

**2019-2020 Connecting Activities Career Readiness Projects**

**The Berkshire Workforce Board (BWB) is currently accepting applications on an ongoing basis throughout the 2019-2020 school year to request up to $500 to support innovative and sustainable career readiness activities and programs serving Berkshire County youth in the K-12 educational system.**

**The BWB is prioritizing career awareness, exploration and immersion programs and activities that focus on the region’s critical industry sectors – STEM, Advanced Manufacturing, Healthcare & Hospitality & Tourism. These sectors align with the BWB’s *Berkshire Workforce Blueprint*. More information can be found by visiting:** [**https://masshireberkshire.com/about/key-initiatives/**](https://masshireberkshire.com/about/key-initiatives/)

**Who May Apply?** School district administrators, teachers, guidance counselors, etc. Any and all school-based staff looking to offer career awareness, exploration and immersion activities to students.

**What is Career Awareness, Exploration & Immersion?** Career Development Education (CDE) consists of well-designed strategies for teaching and learning that enable a student to prepare for a successful future in an economically viable career. In Massachusetts, this body of work is based upon the state's definition of College and Career Readiness, which establishes that students need to acquire knowledge, skills and experiences in three domains - i.e. academic, work readiness and personal/social domains, to be ready for their futures. CDE involves the provision of relevant curricula and activities in the work readiness realm, generally offering career awareness, exploration and immersion activities.

***Career Development Education encompasses three stages that help students move from the cognitive to the experiential:***

* **Career Awareness (can begin in elementary school):** Career development begins with career awareness. Through career awareness experiences, students learn about the types of businesses and organizations that exist in the local, regional and national economy, about the occupations of the people who work in those businesses and organizations, about the educational steps needed to prepare for desired careers, and about the ways that people shape their career paths. They learn about trends in the labor market and jobs that are in demand in a range of occupations and industries. *(i.e. career fairs, guest speakers, interest inventories)*
* **Career Exploration (can begin in middle school):** As students begin to identify their interests, they can learn more about specific career options through career exploration activities. In quality CDE, career exploration is complemented by a process of reflection, supported by influential adults and tracked through a formal college & career plan process*. (i.e. job shadowing, work readiness training, etc.)*
* **Career Immersion: (can begin in middle school & high school)** Through career immersion experiences, students participate directly in career-related, hands-on activities. These experiences are complemented by formal instruction, including classes, workshops, or one-on-one coaching. Reflection is a key with students having opportunities to reflect on what they are learning to evaluate the skills they are gaining and to continually re-visit, refine and reflect on short-term and long-term goals. Quality immersion experiences in Massachusetts incorporate assessment of skill gain, most commonly with the MA Work-based Learning Plan. *(i.e. internships, career-related projects, school-based businesses, etc.)*

**Please visit** [**http://www.doe.mass.edu/connect/cde/guideglossary.pdf**](http://www.doe.mass.edu/connect/cde/guideglossary.pdf) **for additional information on CDE.**

**Guidelines:**

Proposed career readiness projects should:

* Be an ***extension of school districts existing Connecting Activities Career Readiness Models*** and include ***collaboration with the districts’ Career Readiness Coordinators***;
* Be ***innovative, sustainable*** and ***part of an integrated curriculum***
* Emphasize the ***equal importance of College AND Career Readiness***

Proposed projects will be considered and reviewed for funding by the BWB’s Youth Council. Please complete and e-mail the attached application to Heather Williams, BWB Youth Director at [youthdirector@MassHireBerkshire.com](mailto:youthdirector@MassHireBerkshire.com) or mail to 66 Allen Street, Pittsfield, MA 01201. Applications will be accepted on an ongoing basis through May, 1 2020 with all funded projects to be completed by June 15, 2020.

**Application**

***Please use additional pages as needed.***

**Name:**

**School/District:**

**Grades Served Under Proposed Project:**

**Please describe your proposed career readiness activity/program and how your innovative project will enhance your school and district’s Career Readiness integration. In your description, please include the type of career readiness activity (awareness, exploration or immersion), industry focus, the number of students served and their grade levels.**

**\**All industries will be considered; however please note that priority will be placed on funding projects that support the region’s critical industry sectors – STEM, Advanced Manufacturing, Healthcare & Hospitality & Tourism.***

**Please describe how this activity / program fits within your curriculum and how you envision it as an integral part of your district’s college & career readiness model\*. Please include other staff, businesses and/or community members you are working with and any activity/program materials, curriculum, etc.**

**\**For more information on your district’s existing career readiness model, please contact your district’s Career Readiness Coordinator. Please see attached for a coordinator listing\****

**Please describe your plans to make this a sustained activity / program. Please include how will you generate any needed resources beyond this pilot year and how you will generate in-kind support.**

**Funding request – maximum $500. Using the attached sheet, please outline in detail the requested costs of your proposed project. Please also include a detailed description of all in-kind support.**

*Signature of Applicant\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Signature of Principal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**Funding Request**

***Please provide detailed information for all requested funds and in-kind support being provided.***

***Requests may not exceed $500.***

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| --- | --- | --- |
| ***Where applicable, describe all requested and in-kind costs*** | ***Requested Funds*** | ***In-Kind*** |
|  |  |  |
| ***STAFFING*** |  |  |
| ***SUPPLIES & MATERIALS*** |  |  |
| ***TRANSPORTATION*** |  |  |
| ***MARKETING / COMMUNICATION*** |  |  |
| ***INCENTIVES*** |  |  |
| ***OTHER*** |  |  |
|  | ***Total Requested Funds***  ***$\_\_\_\_\_\_\_\_\_\_\_*** | ***Total In-Kind***  ***$\_\_\_\_\_\_\_\_\_\_*** |

***2019 – 2020***

***Career Readiness Coordinator Listing***

|  |  |
| --- | --- |
| **Lee Middle & High School**  Dan Korte, Guidance / CR Coordinator  413-243-2780 x2010  [dkorte@leepublicschools.net](mailto:dkorte@leepublicschools.net) | **Berkshire Arts & Technology Charter Public School** (BART)  Stephanie Maselli, College & Internship Placement Coordinator  413-743-7311  [stephanie.maselli@bartcharter.org](mailto:stephanie.maselli@bartcharter.org) |
| **Pittsfield High School**  **Taconic High School**  Tammy Gage, Asst. Supt. College & Career Readiness  413-448-9601  [tgage@pittsfield.net](mailto:tgage@pittsfield.net)  Marcie Simonds, Health Tech Teacher / Cooperative Education Coordinator  413-448-9600  [msimonds@pittsfield.net](mailto:msimonds@pittsfield.net) | **Mt. Everett Regional Middle & High School**  Dawn Daub, Guidance / CR Coordinator  413.229.8734  [ddaub@sbrsd.org](mailto:ddaub@sbrsd.org)  **Wahconah Regional High School**  Stephanie Shafiroff, Guidance / CR Coordinator  413-684-1330 x1503  [sshafiroff@cbrsd.org](mailto:sshafiroff@cbrsd.org) |
| **Drury High School**  Michele Boyer-Vivori, Internship Coordinator & Career Specialist  413-662-3240  [mboyervivori@napsk12.org](mailto:mboyervivori@napsk12.org) | **Hoosac Valley Middle & High School**  Megan Sookey, Guidance / CR Coordinator  413-743-5200 x5008  [sookeym@acrsd.net](mailto:sookeym@acrsd.net)  Paul Lemieux, ELA Teacher / Internship Coordinator  413-743-5200  [lemieuxp@acrsd.net](mailto:lemieuxp@acrsd.net) |
| **Lenox Memorial Middle & High School**  Tara Romeo, Guidance / CR Coordinator  (413) 637-5560  [tromeo@lenoxps.org](mailto:tromeo@lenoxps.org) | **Monument Mountain Regional High School**  Sean Flynn, Director of CVTE & Internship Programs  (413) 528-3346 x 220  [sean.flynn@bhrsd.org](mailto:sean.flynn@bhrsd.org)  Marcie Velasco, Guidance / Internship Coordinator  (413) 528-3346 x107  [marcie.velasco@bhrsd.org](mailto:marcie.velasco@bhrsd.org) |
| **Mt. Greylock Regional Middle & High School**  Jessica Casalinova, Guidance / CR Coordinator  413-458-9582 ext. 1254  [JCasalinova@mgrhs.org](mailto:JCasalinova@mgrhs.org)  Beverly Maselli, Guidance / CR Coordinator  413-458-9582 ext. 1256  [BMaselli@mgrhs.org](mailto:BMaselli@mgrhs.org) | **McCann Technical Vocational High School**  Tom Tinney, CAD teacher / Cooperative Education Coordinator  (413) 663-5383  [ttinney@mccanntech.org](mailto:ttinney@mccanntech.org) |