FOR IMMEDIATE RELEASE

**Santa Cruz County Career Technical Education Moves to the Head of the Class**

*Local Collaborative Launches New Website and Marketing Campaign*

APTOS, CA - The Santa Cruz County Career Technical Education (CTE) Community Collaborative – a group comprised of educators and business – is launching a new marketing campaign to make CTE more visible in the community. This month, posters and brochures are on display throughout the county and CTE has a new online presence at [www.santacruzCTE.org](http://www.santacruzCTE.org).

Funded by a SB70 Funds Grant that Cabrillo College received from the California Chancellor’s Office, the campaign is designed to make resources available to parents, students and educators in order to support career exploration and student success for seventh graders and beyond.

CTE is part of California’s response to the challenges that the state’s high school students will have to meet in the 21st century, whether they go on from high school to attend college or pursue other post-secondary education, enter directly into careers, or choose a combination of college, training and career. CTE has a long history of being an educational option students can explore in high school or college through courses, career guidance with counselors, or work-based learning, such as job shadowing, internships or apprenticeships. CTE blends rigorous academics with hands-on, experiential classes that give students opportunities to explore their career interests early, in high-wage, high-demand jobs.

California has 15 identified industry sectors that will see high employee turnover in the next 15-20 years. Introducing students to these various industry sectors and career fields through career interest assessments and guidance can increase a student’s engagement in what is being taught in the classroom and thereby decrease the amount of time he or she spends after high school trying to figure out what to do.
The Santa Cruz County CTE (Career Technical Education) Community Collaborative includes Cabrillo College, Santa Cruz County Regional Occupational Program (ROP), K-12 schools, and local industry partners and employers. Together, the collaborative works to anticipate workforce needs in the County and throughout the region, and then responds with the programs that help students identify, explore and pursue promising CTE careers.

Log on to the new website at www.santacruzCTE.org for more information.

About Cabrillo College
Cabrillo College is a leading California community college serving Santa Cruz County with locations in Aptos, Scotts Valley and Watsonville. It is ranked #1 in transfers to UC Santa Cruz. Founded in 1959, the college offers over 100 academic and career technology programs that serve multiple educational goals such as A.A. and A.S. degrees, certificates of proficiency, skills certificates, transfer to 4-year institutions or for lifelong learning and personal enrichment. Its mission is to enhance the intellectual, cultural, and economic vitality of our diverse community by assisting all students in their quest for lifelong learning and success in an ever-changing world.

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