) certificate is appropriate for teachers who teach career and technical information subjects to students ages 11-18+ and who know industry-specific subject matter. Candidates in this certificate area are required to select one of the following eight, specialty area clusters: 1) Agriculture and Environmental

Sciences, 2) Arts and Communications, 3) Business, Marketing, Information Management, and Entrepreneurship, 4) Family and Consumer Sciences, 5) Health Services, 6) Human Services, 7) Manufacturing and Engineering Technology, and 8) Technology Education.

Over approximately a six-month period, teachers seeking national certification must create a portfolio as a showcase of their practice. The 4-part portfolio includes written analysis of student work, two classroom videos, and evidence of candidates' involvement outside the classroom with both their profession and the family and community of their students.

Candidates are also required to sit for six, 30-minute assessments on content. For CTE certification teachers must be able to demonstrate knowledge and understanding of career and technical

education content, such as skills and processes that cut across industries and career clusters, integration of career and technical education and academic studies, issues related to the transition from school to work, career exploration and career paths, high-level skills, employability skills, advances in technology and techniques.

It can take up to three years to earn national certification. Approximately 50% of first-time candidates achieve National Board Certification. Candidates receive ten scores (four portfolio and six assessment center) and may bank passing scores for two years while they retake low scoring entries. In general, candidates who are part of a support group have a higher achievement rate.

The application fee for national certification is \$2,300. The California Department of Education administers the federal Candidate Subsidy Program (CSP), which provides fee

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On the Home Economics Front

By Grace Hibma

Congratulations to **Debbie Greenwood** and **Karen Frontino**, two LACOROP Home Economics teachers who were finalists for the ROP Teacher of the Year. **Debbie** teaches Culinary Arts at Glendale High School; **Karen** teaches Cross-Age Literary at Arcadia High School. They were honored at the March 4, 2003 Los Angeles County Office of Education's Board Meeting and at our Annual Recognition Breakfast.

In October 2002, two seniors from Crescenta Valley's Food & Culinary Class went on a special tour of the California School of Culinary Arts in Pasadena. The seniors, **Becky Mitchell** and **Kelley Prescott**,



Photo shows the students and their teacher, **Donna Abbey**.

both plan to enroll in Fall 2003. **Becky** and **Kelley** enjoyed the tour and the special demonstrations that were put on by the Chefs for the day. The Foods and Culinary Arts Class from Glendale USD plan to begin a Bistro program for an Advanced Foods class in the Fall of 2003.

Let Us Entertain You...Entertainment Marketing!

By DeAnne McLemore

The "Master of Marketing" P.T. Barnum knew that with the right kind of promotion, anything could be sold. He knew that to entice the public, a marketer needs a hook to reel them in and keep them hanging with anticipation and excitement. By taking their minds off their humdrum life, P.T. Barnum bantered and sought creative ways to give the public something to talk about and somewhere to go. His pre-event show was just as critical to the actual event.

Although P.T. Barnum didn't quite call it "marketing", his basic principles are alive and well in the new millennium as the entertainment industry has grossed more than \$500 billion in worldwide revenue. The entertainment industry includes everything from movies, music, television radio, computer games, home videos, theatre, events and the Internet. New technology has contributed to an ongoing source of media choices for families including pay-per-view, high definition television, CDs, the Internet. It is estimated that 6.5 million people use the Internet for entertainment purposes.

As the entertainment industry grows, new career opportunities are evolving, such as event planners, marketing researchers, entertainment agents,

managers, and public relations specialists. Entertainment Marketing is an exciting way to teach basic marketing principles that attracts student interests. Students learn financing entertainment, distribution, selling, pricing, promotional advertising and public relations/publicity strategies, the concept of licensing entertainment merchandise and the copyright and contractual law. It encourages students to research, solve problems, make decisions and be creative when planning and promoting a product, service or event.

Entertainment Marketing has been piloted as a summer school course at Santa Monica High School and is currently being offered at Beverly Hills High. Students receive hands-on training by promoting and marketing campus events and/or creating promotional campaigns in coordination with a local theatre chain. Entry level job opportunities in the industry include Theatre Checker, Street Team Member, Mystery Shopper, Marketing Assistant or Clerk and Computer Game Tester. The newly developed Entertainment Marketing Course Outline will be presented to the Board in June.

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A Business Partnership

By Rebecca Seher

The Financial Partners Credit Union



Standing left to right: **Orlandus Waters**, SVP Business Development; **Rebecca Seher**, **Barbara St. Clair**, **Mardi Arnold**, **Lori Reeves**, SVP; Seated left to right: **Kelly Holt**, **Diane Jarecki**, VP Human Resources

and Downey ROP have developed a partnership to have students work in their place of business through community classroom instruction. The students will have an opportunity to participate in three of the ROP programs: Banking, Marketing, and Office Occupations. Included in the partnership is a grant to match the financial literacy materials, National Endowment for Financial Education (NEFE), to the state career preparation standards and academic standards. This will support the teachers and students in the classroom align standards to the materials used in the classroom. This matching standards document will be presented at the May

16th Banking, Accounting, and Financial Advisory Meeting and Workshop that will be held at the Bellflower Unified School District Office.

For additional information, please contact **Rebecca Seher**, Business Consultant, at 562-922-6714.

South Pasadena. Continued from page 1

own computer. In **Ms. Mason's** class, students have the potential for simulated and actual international trading experiences right from the classroom!

Roosevelt Roby, Founder and CEO of the *World Business Exchange Network* expresses, "I'm on a mission to bridge the digital divide in this country and expand the kind of progressive technology and educational resources that will foster tomorrow's entrepreneur. The WBE.Net inspires and empowers students with a trade and solid skills that can be used immediately in the industry."

For more information, contact **DeAnne McLemore**, LACOROP Marketing Consultant, at (562) 922-6733.

Trade and Industry Tidbits ...Continued from page 2

education. This year was no different.

The conference opened with a general session on Thursday. Followed by workshops that include general interest, general technology, and subject specific.

Although there were general interest seminars, Friday's workshops were typically based on the needs of the members of Subject Matter Professional Organizations (SMPO's). Most of the SMPO's had business meetings along with their luncheons.

The commercial exhibits opened on Thursday afternoon and continued through Friday evening. Along with providing seminars throughout the conference, the exhibitors offered the latest in technology and provided information relative to the needs of teachers in industrial and technology education. Instructors had the opportunity to visit the different booths, talk with exhibitors, and evaluate the latest in hardware and software.

The conference ended on Saturday afternoon with the CITEA Awards Banquet. The CITEA Board Meeting was held after the banquet to discuss fiscal issues, the 2004 conference, and improving the quality of industrial technology education in the California school system.

This year several LACOROP trade and industry teachers had an opportunity to learn from and share with their peers at the state conference. They found it exciting and contagious to be around enthusiastic professionals with refreshing new ideas. Next years conference will be held at Riverside Convention Center in Riverside, on March 4-6, 2004. Save the dates and make plans to attend the CITEA 75th Annual State Conference in Riverside.

Business Corner continued from page 3

assistance to candidates. Additionally, many districts provide fee support for their teachers.

The state also offers both a \$10,000 and a \$20,000 incentive award to National Board Certified Teachers (NBCTs). For details about these awards, the CSP, and information about how various school districts support National Board Certification, please visit www.cde.ca.gov/pd/nbpts/, the website for information about national certification in California.

California currently has eleven career and technical teachers who have earned National Board Certification, with an additional fourteen in the process. Names of the 1,960 NBCTs in California can be found on the National Board Web site.

If you would like additional information, please contact Kay Garcia, NBCT, at the State Department of Education. Kay may be reached by email or by calling (916) 323-5832.

Lead Teachers...Continued from page 1

Cardena, Bill Chapman, Robert Crickes, Marie De La Cruz, Ginger Fallesen, Richard Fretz, Audrey Gallant, Jan Gluskin, Ross Gottstein, Bill Gray, Debra Greenwood, Julio Guzman, Cliff Hadsell, Sharon Harper, Tammy Hollis, Kelly Holt, Phil Jelinek, Teri Jones, Meiko Just-Daire, Ruthie Kerr, Beca Levy, David Loy, Cathy Mason, Sandra Matson-Fennel, Susan McCoppin, Margaret McCray, Mario Miranda, Marcela Molina, Debbie Moore, Felicia Perez, Victor Quiroz, Sharon Ranshaw, James Redfox, Brent Reiske, Teal Rocco, Jose Saucedo, Tim Simek, Mike Slomenski, Deena Smith, Lana Sremba, Barbara St. Clair, Michael Suhd, Quentin Swan, Cathy Swanson, Susan Venzke, Tom Vessela, Kim Weiskoph, Candace Weiss, Teresa Williamson, Mike Winters, David Wolfe, and Michael Wong.

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For more information, contact **DeAnne McLemore**, LACOROP Marketing Consultant, at (562) 922-6733.

Visit our website: www.lacorop.org



WASC Update

Taking Action

Here is a progress report for the 2002-2003 school year. The entire WASC Action Plan can be viewed on our web-site <lorop.org>:

ORGANIZATION/LEADERSHIP

- The vision and plan for LACOROP is formally reviewed and set at the annual ROP retreat held every July. Due to the current budget crisis the two-day event will be condensed into one day. This year's retreat is scheduled for July 10,

2003 at the LACOROP Office.

- The vision and plan is communicated to all LACOROP staff via the Staff Development Day typically held every August. Again, due to budget situations, consideration is being given to skipping this activity in the 2003 year.
- Recognition of the contributions made by district business & industry members is now in progress. The 22-district Steering Committee approved the Business & Industry Recognition Process in December. Recipient's information is due to LACOROP by April 1, 2003. Presentation will be made before the Los Angeles County Board of Education later this spring. Districts are encouraged to make local presentations and publicize their nominees.

CURRICULUM & INSTRUCTION

- Annual advisory committee meetings continue to be held. If you are interested in attending the meeting for your subject area contact your ROP consultant.
- Every subject specific workshop this year features a 'Best Practices' activity. Teachers share successful teaching strategies so everyone can benefit – especially our students!
- Understanding the needs of special populations is a focus of this year's curriculum staff. A presentation is now included at the New Teacher Inservice. A workshop for all staff will be offered on May 22, 2003. This will be an evening activity. Look for a workshop flyer in your mailbox!
- All teachers need to teach from the ROP course outline. By June every teacher will have a copy of the new format for LACOROP outlines. Each module includes student outcome statements, industry standards, language arts and mathematics standards, ESLRs, Career Performance Standards, and the High School Exit Exam items. Lesson planning becomes easier as the standards are already provided for teachers.
- Certificate Proficiencies for all classes were disseminated through the districts in December. Teachers now just select from the list provided. Additions and revisions are completed annually through the ROP consultants.

ROP staff visiting your classroom will be asking you about the supplies and equipment used in instruction and on the job site. This information is compared to input provided at the annual business and industry advisory meetings. Districts receive an

annual report noting differences so they can plan purchases to bring our classes up to industry standard.

- CPR and First Aide workshops are being held at the ROP office. Notifications of American Red Cross Super CPR Sundays are also disseminated so all teachers can receive training and be certified!
- Increasing the technology skills of teachers are addressed in subject specific workshops and through computer training workshops offered throughout the year.

GUIDANCE AND COUNSELING

- To increase communications, coordinators-in-charge attend counselor and technician meetings on a rotating basis.
- Student Ambassadors are taking an increasing leadership role in districts. They are participating in ROP regional meetings and student focus group meetings to solicit input and feedback of their ROP experiences.
- The Student Course Survey is being revised to reflect WASC criterion questions and form the basis of Student Focus Groups to validate the data received on their training experience.

TECHNOLOGY

- The new Student Information System continues to make progress in becoming a reality. Three districts have been selected to pilot the prototype of this new computerized system. A search in being conducted for a name.

MARKETING

- A new counseling brochure has been developed and being piloted for effectiveness.
- New ROP poster has been purchased and being disseminated throughout districts.
- Technicians and counselors received a Work-Based Toolkit from a project conducted in Fresno.
- Counselors and technicians are reviewing publication materials and making recommendations on those items that could be translated into Spanish.

The first Initiative, Organization, had completed all action steps by June 2002. The sixth Initiative, Leadership, has replaced Organization. The six original Initiatives are now reduced to the five addressed above.

All 2002-2003 meetings will be held at the Bellflower Unified School District Office from 10:00 a.m.-12:00 p.m. on the following dates. Meetings are open to anyone interested in attending.

September 19, 2002

December 5, 2002

March 13, 2003

June 5, 2003

All meetings are held from 10-12 at the Bellflower USD, East Conference Room.