



# STRONG WORKFORCE CHAMPIONS TOOLKIT

## for Key Talent (Sector Navigators, Deputy Sector Navigators, Regional Consortia and Technical Assistance Providers)

### About Strong Workforce Champions

Career education (also known as career technical education or CTE) to build a strong workforce and enable student social mobility is a collaborative effort. It’s the result of intense efforts of a vast array of partners working alongside the community college system, including employers, industry, workforce development agencies and more. Many of these partners see far beyond their own interests, being more interested in the greater good for Californians. They are champions of the Strong Workforce mission. To learn more about the program and access resources to recognize a Strong Workforce Champion, please read this Strong Workforce Champions Toolkit.

### Criteria for selection

Strong Workforce Champions are individuals and organizations who, **at the discretion of Doing What MATTERS Key Talent**, demonstrate the essential components of the Strong Workforce Program:

- Advance work-based learning opportunities, including internships and apprenticeships
- Collaborate with career technical education faculty and colleges to develop programs and curricula with the skills that industry demands
- Support development of quality career technical education faculty
- Support general career technical education efforts
- Support sustainability and incentivizing of career technical education in alignment with labor market need

Do you have partners who embody one or more of these demonstrations?

| Criteria   | Alignment with Strong Workforce Recommendation   |
|--|--|
| Advancement of work-based learning opportunities, including internships and apprenticeships  | 1c. Work with industry, labor, and workforce boards to develop and coordinate work-based learning opportunities, including internships and apprenticeships.  |
| Collaboration with career technical education faculty and colleges to develop programs and curricula with the skills that industry demands | 2a. Enable and support faculty to coordinate with industry to identify required work-based and skill competencies, including technology, for specified occupations in order to facilitate student advancement through mechanisms such as authentic competency-based assessments. |



|  |  |
|--|--|
|  | <p>3a. Support faculty and colleges to design pathways with multiple entry and exit points that correspond to industry-recognized credentials.</p> <p>3b. Develop state-aligned or regionally-aligned strategies and structured industry-informed pathways, coordinated with faculty and other workforce partners and industry intermediaries that seamlessly transition high school and adult students to community college programs of study.</p> <p>6b. Validate labor market supply and demand information with industry partners.</p> |
| Support development of quality career technical education faculty  | <p>15d. Increase opportunities for CTE faculty to participate in professional development such as sabbaticals, industry events and training to augment discipline knowledge and connections with employers and the workforce system.</p> <p>16b. Encourage partnership with industry and the local community to support salary differential needs.</p>   |
| Support general career technical education efforts   | 20b. Provide support for CTE programs including internships, guest lecturers, employment, equipment and facilities support, and participation on advisory boards.  |
| Support sustainability and incentivizing of career technical education in alignment with labor market need | <p>22c. Develop and support a sustainable and adequate equipment and facilities funding stream.</p> <p>25. Create incentives and streamline processes to maximize public and private investment in support of CTE programs.</p>  |

**Note:** Determination of who qualifies to be a Strong Workforce Champion is at the discretion of Key Talent (Sector Navigators, Deputy Sector Navigators, Regional Consortia and Technical Assistance Providers). There is no statewide nominating or awarding committee that determines qualifications. Once information is submitted to the Strong Workforce Champion website (see next page), that partner is an official Strong Workforce Champion and the Key Talent may recognize the individual or organization as desired (see recognition options).



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## How to submit information about your Strong Workforce Champion(s)

Narratives for Strong Workforce Champions may be submitted at any time. Enter information in the Employer & Industry Recognition eShowcase at [www.dwmshowcase.com](http://www.dwmshowcase.com), in the **Strong Workforce Champions** section.

Once you're in the eShowcase, go to the Strong Workforce Champions section on the right and click on "Tell Us about Your Strong Workforce Champion(s)." The information you provide here will be transferred to the Strong Workforce Champions Employer & Industry Hall of Fame.

**STRONG WORKFORCE CHAMPIONS**

Celebrating partners' hard work and dedication to building a Strong Workforce.

- Strong Workforce Champions Toolkit
  - Browse the Employer & Industry Hall of Fame
  - Tell Us About Your Strong Workforce Champion(s)**
  - Order Awards & Certificates
  - Download an editable certificate PDF
  - Press Release Template
  - Press Release Example

## How to recognize/honor your Strong Workforce Champion(s)

Also on the Strong Workforce Champions website is information about how to recognize your Champion(s). You can:

- Order customized award(s)
- Order customized certificate(s)
- Download and certificates(s)
- Write a press release for local media using a template and completed example
- See your Strong Workforce Champion(s) story featured on the Strong Workforce Champions eShowcase and use the link to be share through newsletters, email or social media.



## Customized awards (ordering information is on the next page)

Three award options are available:

| Award Option 1   | Award Option 2  | Award Option 3  |
|--|---|---|
|  <p>Option 1 - IMP302S Size: 5 1/4" x 7 3/4" - Silver Diamond Impress Acrylic - Price: \$60</p> |  <p>Option 2 - IMP203BU Size: 5" x 8" - Blue Beveled Impress Acrylic - Price: \$60</p> |  <p>Option 3 - IMP201BU Size: 5" x 6" - Blue Beveled Impress Acrylic - Price: \$55</p> |

## Customized certificates (available as a downloadable PDF or from a commercial printer)

You can download a PDF of this certificate (click [here](#)), insert your recipients' name and the date, and print with your high-quality printer onto high-quality paper.

Alternatively, you can order this from a printer. Recipient's name and organization (if applicable) will be typeset in the "PRESENTED TO" section and printed on high-quality paper by the vendor. After you receive the certificate from the vendor, you can sign, date and insert your title at the bottom. Cost is \$4.50 per certificate. Information about ordering this is on the next page.





## How to order awards and/or certificates

Contact the vendor directly to place order and purchase using [this online form](#). All costs will be the responsibility of the person ordering the award and/or certificate. Once you complete this form, the vendor, El Cajon Printing / Class A Trophies, will be in touch within two business days. You may also call El Cajon/Class A directly at 619-440-4448.

### Strong Workforce Champions Awards Order Form

\* Required

Email address \*

Your email

Name of person ordering award/certificate \*

Your answer

Phone number \*

Your answer

Email \*

Your answer

What are you ordering? \*

- I am ordering an award and a certificate
- I am ordering an award only
- I am ordering a certificate only

#### Award choice



- Option 1 - IMP302S Size: 5 1/4" x 7 3/4" - Silver Diamond Impress Acrylic - Price: \$60



- Option 2 - IMP203BU Size: 5" x 8" - Blue Beveled Impress Acrylic - Price: \$60



- Option 3 - IMP201BU Size: 5" x 6" - Blue Beveled Impress Acrylic - Price: \$55

Certificate. Award winner's name and organization will be typeset under "PRESENTED TO." Award giver will hand-write signature, date and title (if applicable). Cost: \$4.50 each.



Name of person receiving award and/or certificate \*

Your answer

Organization of person receiving award and/or certificate

Your answer

Ship-to address for award and/or certificate \*

Your answer

Billing address \*

Your answer

Notes for vendor

Your answer

**Questions? Contact Maggie Bonecutter at [maggie@fcmeducation.org](mailto:maggie@fcmeducation.org) or 704-779-1095.**

A copy of your responses will be emailed to the address you provided.



**SUBMIT**



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## eShowcase story for sharing via newsletters, email or social media

The information you supply in the “Tell Us about Your Strong Workforce Champion(s)” section will be transferred to the Strong Workforce Champions Employer & Industry Partner Hall of Fame. The link to the story can be used in newsletters, email and social media campaigns, thereby further promoting the Champion. **After you submit the information, check back in three business days for the link.**

The screenshot shows the website's navigation bar with links: Home, Practices with Promise, Strong Workforce Champions, CTE Stars, Visit the Doing What MATTERS Website, and Log Off. Below the navigation is the California Community Colleges Chancellor's Office logo and the main title: STRONG WORKFORCE CHAMPIONS Employer & Industry Recognition eShowcase. The main content area features the heading: STRONG WORKFORCE CHAMPIONS Employer & Industry Partner Hall of Fame. A featured entry for Mike Betts, CEO of Betts Company, is shown with a photo and a brief description of his role in creating the San Joaquin Valley Manufacturing Alliance. To the right is a filter sidebar with options to filter by Industry Sector (set to All) and Region (set to All Regions), and a Find Champions button.

## Press Release Template

Use the [template](#) offered on the Strong Workforce Champions website to write a press release for local media. Including photos is a great way to aid in placement. Refer to the [example](#) on the same website for assistance in how to write an effective press release.

## Questions

If you have questions about this program, contact Maggie Bonecutter, FCM Education, at 704-779-1095 or [maggie@fcmeducation.org](mailto:maggie@fcmeducation.org).