



InfoLine

IMPERIAL
COUNTY
OFFICE OF
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IVROP School-to-Career Intern Lands Radio Broadcast Job



Karla Medina reviews duties at KQVO/KICO Radio with General Manager Cecilia Maldonado. Karla finished her School-to-Career internship and was hired by the station when she proved to be a valuable employee.

Imperial Valley Regional Occupational School-to-Career program offers students job internship opportunities. These job internships benefit both the student and employer by incorporating work related activities. The student benefits from the work experience and acquires work skills. Employers benefit their businesses by training these future employees and gives back to the community by assisting with STC educational programs.

School-to-Career has several target schools. One of them is Calexico High School. CHS students who participate in job internships acquire knowledge and skills which prepare them for the future work force.

School-to-Career is always proud to feature students who have completed successful internships. In this issue we feature such a student. Karla Medina, a junior at CHS, was placed at KQVO/KICO radio station in December 2001.

After she finished her 20-hour internship under KQVO General Manager Cecilia Maldonado, she was hired her as a part-time administrative assistant.

"I was very impressed with Karla," Maldonado tells us. "When she came in to interview, she was very professional, spoke with confidence, dressed appropriately and was not afraid to tackle any task," she said.

"I knew what I was looking for in an assistant, and Medina fit that description," Maldonado said.

Maldonado is familiar with IVROP. She has worked with ROP programs since the 1970's. She says she has always been successful with what IVROP offers. "They offer students who are professional, energetic and willing to work."

"When School-to-Career approached me

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Second Annual Imperial Valley Educational Technology Conference

By Mike Castillo

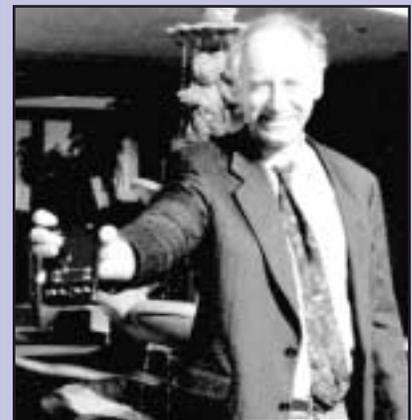
Educators and community members from throughout Imperial, Mexicali and Yuma valleys were treated to new and exciting learning opportunities using technology at the Annual Imperial Valley Educational Technology Conference.

This professional development event occurred over two days during the second week of January and touched the lives of over 850 individuals including students, parents, educators and school administrators.

Alan November, a nationally-renowned author and keynote speaker, provided several presentations to extend the public vision of what learning environments can be and in the area of having students solve problems through the appropriate use of technology.

"I think the most exciting opportunity, where technology is going to make a difference for kids, is that we can change students to actually identify real problems in the world and solve them," said Mr. November as he spoke to a large audience at the Southwest Performing Arts Theatre.

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"Every student should have a Palm Pilot," said Alan November to county administrators at Barbara Worth Golf Resort and Convention Center.

SURVIVOR: A COMMUNITY CHALLENGE



Students participating in “Survivor – A Community Challenge” learn about and discuss many of the survival skills they will need when they enter the work force upon graduation. Above, from left are Stephanie Baeza, Moreno Junior High; Gabriel Zambrano and Rosemary Paz, Mains Elementary; Michealle Benitez, Aurora High; and Diana Plascencia, Heber School.

On February 7 at Hometown Buffet in Calexico, School-to-Career/IVROP held an employer luncheon to present “Survivor – A Community Challenge.” The purpose of the short, fun and informative luncheon was to talk about our potential as a community with local resources, education, workforce development and economic development services.

John Moreno, Assistant Principal at Calexico High School, served as host of the event. Students from Mains Elementary, Moreno Junior High, Aurora High School and Heber School District answered the questions correctly and were chosen to become contestants for the Community Challenge.

Students were quizzed about the education, training and work experience that may be needed to perform duties for a science related career.

The special speaker for the luncheon was Denise Moreno Ducheny. She talked about the growth of the Imperial Valley and the similarities to Phoenix and Las Vegas and the cross-border business, transportation, education and health issues that we encounter here.

She stressed the importance of providing opportunities for students through internships, career fairs, field trips and work experience.

Stating that many in the audience were close to her age Ms. Ducheny joked, “How many of you remember the mimeograph machine?” She talked about how far we have come with technology in a short period of time. “Students need to learn technology skills to function successfully in the business world,” she said.

Ms. Ducheny stressed that School-to-Career employer participation and commitment is a key component for ensuring student success.

Survivor Quiz: Community Challenge

Name one of the Imperial Valley’s most valuable resources.

Water. *Interesting fact:* William P. Blake was one of the first to recognize the potential of the Imperial Valley. A geologist with a railroad survey party, Blake had passed through the desert in 1853 and had noticed the ancient shoreline at the foot of the mountains, which proved that at one time there had been an inland sea where now there was desert. Barometric readings taken by Blake proved that the desert lay below sea level and could be irrigated by a gravity-floor canal diverting from the Colorado River.

Geothermal production from the valley produces how many megawatts of electricity per hour?

540 megawatts. *Interesting fact:* Imperial Valley is making 540 megawatts of electricity, enough to power 540,000 homes. Valley generators do not sell to San Diego Gas and Electric – still, at 2.5 people per home, 540 megawatts represents nearly half of San Diego County’s residents.

How many sunny days do we have in Imperial Valley on an annual basis?

347. *Interesting fact:* The United States Department of Energy sponsored Million Solar Roofs Initiative will enable businesses and communities to install solar systems on one million rooftops across the United States by 2010.

Today there are almost two hundred maquiladora establishments in Mexicali. How many were there in 1980?

79. *Interesting fact:* In the early to mid-1990’s there were approximately 2,000 maquiladoras with 500,000 workers. In just a few years, the number of plants has almost doubled and the number of workers has more than doubled. Maquiladoras primarily produce electronic equipment, clothing, plastics, furniture, appliances and auto parts. And today 80 percent of the goods produced in Mexico are shipped to the United States.

According to the Labor Market Information Division from the California

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Survivor Quiz: Community Challenge

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EDD, what is the percent of change in the civilian labor force for the Imperial County Labor Force and Industry employment in 11/2001?

Minus 4.2%. *Interesting fact:* In the year 2000, approximately 49,800 jobs (excluding the self-employed) existed in the county and its two largest industries, government and agriculture. They accounted for over 50 percent of all jobs. Imperial County's concentration in these two

industries combined was higher than most California counties.

"SURVIVOR" Websites:

Arizona Solar Center www.azsolarcenter.com

CCBRES www.ccbres.sdsu.edu

Geothermal Education Office

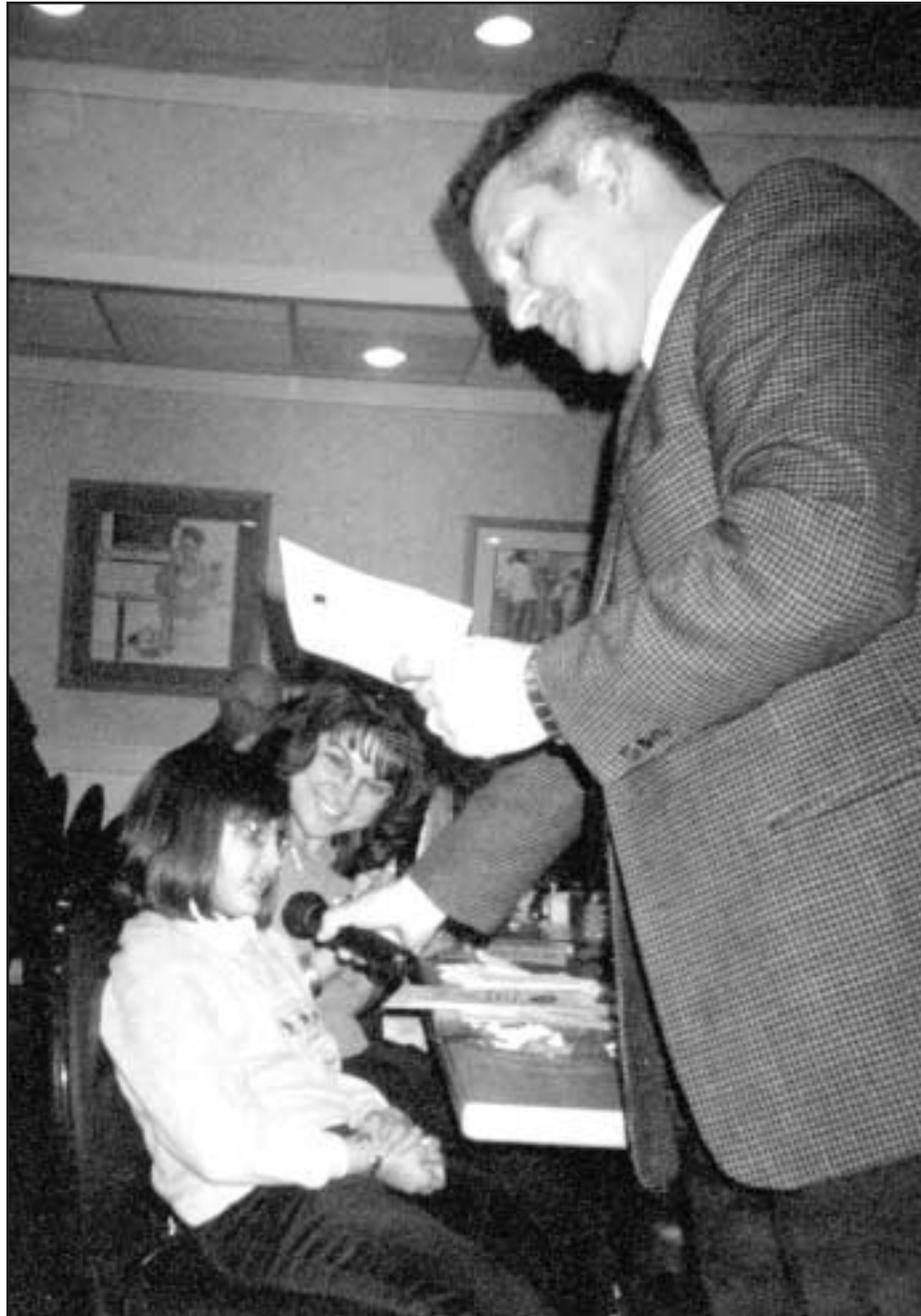
www.geothermal.marin.org

Imperial Irrigation District www.iid.com

School to Career www.imperialvalley.net/stc

U.S. Department of Energy

www.eren.doe.gov/millionroofs/solar.html



John Moreno, assistant principal at Calexico High School, poses question to Diana Plascencia, Heber School.

National Groundhog Job Shadow Day

On February 1, 2002, one million students nationwide job shadowed employers in the workplace. In Imperial County, 365 students from six middle schools and seven high schools participated in this workplace experience.

Sixty-five employers provided job shadowing experiences to give young people a chance to see how the skills learned in school relate to the workplace.

Some of the skills identified by employers that they would like to see students develop include: understanding ideas and information, using technology, acting in a professional manner, being a team player, identifying and solving problems and having a positive attitude.

Our Mission:

To build academic and career competencies giving all students a foundation for lifelong learning and enabling them to secure a place in the workforce.

STEERING COMMITTEE MEMBERS

Rick Johnson, IID

Robert Avila, Parent

Bill Blair, Imperial Valley Expo

Mary Camacho, IVROP

Sam Couchman, ICOET

Dan DeVoy, County of Imperial

Bill Hoffman, Ryerson Concrete

Gonzalo Huerta, IVC

Norma Jauregui, EDD

Judy Maurice, ICOE

Sandy Mendoza, Calexico High School

Eduardo Meza, BUHS Student

Robert Moreno, CUSD

Francisco Roman, Counselor, SHS

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David Thomas, Imperial HS Student

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OEDC MISSION: To Improve the Quality of Life

The Imperial County Overall Economic Development Commission annual conference took place on January 23, 2002. The purpose of the conference was to focus on the vision, challenges, goals, tasks and partners that make up our economic plan for Imperial Valley 2010.

The OEDC Mission Statement: "By 2010 Imperial Valley will be a well planned rural community led by a strong network of civic and business leaders, residents and community based organizations. This will be accomplished through community and multinational collaboration that will enhance business development, education, cultural opportunities and recreational activities, resulting in a high quality of life and strong economic growth for all Imperial Valley residents."

By attending this conference, the different government agencies and groups in the Imperial Valley worked together to move toward a coordinated effort to better the economy and quality of life for all Imperial Valley residents.

Special guests featured Denise Moreno Ducheny, attorney; Julie Spezia, State Issues Director of the California Futures Network; Ben Solomon, Director of the Small Business Development Center; Larry Bratton, Past Chairman of the Imperial County Joint Chambers of Commerce; and Orlando Foote, Chairman of the Board of the Imperial Valley Economic Development Corporation.



Julie Spezia, State Issues Director of the California Futures Network, talks about smart growth issues for the County of Imperial.

Second Annual Imperial Valley Educational Technology Conference

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"It is a very motivating environment for kids to learn basic skills, mathematics, language arts and more." In addition to a community keynote address, Mr. November also provided a presentation to students at Calexico High School on how technology will change future employment environments and careers.

The conference continued the following day offering participants 44 sessions and hands-on workshops. Conference participants were able to select which sessions to attend. Topics included digital imaging, computer troubleshooting, multimedia programs, internet applications and much more. Local and non-local technology experts shared their educational and instructional technology skills with conference attendees. Technology vendors such as Valley Data Base, Apple Computers and Gateway were present to display new technologies and services available to the public. "I did not realize that we could do so many wonderful activities to support our students and classroom instruction. I have learned

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about job internships I jumped at the chance because I already knew this would be a good opportunity to get a qualified employee," she said.

For Maldonado, Medina has become her right hand employee. "Medina is never late, is a self-starter, works efficiently and does a little of everything at the busy radio station," she said.

One of the qualities that Maldonado stressed in her new employee is that she is bilingual. The radio station is always in need of translating promotions, commercials and news releases.

"Karla will get into the computer and translate

so much today and will encourage my colleagues to attend this event next year," said Gina Tirado.

The conference was sponsored by Imperial Valley CUE, Learning Technologies and IVROP School-to-Career.

anything I give her in a matter of minutes," Maldonado says.

Medina is learning first hand what it is like to work in a fast-paced environment. According to Medina, she was interested in joining the radio station when School-to-Career brought the job internship posting to her school.

"I've always been interested in news and working under a deadline so this was something that I knew I could do," Medina said.

When STC reviewed Medina's application in December Ms. Lupe Ruiz was contacted at the CHS Career Center. Ms. Ruiz works very closely with STC and with the high school students. And because she knows just about every student at CHS, Ms. Ruiz was a good reference for Medina and she was soon placed at KQVO.

Medina was not afraid of accepting the fast-paced work internship and because she is a self-starter and very motivated she now has a great part-time job at a broadcasting station.

Career Pathways 2002 Draws 500 Students

On January 10, 2002, 13 Imperial County junior high schools participated in Career Pathways 2002 at Imperial Valley College. Over 500 students had the opportunity to attend workshops that included careers in law enforcement, computer technology, corrections, business, media, health, education, art, career awareness, fitness and nutrition. Seventeen exhibitors ranging from the U.S. Border Patrol to the University of California San Diego Early Academic Outreach Program also attended the event.

Kyle Cease of "Clean Comedians" was the special speaker and entertained students with his special brand of humor. Door prizes were also given and



Junior high students from McCabe School visit resource tables at the 2002 Career Pathways Conference.

employer donations came from Office Supply Company, Creative Settings, CalWORKs, 99 Cent Store, Lou Lange's Music Bar, Video 2000, Yosemite Water, Rite-Aid, Carl's Jr. Restaurant, Wal-Mart and Casual Corner. Career Pathways 2002 is a joint partnership with Imperial Valley Regional Occupational Program, CalWORKs and the Employment Development Department.

Dear Ms. Camacho and Staff,

Thank You for letting all the Schools and our school go to the Career Pathways 2002. It was very fun. It is good for the student to think about going to college and I get information on different careers. I also enjoyed the snacks that were provided. I learned about how to be a Border Patrol Agent. You need to pass high school and you can sign up and training is only for five months. The training to be a kg is for ten weeks. That's what I want to be a Border Patrol Agent.

Sincerely,
Christian Maresca

CAREER PATHWAYS THANK-YOU LETTERS

Dear Ms. Camacho and Staff,

I thank you for giving us the chance to go to Career Pathways 2002. I liked the presentation and the speaker. Listening to the speaker, I don't about how important a job a "kiddo" can do. One cannot get a good job. Once again, thank you for allowing me to participate.

Sincerely,
Thyia Linares

Dear Ms. Camacho and Staff,

I want to thank you for giving me the opportunity to attend Career Pathways 2002. I enjoyed getting different information from the booths. The two presentations I attended were the Highway patrol and the Border patrol. I feel the information given to me will help in my future career. I also would like to thank you for providing the transportation and snacks that were available. I feel I have learned what it takes to be a good Highway patrol or Border Patrol. Once again, thank you very much for your efforts.

Sincerely,
Christian Maresca

Earth Day 2002
Festival will feature displays, demonstration and kids' activities on recycling, wildlife resources and energy conservation. Get involved by attending the festival with friends and family, volunteering for the event, being an exhibitor or making a contribution. Come and see why recycling and protecting our natural resources are good for all of us!



Imperial Valley Earth Day 2002

Theme: "Recycling: It's Good for All of Us"

Saturday, April 20, 2002

9:00 a.m. - 2:00 p.m.

**Plaza de la Cultura Building,
Imperial Valley Expo**



For more information contact IVROP:
Stephanie Collins at (760) 312-6470
Madaleine Macholtz at (760) 312-6620

Sponsored by the Imperial Valley
Waste Management Task Force.

This year's Earth Day Festival will be held in conjunction with the Imperial Valley Bird Festival. Attend a Bird Festival tour beginning at 6:00 a.m. departing from the fairgrounds. Then join us for Earth Day to see special birding and nature related displays and activities.



ICOE and IVROP

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