

FOCUS ON LEARNING



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.

Meet Our New Consultants!

Los Angeles County Regional Occupational Program (LACOROP) is pleased to introduce our newest members

of the C & I family: Trade and Industry Consultant, **Linda Matzek** and **Rebecca Seher**, Business Consultant.

Linda and Rebecca have both written articles located on this page to introduce themselves.



Welcome to LACOROP, Rebecca and Linda!

Biz-ED Let Me Introduce Myself Rebecca Seher

I am very excited to join the Los Angeles County Office of Education team. Here is a little bit of information about me.



I was born in Knoxville, Tennessee and moved to California at 13 years of age. My husband, who is my best friend, and I have 3 children and a teacup toy poodle. Currently we live in Lancaster but we are looking at various options for relocating closer to work.

I have a BS Degree in Business Administration, A MS Degree in Educational Management along with a preliminary Administrative Credential. Also, I hold various teaching credentials, Vocational Education, Single Subject and a Lifetime Community College teaching credential.

During the past 20 years, many opportunities have opened for me in teaching business education. I have taught adult education, ROP, comprehensive high school,

community college and at the university level. Additional responsibilities included Department Chair, Tutoring Program Director, Academy Coordinator, District Lead Teacher, Curriculum Specialist, BTSA Provider and Peer Coach. At the state level, I have worked on Portfolio Assessment, ACE Chief Reader, Grant Reader, member of Standards Development team, Future Business Leaders of America Adviser and a WASC team member.

I believe it is essential to prepare students for the 21st century. Students need to become independent learners and team members who are accountable for their own knowledge and performance. We, as educators, need to facilitate experiences that encourage students to work collaborative in which students share ideas to problem solve. Also, we need to create a positive educational environment where students are comfortable in taking risks to expend their learning potential. Communication is a key factor to

Continue on Page 4

Trade and Industry Tidbits Meet The "New" Trade and Industry Consultant—Linda Matzek

I am pleased to be the new Trade and Industry consultant. I have over 14 years of experience in Industrial and Technology Education. My last position was the Project Coordinator for the Center for Technology Education at the California State University, Los Angeles. My responsibilities were to provide professional development, in-service training, and curriculum projects related to trade and industry occupations. I was also a ROP instructor for the Montebello Unified School District for over seven years.



My main goal this year is to visit all trade and industry instructors in the twenty-two school districts. It is important I get to know you and your programs. Furthermore, in order for me to provide quality workshops I need to know what you want! Please feel free to express your concerns and needs either by calling me at 562-922-6745 or by email Matzek_Linda@laco.edu.

As an active member in the

California Skills USA-VICA (the state professional organization for trade and industry students) I encourage you to get involved with regional, state, and national competitions. The National Skills USA-VICA web site www.skillsusa.org provides your students with information

- on:
- Chapter Standards
 - Find a Job/Post Your Resume
 - Student 2 Student (mentoring program)
 - Scholarships
 - College Applications Online
 - State and Local Chapter Web Sites
 - Career and Technical Educational Links

California Skills USA-VICA is a great professional organization for students to enhance their leadership skills and compete with other students in their region and throughout the state. You will be receiving information on these activities during the year. The California Industrial and Technology Education Asso-

Continue on Page 4

Pulse of Health

Karin Reynoso, Health Consultant

Well, 2002 is here but where did 2001 go? Best wishes for a peaceful and healthful year.

Web sites to visit:

www.Accessexcellence.org/ Tuning your teaching
www.success-institute.com Positive habit development
http://fpicystation.net/texasump/children.htm
Teaching conscious consumers
www.getaclue.com Vocational development – online language arts
www.nursingfun.com Fun sites for nurses
www.ena.org/ local flu shot locations, emergency nurses association
www.lausd.k12ca/lausd/offices/instruct/itb/libserv/index/html Library services online
www.edgate.com Graphic organizers
www.teachervision.com Assessment
http://forum.swarthmore.edu/ Math forum
www.dac.ca.gov/bpm/pubs/mamaoq.htm State of California Medical Board of California – Medical Assistant Information
www.myfuture.com My Future
www.knowyourtype.com Know your Type (Myers

Children Benefit from Day Care

Grace Hibma, Home Economics Consultant

New research shows that childcare centers can actually be good for children. An ongoing study by the National Institute of Child Health and Human Development shows that children in high quality center-based care outperform those in all other kinds of high-quality care. They excel in language development and cognitive skills like problem solving and reasoning. They also tend to have fewer behavioral problems and do well in social and emotional development.

The line between education and care giving is blurring. Where wealthy families once used nannies, they now choose childcare centers where their children can learn and socialize.

The Families and Work Institute says it's not too hard to find a high-quality center. Education of daycare workers is important, but it's more important that a caregiver be responsible and take the job seriously.

Briggs)
www.vir.org Vocational Research Institute

Still looking for qualified instructors:

- ⊗ LACOROP is always looking for experienced health and human services instructors. We currently have opening for the following courses:
- ⊗ **Hospital/Health Occupations RN** (Registered Nurse) with 5 years experience in the acute care setting
- ⊗ **Certified Nurse Assistant LVN** or RN with 5 years experience in nursing and a minimum of 1-year experience in providing patient care in a long term care facility. Working knowledge of Title 22 and OBRA regulations a must.
- ⊗ **Home Health Aide RN** with 5 years experience in nursing and a minimum

of 1 year experience in providing home health care.

- ⊗ **First Responder +** 5 years experience as a Paramedic, EMT –1, and or a RN with Emergency Room Experience
- ⊗ **EMT-1** 5 years experience as a Paramedic and/or RN with Emergency Room experience
- ⊗ **Mental Health Worker** 5 years experience as a RN or Psychiatric Technician working in a mental health facility
- ⊗ **Direct Support Professional** 5 years experience working with individuals with developmental disabilities

Be sure to ask your administrator or your credentialing unit at (562) 922-6798 about the new changes in credentialing.

EMT and First Responder + Instructors must attend one day of Los Angeles County EMSA update session held on either January 17, 2002, January 22, 2002 or January 24, 2002 at 5555 Ferguson, Commerce – You must register with Irene at (562) 922-6728 to receive credit for attending (stipend available to those not on payroll with another agency – you must register and attend).

Choosing Safe Toys

As you select toys as holiday gifts, it is important to ensure that they are age appropriate and safe. The following guidelines can help you make decisions about what toys are suited for the child you are buying for:

1. Read the label before buying the toy. Be sure to show your child how to use the toy properly.
2. Make sure all toys and parts are larger than a child's mouth to prevent choking.
3. Avoid toys that shoot small objects into the air. They can cause serious eye injuries or choking.
4. Avoid toys that make loud or shrill noises to help protect child's hearing.
5. Look for sturdy toy construction. Make sure the eyes, nose, and any other small parts are secured tightly. Check to see that seams and edges are secure. Remove loose ribbons or strings to avoid strangulation. Avoid toys containing small bean-like pellets or stuffing that can cause choking or suffocation if swallowed.
6. Watch out for sharp points or edges and toys made from thin plastic or other material that may break easily.
7. Look for paint sets, crayons, and markers that are labeled non-toxic. Small batteries are not only toxic, but they also can pose a choking or swallowing hazard.
8. Be sure toys are age appropriate—you wouldn't give a chemistry set to a toddler.

Congratulations to the following teachers

for passing MOUS Certification:

Margaret Furman
Meiko Just
Peggy Just
Dorothy Lee
Sandra Matson-Fennel
Mildred Outlaw
Kathleen Saxton
Jarrod Sells
Harlene Stanley
Anny Toska

The workshop was funded through CWD/ROP's Demonstration Grant—Category II which is designed to implement industry-based education and training programs leading to certification.

Continued... Safe Toys

9. Electric toys should be "UL Approved."
10. Be careful when buying crib toys. Strings or wires that hang in a crib should be kept short. They may pose a serious strangulation hazard when a child begins to crawl or stand. Remove crib gyms and mobiles as soon as your child can push up on his or her hands and knees.
11. Choose a toy chest carefully. The best toy chest is a box or basket without a lid.



E-Marketing--E-News!!! Making the Way for Excitement in Marketing Education!

DeAnne McLemore, Marketing Consultant

For many years, educators everywhere have emphasized the importance of technology. Marketing education provides a challenging opportunity to introduce and integrate technology in the classroom.

Although the death of the "dot-bombs" has brought some doubt on the future of "dot.coms", it's quite apparent that the mainstream business community is providing us with a unique opportunity to make a clear statement about a) the importance of marketing and b) the use of technology to deliver marketing in a contemporary environment. Many retailers continue to utilize "bricks and clicks" to attract new customers, support sales and provide information through their websites. Recently, it has been reported that sales and earnings for this year would fall short of forecasts because shoppers have avoided malls in the wake of the Sept. 11 attacks. As a result, retailers are predicting better than average earnings over the next quarter in sales through net purchases.

So what does this mean for ROP course offerings in **Marketing**? The Los Angeles County's Marketing Education is moving toward the national trend to develop a new marketing course-of-study with an e-commerce focus, entitled **E-Marketing**. The course will be a 90-hour course that can be implemented during the regular school day and can be sequenced in a career path with other Marketing courses. Students must have access to computers and training will be available for marketing instructors to develop the knowledge and skills necessary for website development.

However, we're not teaching graphic art, we are teaching **Marketing**-which clearly includes promotional strategy and planning, rather than sketching and pasting. Instructors will need to work with the technologies (i.e. software) in a manner that helps students learn to talk the talk, to understand the issues, and to be prepared to discuss their needs with the business who (for relatively few dollars) wants to employ their services to get their site up and running. Marketing instructors would teach advertising plan-

ning, focusing on media selection, message and concept as well as database management, infrastructure, customer service, fulfillment and inventory management.

E-Marketing has the potential to generate a high interest level, and most importantly, of delivering a student with a unique and very highly saleable set of skills. Students completing the e-commerce curriculum would leave the course with a strong understanding of marketing principles and of the e-commerce applications within the overall marketing context.

If you're interested in field-testing E-commerce MarkED LAPS, which will be utilized in conjunction with this curriculum, please contact **DeAnne McLemore**, Marketing Consultant at (562) 922-6733.

International Business for Today's Global Economy

As we know, today's workplace requires employees adept at working with individuals from diverse cultural and ethnic backgrounds with an understanding of the global economy. According to the U.S. Census Bureau, more than 11 million Americans now work in jobs supported by exports. In March 2001, the U.S. exported \$89.5 billion in goods and services and imported \$120.6 billion in goods and services. The U.S. Department of Labor expects exports to increase by \$560 Billion by 2005. According to the Los Angeles Economic Development Corporation, right here in the Los Angeles county at LAX, Long Beach Harbor, Alameda Corridor and Downtown approximately half-million jobs have been generated in the areas of import/export agents, entrepreneurial ventures, banking and insurance, and government agencies as well as transportation. Essentially, E-commerce is helping to expand globalization by creating new venues for international trade, which in essence, is very similar to the town marketplace with big and small vendors selling their products and services worldwide.

Even if an employee has no direct linkage with a company overseas, all American

workers and consumers are affected by globalization. Most of us, in some way, have been affected economically by the attacks of September 11th. The cultural, political and legal consideration in international trade in today's marketplace has affected the workplace in ways we never anticipated. More than ever, it's important to help students' to gain a global perspective of the variety of cultural variables that influence human behavior and business practices.

For example, in the **International Business** course students can explore how the dollar's strength or weakness against the euro and yen can hamper or benefit U.S. companies dependent on foreign sales; or they can investigate and prepare reports on nonverbal customs and practices in other countries such as body/eye contact, dining etiquette, appropriate dress, etc. The 90-hour **International Business** curriculum focuses on differences among cultures, business management practices, import and export regulations, currencies, trade barriers and opportunities students have for work abroad.

Through the study of **International Business**, students can truly learn our interconnectedness with businesses worldwide and how our world has become a "global village."

Business & Marketing Fall Teacher Workshop

The 2nd Annual Business & Marketing Fall Teacher Workshop was held October 24th at Progress Park in Paramount to an enthusiastic group of LACOROP Business & Marketing Instructors and several instructors from other ROC/P's including L.A. Unified, Long Beach, Tri-Cities and SCROC.

Linda Matzek, Business Teacher Specialist and **DeAnne McLemore**, Marketing Consultant began the day with program highlights which was followed by an overview of statewide professional organizations from Susan Bradbury, President of CBEA and **Mardi Arnold**, President of CMEA. Ryan Underwood spoke on the importance of developing student leadership through such organizations as FBLA

Continue on page 4

Keep It Fast Paced

People like things to keep moving unless they are just plain exhausted and need a rest. In addition, there are students who will find ways to fill down time, no matter how short it is.



Students' ways of filling this time may not always be a good use of time. For high energy, highly motivated people, down time imposed on them can lead to frustration, anger, boredom, and/or apathy. Plan everything in advance so that once class begins, everything can be kept moving at a fast pace. Be certain to have "value added activities" planned and other meaningful or fun fillers that keep the pace up if a lull begins to develop. If nothing else, while keeping everything moving quickly, you will be exuding energy which will impact the students positively.

From "Teaching Tips" by Spence Rogers

Elicit Physical Representations

After teaching several concepts, ask the students to form groups of four to five people for a fun activity. Then ask each group to develop a physical way to represent each of the different concepts they have been learning. Give them examples that may be used. Let them know that each group will be expected to work in unison to present to the class their physical representations and will be asked to explain how each of their representations could be construed to contain or exhibit the critical attributes of the concept it represents. For example, if a concept being taught is "safety", the students may act like umpires in a game as they indicate a runner is safe.



From "Teaching Tips" by Spence Rogers

**Welcome back, Nancy!
Good luck, Lupe!**

Dr. Nancy Wagner is the "new" director of the merged CWD/ROP division. Dr. Lupe Delgado is now director of the Division of Pupil Services and Special Projects, Special Education, Alternative Education & Court Schools.

Trade and Industry Tidbits
Continued from Page 1

ciation (CITEA) is the state professional organization for trade and industry instructors. CITEA provides workshops and conferences throughout California. Last year's conference in Pasadena had over 600 participants, an opening session, over 101 seminars, three tours, and 41 exhibitors. This year's conference will be held at the Riverside Convention Center, March 7-9, 2002. CITEA 2002 Conference will feature a program that will meet a diverse attendance. Subject matter workshops will include automotive, construction, drafting, graphic arts, electronics, manufacturing, and Tech Core. General workshop topics are classroom management, teaching strategies, curriculum integration, curriculum standards, and program articulation. For more information contact the Center for Technology Education at 323-343-2481.

I look forward to meeting and working with you.

Biz-ED

Continued from Page 1

working effectively in a team. I look forward to working with everyone. You can reach me at (562) 940-1642 or e-mail me at Seher_Rebecca@lacoedu. Please share with me your passions, goals and achievements.

Staff Development Offerings

New Teacher Inservice Parts I, II & III—Feb. 19, 27 & Mar. 7, 2002

Employability Skills Training—March 1, 2002

Career Essentials—March 12, 2002

CC/CVE Paperwork and Process— March 15, 2001

Call (562) 922-6601 to reserve your place or for more information.

E-Marketing... Continued from Page 3

and DECA.

The Keynote Speaker featured, Ed Heystee, Vice-President of Washington Mutual Bank who spoke on the importance of mentoring in education. He was later joined by John Gomes from Sony Entertainment, who provided the group an overview of Washington Mutual's C.A.R.E. educational program designed to reach diverse students populations in an effort to encourage staying in school, studying hard, and staying away from drugs.



Other presenters included Robin Rockwood from the Federal Reserve who reviewed the importance of customer service and the sales process. Fashion trends, forecasts and the use of CAD software to teach fashion principles and elements were highlighted by Wendy Bondoni of Snapfashion. **Steve Rappa-**

port, ROP Beverly Hills Steering Committee Representative and Marketing Instructor, introduced Sports Marketing and discussed innovative techniques, curriculum ideas and internship and employment opportunities for students when offering a dynamic sports marketing course on your campus. He shared the growing impact of the sports industry and the role businesses play in the success of teams and venues.

Teri Jones and Anita Kemp, ROP Santa Monica Marketing Instructors, provided attendees with a comprehensive overview of the challenges, innovations and successes when assisting students in running their own business through Project ECHO, a non-profit organization which, through business partners and mentors, helps students create and operate their own businesses. The day concluded with **Marc Byrd**, ROP Santa Monica Floristry Instructor, who dazzled and mesmerized the group with a visual presentation of

new trends in Floristry. To the participants delight, floral arrangements were raffled off at the end of the day.

Industry panelist shared their company's vision and business practices since the September 11th. The panel also provided their insights on what it takes to get a foot in the door professionally and, once employed, how to be successful. When asked about the qualities the panelists seek in employees, they answered "communication, leadership, critical-thinking, and interpersonal skills." Among other items discussed were the importance of internships and maintaining a professional image.

Representatives from South-Western/ Thomson Learning, DDC Publishing, Glencoe/McGraw-Hill, American Express were there with their latest technology, software, textbooks and services.



Taking Action!

The WASC Leadership Team held its second meeting of the 2001-2002 year on December 6, 2002 in the Santa Monica-Malibu School District. The team has grown in the stakeholder groups of parents and students. This accomplishment resulted from the membership deciding to hold meetings out in the school districts. The host school district invites their own students that are attending ROP class during the time of the meeting. During the meeting students share their experiences in their ROP class, answer questions, and participate in the meeting agenda. ROP Technician, **Becky Garcia**, from Bellflower has been successful in recruiting three parents and two students to attend regularly. "These are two critical stakeholder groups that need to have their questions answered and have their concerns heard," said Karen Nelson, meeting facilitator.

Some changes in how the Action Plan is implemented and reported on will help streamline activities and celebration of accomplishment. The six major initiatives of the, now renamed, '*Strategic Action Plan*' (resulting from the merge of the ROP Strategic Plan and WASC Action Plan last fall) are now assigned to the four supporting 'Standing Committees' and two subcommittees of the Steering Committee.

Initiative I
ORGANIZATION

Operating and Procedures Standing Committee
Budget Standing Committee

Initiative II
TEACHING, LEARNING, AND CURRICULUM

Curriculum and Instruction Standing Committee

Initiative III
GUIDANCE AND COUNSELING

Support Services Standing Committee

Initiative IV
TECHNOLOGY

Technology Subcommittee
Budget Standing Committee

Initiative V
MARKETING

Support Services Standing Committee

Initiative VI
LEADERSHIP

Impact Subcommittee

The second major change resulted in a reporting form that can be easily used at meetings to communicate the goals and accomplishments of the plan. The updates, as well as the entire plan, can be viewed on our website <lacorop.org> click on Action Plan. Here's a highlight of this year's activities through December 2001:

Initiative I: ORGANIZATION

A review of the ROP Operating Procedures manual is being conducted to ensure the support the equitable and participatory administration of the ROP. An internal audit process has

been implemented to ensure that ROP organizational decisions are based on the needs of the district. A resource survey was conducted last year to solicit input from stakeholders. A new format for district budget plans is planned for the 2002-2003 school year. An Annual Report was published in Spring 2001. A new streamlined paper process has been implemented to assist districts in receiving their reimbursements.

Initiative II: TEACHING, LEARNING, and CURRICULUM

Career Essentials now contains lesson plans on ethics and this month will be re-released in a CD format with lesson plans on customer service and entrepreneurship. The second third of course outlines are being revised this year and monthly reports are provided to the C&I Committee. Teachers will have the opportunity to share and discuss 'Best Practices' at each consultant subject specific workshop. The ESLRs will be shared and discussed at all advisory committee meetings. The achievement of the ESLRs will be evidenced on each Individualized Training Plan. Consultants and lead teachers will be meeting with each teacher to discuss supply and equipment needs as established by the advisory committees. A process will be developed this year to meet these requirements.

Initiative III: GUIDANCE AND COUNSELING

Counselors and Technicians met in October to discuss strategies for appropriate student placement in ROP courses. Counselors have begun to explore ways to expand their services. Student Ambassador Day will now be coordinated through the Support Services Committee. Coordinators meet with district ROP staff, including counselors, on a monthly basis. ROP Counselors continue to receive access to e-mail. A committee is now meeting to update Technician Guidelines.

Initiative IV: TECHNOLOGY

Progress is being made in bringing forth a new Student Information System. Contract negotiations with the winning vendor should be completed this month. Districts are to be reviewed for readiness to implement the new system. ROP courses are being analyzed to match technology with business and industry requirements.

Initiative V: MARKETING

Marketing tools were provided to counselors and technicians in October. The Job Finder's Guide will be revised and disseminated this spring. Marketing workshop planned for spring 2002. Website potential is being explored to promote tools and increase public awareness of LACOROP.

Initiative VI: LEADERSHIP

Workshops are held after every Steering Committee meeting to further explore issues of district interest. Representatives attended a school safety plan workshop in November. Staff Development Day plans is on-going for August 23, 2002.

WASC Leadership Team meetings are open for anyone to attend.

Our next scheduled meeting will be March 7, 2002, 10 am-12 pm.

Location is yet to be determined.