

October/November/December 2018 – RockATOP Activities via Rockingham County Schools

Much of the work for RockATOP in the Rockingham County School system was initiated through the TCDC (transitional career development coordinator) and the TSA (transitional students assistant) in the RockATOP office housed at one of the four traditional high schools. CDC (career development coordinators) at the traditional high schools were heavily involved last year with RockATOP student recruitment. However, as we have entered our second year the IM at Central Office (instructional management coordinator) and the CDC's have assumed a more active role in nurturing and follow up with students seeking entry into the program. Many of these CDC student contacts occur in the midst of regular assigned CDC duties and are not counted individually for our apprenticeship reporting.

Focus this quarter has been on completing industry recruitment for the year and conducting student recruitment for this year's apprenticeship cycle. Student application period for this year was extended into January due to hurricanes and extensive snow, both of which caused school and event cancellations and rescheduling. The following activity was recorded via the RockATOP office in the Rockingham County Public Schools.

STUDENT CONTACT

- Discussions with 8th graders - RockATOP opportunities discussed with rising 9th grade students at four middle schools (26 classroom presentations)
- RockATOP opportunities presented to high school students at Advanced Manufacturing Day (approximately 140 students).
- School presentations (4) by industry leaders and RCS staff to approximately 1,600 juniors and seniors at four traditional high schools. Collected names and emails of 174 students with interest in RockATOP
- Remote presentation (1) made available to approximately 60 students at Early College High School
- Individual appointments (52) with RockATOP Open House attendees (CDCs and TCDCs)
- Individual telephone contact (36) RockATOP Open House attendees (CDCs and TCDCs)
- RockATOP Bulletin/announcement boards (5) have been installed at each high school updated regularly with changing announcements and due dates
- Individual class presentations (8) at teacher request (approximately 120 students present)
- Email contact lists (4) of interested students (174) maintained by TSA and utilized by TSA and CDCs at each school. Twice weekly email contact maintained with 174 interested students.
- Weekly announcements (intercom, learning management systems and email) during the National Apprenticeship month occurred at each of the four traditional high schools

FACULTY/STAFF CONTACT (Rockingham County Schools)

- Presentation to school counselors - all grade levels (1) to update on RockATOP

- Individual ESL counselor appointments (2) to discuss DACA and apprenticeship opportunities
- Work Ethic book study (25 faculty/administration participants) conducted

COMMUNITY

- Taped video spot with City of Reidsville regarding RockATOP
- Monthly 30 minute radio shows (3) WLOE/WMYN covering RockATOP topics
- Civic club presentations (3) to discuss RockATOP opportunities
- Work Ethic Discussion (1) that included references to RockATOP opportunities (approximately ? in attendance)
- Ball game booths (2 games) with RockATOP information for elementary and middle school students – distributing “future apprenticeship” sports bands and “how to prep your student for an apprenticeship” information.
- Chamber coffees attendance (3 Chambers – total 6 coffees) – A RockATOP update or announcement made at each coffee attended
- 8’ x 4’ RockATOP banners (4) mounted at traditional high school stadiums
- County wide panel discussion conducted (public event) to discuss work ethic and workforce development (approx 60 in attendance, 8 panel members from various sectors)
- Plans for school system RockATOP office developed
- Plans developed for machining lab to assist with with growth of advanced manufacturing apprenticeship

SOCIAL MEDIA

- 49 tweets (Twitter) regarding RockATOP activities (via @rockatopnc & @rockcoworks). Additional unique (uncounted) tweets via three CDC twitter accounts.

PARENT CONTACTS

- Individual parent telephone (13) calls to discuss RockATOP opportunities (Calls initiated by parents)
- Face-to-face parent meetings (5) to discuss RockATOP opportunities
- Emails (16) to individual parents to discuss RockATOP opportunities
- Parent contact (51) via 9 in-person presentations at 9 locations to discuss RockATOP opportunities
- School parent night (3) booths at three schools (2 high schools, 1 middle school)

INDUSTRY

- Individual site visits (7) for RockATOP discussion (recruitment)
- Open houses (8) conducted (one additional occurs in January).
- Consortium members added (3) (another addition in January)
- Industry tours for CDC’s (16)

RockATOP CONSORTIUM MEETINGS

- Consortium meetings (3) attended

CONFERENCES

- Apprenticeship session attended at CDC conference by 3 CDC's and 1 TCDC

APPRENTICES

- Current apprentice contacts/supervision visits (16) conducted by CDC's of each school
- Apprenticeship appreciation dinner attended (coordinated by the community college apprenticeship office)

FUNDS USED

- Marketing material has been received and have been utilized for branding the RockATOP program and office
- Directional signs for office location
- Stadium banners mounted at traditional high schools
- Sports bands for events
- Banners for use at events
- LCD projector for use at open houses
- Brochures utilized at all events
- RockATOP Bulletin boards installed for all high schools

RESULTS

While the equivalent of two weeks of school closing due to hurricanes and snow definitely affected our work output and scheduling this quarter, we have seen an increased number of students express an interest in apprenticeship. We have seen an increase in the requests from students for apprenticeships in areas where we currently do not offer them (primarily in automotive and IT). We have also seen an increase in requests for shorter, non-curriculum based apprenticeships (i.e. work certifications/credential vs college degree) from both students and industry. We have signed three new industries into the consortium and expect paperwork to be signed for a fourth in January. In addition we have verbal commitments from three additional industries for the next year's cycle. We have also seen more organizations and community groups rejoicing in and taking ownership of the program's success. Student applications to the program will be processed in early January.