



Invitation to Participate™

2014 Academy Expo

Career Awareness Committee

Date of release: April 15, 2014

Responses must be submitted by: July 25, 2014

Project overview:

The Alignment Rockford Career Awareness Committee is seeking businesses and organizations to participate in the **2014 Academy Expo** to be held at the BMO Harris Bank Center, 300 Elm St., on **Tuesday, Sept. 16, 2014, from 8:00 a.m. to 3:00 p.m.**

The purpose of the Academy Expo is to engage 9th graders at Rockford Public Schools and Belvidere School District in a variety of career experiences. Rockford Public Schools students will utilize this event to make an academy selection in January 2015. Belvidere School District students will explore regional career opportunities in Boone and Winnebago Counties.

Alignment Rockford Career Awareness Committee vision:

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

Strategic focus:

Rockford Public Schools - *College and career readiness*

Belvidere School District - *Career and college prep*

Tactic designed by committee:

Hold an Academy Expo to engage 9th graders at Rockford Public Schools and Belvidere School District in a variety of career experiences to forge a relevant link between student curriculum and future careers.

New this year!

- Industry Experts should prepare a brief interactive demonstration that they will present during an eight-minute sit-down session with students. Students will need time to ask career-oriented questions.
- Booths will be organized into four academy clusters:
 - BAMIT (Business, Arts, Modern World Languages and Information Technology)
 - EMITT (Engineering, Manufacturing, Industrial and Trades Technology)
 - HPS (Human and Public Services)
 - HS (Health Sciences)
- Students will have two sit-down sessions in each academy cluster and will rotate through all four academy clusters.

General description:

- Career professionals, i.e. “Industry Experts,” are invited to host a booth in the BMO Harris Bank Center for 9th grade students.
- Each booth must be staffed by a minimum of two individuals. More are encouraged for improved student engagement.
- Booths will be approximately 8’ deep by 10’ wide. Chairs will be provided for students.
- Industry Experts will provide a career-related, hands-on demonstration in which to engage students. **Of particular interest to students will be vehicles, large equipment demonstrations, and specialized industry displays.**
- Industry Experts should be energetic, passionate, engaging, and creative so that students get excited about careers, local companies, and industries as they make an academy choice.
- Industry Experts should discuss education, training, and skills needed to be college and career ready.
- 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 a diverse student body.
- **Industry Experts should attend a collaboration meeting at 4:30 p.m. on Tuesday, Aug. 12, at the BMO Harris Bank Center, 300 Elm Street.**
- **A media launch event will be hosted at the Belvidere Community Building Complex, 111 W. 1st Street, Belvidere, at 11:00 a.m. on Thursday, May 1, to announce the inclusion of Belvidere School District this year.**
- Unlike a job fair or college fair, the purpose of the Expo is to provide information about careers to students.
- Please refrain from bringing trade-show giveaways so as not to distract students.
- Industry and career information (brochures, flyers, etc.) may be provided ahead of time for subsequent distribution in the schools. These materials should be sent electronically to Diane Peters at dianepeters@alignmentrockford.com by September 1, 2014.
- Organizations interested in financially sponsoring this event are invited to contact Diane Peters at dianepeters@alignmentrockford.com.

During the Academy Expo students will be developing professional skills. They will practice introducing themselves to you and asking questions about your career. These questions might include:

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

Target population:

Approximately 2,750 9th grade students from Rockford Public Schools and Belvidere School District

Date of implementation:

- The Academy Expo will take place on Tuesday, Sept. 16, 2014.
- Set-up will take place on Monday, Sept. 15, with vehicles and large equipment load-in from 7:00 a.m. to 8:00 a.m. and general booth set-up from 3:00 p.m. to 7:00 p.m.

Expected outcomes:

- Rockford students make an informed decision about choosing an academy and pathway for the 2015-16 school year.

- Belvidere students will explore regional career opportunities in Boone and Winnebago Counties.
- Students possess information to effectively compare and contrast career opportunities which exist in the Boone/Winnebago region.
- Students practice business etiquette and other 21st century skills.
- 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.
- Academy clusters will have balanced representation.
- **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.**

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 school staff in attendance will complete the post-Expo survey	RPS & BSD	Survey
BAMIT, EMITT, HPS, and HS will have at least 30 booths each	AR	Responses
90% of the targeted students will attend the Expo	RPS & BSD	Attendance records
90% of the attending students complete the Expo survey during the event	RPS & BSD	Survey
98% of Industry Experts indicate an interest in returning next year	AR	Survey
90% of attending students will submit an assignment	RPS & BSD	Teachers

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.
- 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.

Career Awareness Committee for the Academy Expo:

Chair:	David Carson	RPS 205
Vice Chair:	Earl Wilsey	Schmeling Construction Co.
Members:	Marisol Benitez-Prieto	Blackhawk Bank
	Nik Butenhoff	RPS 205 – East High School
	David Byrnes	Midway Village Museum
	Gina Caronna	RPS 205
	Patricia Chavéz	YMCA of Rock River Valley
	Heidi Deininger	RPS 205 – Roosevelt Alternative High School
	Portia Downey	Northern Illinois University
	Jeff Fahrenwald	Rockford University
	Pamela Fettes	Northern Illinois Workforce Alliance
	Judy Gustafson	RPS 205 – Jefferson High School
	Shannon Hansen	Belvidere School District
	Margie Hartfiel	CEANCI
	Carl Hobbs	Belvidere High School
	Vee Jevremovic	Rockford Chamber of Commerce
	Michele Johnson	RAMP
	Jessica Koltz	Rasmussen College
	Chris Magee	RPS 205 – Guilford High School
	Allen Noland	RPS 205 – Auburn High School
	Mike Rathbun	Discovery Center Museum
	Samuel Sarpiya	Rockford Community Church
	Marsha Sisney	RPS 205
	Cheryl Sturges	Belvidere High School
	Tiffani Weatherly	RPS 205
	Jared Young	Belvidere North High School
	Matt Zickert	Belvidere School District

If your organization would like to participate in the Academy Expo, please visit 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 July 25, 2014. If you have questions, please contact Earl Wilsey at 815-399-7800 or 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: April 15, 2014

Responses Due: July 25, 2014

Contact Information – All communication will come to the person identified below with the expectation that this contact person will disseminate the information to others within your organization.

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 4:30 on August 12 at the BMO Harris Bank Center, if different from above contact name.

Your Organization

Please describe your organization.

Your Career(s)

Please provide title(s) and brief description(s) of the career(s) you intend to showcase at the 2014 Academy Expo.

Career Name Signage

Please indicate the exact wording (maximum 5 words) as it will appear on the signage at your booth for the career demonstrated.

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Hands-on Activity

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

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Set-up

Each booth area will be furnished with a table, Wi-Fi access, and space to accommodate students within the booth. Please identify any special set-up needs – building access, **large equipment displays, vehicles, large data transmission needs**, etc.

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Electrical Requirements

Will you need electrical access?

Yes

No

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

Event Sponsorship

May we contact you with information about being a financial sponsor of the 2014 Academy Expo?

Yes

No

Submission

Please submit this completed form by July 25 by faxing to 815-637-7629 or emailing to dianepeters@alignmentrockford.com. Thank you.

Name	
Date	