

CAREER TECHNICAL EDUCATION

MARKETING CAMPAIGN FOR
COVINA-VALLEY UNIFIED SCHOOL DISTRICT

NSPRA GOLD MEDALLION ENTRY 2024
MARKETING COMMUNICATION CAMPAIGN

COVINA-VALLEY UNIFIED SCHOOL DISTRICT

519 E. BADILLO ST. COVINA, CA 91723
626-974-7000
TK-12+ PUBLIC SCHOOL DISTRICT
11,462 STUDENTS | 19 SCHOOLS

ENTRANT INFORMATION

**Covina-Valley Unified
School District**

Communication Team of One

Devina Ortega
Public Information Specialist
dortega@c-vusd.org
626-974-7614



COVINA-VALLEY
UNIFIED SCHOOL DISTRICT

SYNOPSIS

Covina-Valley Unified School District (C-VUSD) is committed to educational excellence, serving students from preschool to adult education. Central to our initiatives are the Career Technical Education (CTE) pathways, offered at the high school level, which prepare students for in-demand careers in business entrepreneurship, culinary arts, film production, agriculture, nursing, and much more. These pathways integrate academic learning with real-world experiences, including internships, university-level courses, and professional certifications, meeting industry needs and supporting students' career goals.

Our targeted marketing campaign has effectively highlighted the CTE pathways through digital marketing, community outreach, and interactive events. Efforts like social media promotions, website updates, and CTE campus tours have raised awareness and engagement among students, parents, and the broader community.

During the implementation phase, we emphasized the importance of a comprehensive marketing strategy, ensuring that the same key messaging was conveyed across various channels. This included external marketing packages with the San Gabriel Valley Tribune, the West Covina Discover article, and coverage in various local news outlets, broadening our reach and exposing more individuals to the educational options at our schools. Such consistent messaging across different media platforms was instrumental in enhancing the visibility and appeal of our CTE programs.

We tracked social media and website analytics for evaluation to gauge interest and engagement levels. Monitoring attendance and participation at events and increasing community educational partners helped us assess the campaign's impact and effectiveness. This approach allowed us to see a tangible increase in engagement and interest in our CTE programs, confirming the success of our marketing efforts.

The campaign significantly enhanced the visibility of the CTE pathways at C-VUSD, fostering a supportive community environment that encourages students to pursue careers matching their skills and passions, preparing them effectively for their future endeavors.

Moving forward, we aim to enhance our CTE pathways marketing campaign at C-VUSD, using student survey research to refine our strategies and align with student needs. We will track enrollment trends to gauge our campaign's success and remain open to adopting new methods alongside proven tactics. Our objective is to ensure all students are informed about and can access the varied career opportunities our CTE pathways provide, aiding their journey toward success.

RESEARCH

The CTE Communications marketing campaign was strategically developed to bridge the information gap concerning our Career Technical Education (CTE) programs among students, educators, and the broader community. This initiative was grounded in thorough research tailored to our target audience's needs and interests.

Key Research Findings and Strategies:

- **Student Insights:** Surveys conducted by our CTE Coordinator unveiled strong student interest in early career pathway exposure. **A significant 84% of respondents perceived their CTE classes as relevant** to their future career goals, underscoring the effectiveness of early career exploration. In board meetings, students consistently desired earlier access to program information.
- **Middle School Feedback:** Discussions with middle school principals **highlighted that 7th and 8th graders** exhibit curiosity about their high school journey, shaping our target audience definition.
- **Teacher Engagement:** Our Education Services Department actively involved CTE teachers through staff meetings and collaborative brainstorming, aiming to formulate a cohesive strategy to engage middle school students more effectively. This **shared document** between CTE department leaders demonstrates collaboration with teachers in our marketing efforts.
- **Tailored Communication Strategy:** An in-depth analysis of social media analytics, mainly focusing on age range and engagement patterns, informed our communication strategy. This ensured that our content resonated with the target demographic, achieving higher engagement levels.
- **Benchmarking Success:** We conducted a comparative study of promotional methods used by neighboring districts, examining their websites, social media presence, and Google search rankings. This benchmarking provided a clear standard for our campaign efforts.

PLANNING

Goals and Objectives:

By March 1st, 2024, 7th and 8th grade students will show a 20% increase in CTE Pathway awareness.

Our campaign aimed to increase the overall knowledge of our programs to the broader C-VUSD community and ultimately increase enrollment in those programs. Based on the research, our primary target audience was 7th and 8th-grade students and their parents. Our secondary audience was the broader C-VUSD community.

Our primary goal was to introduce middle school students to our CTE pathways, offering them early career exploration opportunities to make informed educational choices. We crafted a comprehensive communication plan utilizing digital and physical channels, including websites, social media, videos, banners, press releases, flyers, tours, and ceremonies. Our messaging, consistent with our vision statement of "Innovative education that inspires every student's unlimited potential," emphasized the practical skills, real-world application, and career exploration opportunities provided by our CTE programs, highlighting industry-standard alignment, expert teaching staff, and internship opportunities.

To ensure effective outreach, we established a detailed content creation and distribution schedule for the 2023-2024 school year, focusing on CTE Awareness Month in February. A strategic mix of outreach methods was employed, including partnerships with local media outlets to expand our reach and impact.

To enhance community awareness and deepen relationships, we planned to distribute our content across platforms like ParentSquare, YouTube, social media, classrooms, and front desk offices to guarantee accessible and equitable engagement. We also solicited input from teachers and principals to make our content shorter, relatable, and more captivating, especially for a younger audience, given that our research indicated that our main District social media accounts attracted an older demographic of women. Our decision to prioritize social media and YouTube stemmed from findings that videos are more effective than pictures or text in engaging younger viewers.

PLANNING

Enhancements to Our Planning Phase:

We analyzed the careers students were already interested in to assess the impact on the educational, social, and cultural environment. Additionally, we researched emerging career pathways using career and salary data from Los Angeles County. Public comments at our board meetings were also considered, ensuring our campaign resonated with the diverse backgrounds and needs within the C-VUSD community.

For innovative and creative solutions, we produced short social media reels, less than one minute each, showcasing student stories with upbeat music and b-roll footage, offering a glimpse into the classroom. We also developed banners, flyers, and printed materials detailing our CTE pathways, addressing the need to meet our community where they are and providing both digital and printed information to accommodate all family types.

Strategies for achieving measurable objectives involved regularly monitoring the views, engagement, and likes on our social media posts, attending various CTE and career fairs to assess engagement and attendance, and conducting qualitative conversations with teachers, students, principals, and staff to evaluate their awareness of our CTE pathways, all aimed at effectively and efficiently reaching our target audience.

Culturally and linguistically appropriate strategies were integrated by offering Spanish-translated materials online and installing Spanish banners in our schools, ensuring inclusivity and accessibility in our campaign messaging.

Key educational partners included the West Covina and Covina city governments and community organizations, the San Gabriel Valley Tribune, West Covina Discover, KCAL 9 news channels, and local educational agencies like Mt. San Antonio College and Citrus College. These entities were assigned specific roles and responsibilities to share our content through their marketing channels or news coverage. Additionally, key staff were equipped with press releases, articles, photos, videos, and other marketing materials to enhance their ability to execute the campaign.

Various communication vehicles were chosen for their proven effectiveness in reaching our diverse audience and aligning with our strategic goals. For digital outreach, platforms like Facebook and Instagram were used for their high engagement rates among parents and students, respectively. YouTube was selected to host longer, detailed content highlighting our CTE programs' depth and success. ParentSquare was utilized for communicating overall program details and providing direct enrollment links, leveraging its reach to 99% of our enrolled students' families as the predominant communication platform for our schools. Traditional methods like press releases and flyers were also used to connect with community members less active online, ensuring broad coverage across demographics. This multi-channel approach was crafted to provide comprehensive reach, catering to our audience's diverse preferences and habits, maximizing engagement and participation.



To view our Digital Magazine on Career Technical Education pathways click below:

CLICK HERE



IMPLEMENTATION

We employed a dynamic approach to showcase our pathways in implementing our CTE Communications campaign. Press releases on key pathways at our high schools were disseminated to the media and posted on our website, aligning with our planned timeline.

Press Release Schedule - All three comprehensive high schools		
Northview High School Public Safety Pathway Oct. 23, 2023	South Hills High School Culinary Arts Pathway Oct. 27, 2023	Covina High School Engineering Design Pathway Nov. 13, 2023

A captivating video series featuring student testimonials were created, each designed with eye-catching thumbnails to attract younger students, and released on [social media](#) and [YouTube](#) every week during CTE Awareness Month in February. The goal was to keep the videos under 1-minute to keep the viewer's attention.

We organized two college and career fairs in May 2023 and October 2023, where current CTE students set up booths and distributed [informative flyers](#) to younger students. These flyers, also available in 6-12 grade classrooms as a flipbook, bore the high school's logo and brand colors, effectively presenting critical information while fostering brand recognition and school spirit.

An [interactive website](#) was developed as a comprehensive information hub for community members and parents, offering resources like student survey insights, state data, and student-created video content. This ensured that the campaign's messages, which emphasized our CTE programs' practical and future-oriented nature were consistently communicated across platforms.

WEEK	MON	TUES	WED	THURS	FRI	SATUR
WEEK 1				Our January Superintendents' Meeting is on Monday, February 13th. Click Here		
WEEK 2		CAVUSD is proud to be a member of the National Career Technical Education Association (NCTE). Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here
WEEK 3	HOLIDAY - NO POSTING	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here
WEEK 4		CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here
WEEK 5		CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here	CAVUSD Celebrates Black History Month with the award-winning CTE program. Click Here

Here is an example of our social media content calendar outlining each post for CTE Awareness Month throughout February.

To further enhance visibility, we strategically placed banners at various school sites and organized specialized tours for special education students, ensuring inclusive outreach. The [inaugural State of the District event](#), which included CTE tours for local officials and community partners, provided firsthand insights into our programs, aligning with our objective to expand community engagement.

At Board of Education meetings, we regularly recognized CTE students. We updated District leadership on program developments, sharing progress on new pathways such as Aviation and plans for launching a Cosmetology program in 2024. This underscored our ongoing commitment to expanding and diversifying our CTE offerings.

Various local companies have offered internships to our students, and our social media posts are intended to capture the great work our students are doing in their placements. We aimed to showcase the profound impact of our CTE programs on students by sharing firsthand experiences from students and teachers with the broader community. This approach is designed to resonate with and engage our target audiences more effectively.

Monitoring and Adjustments:

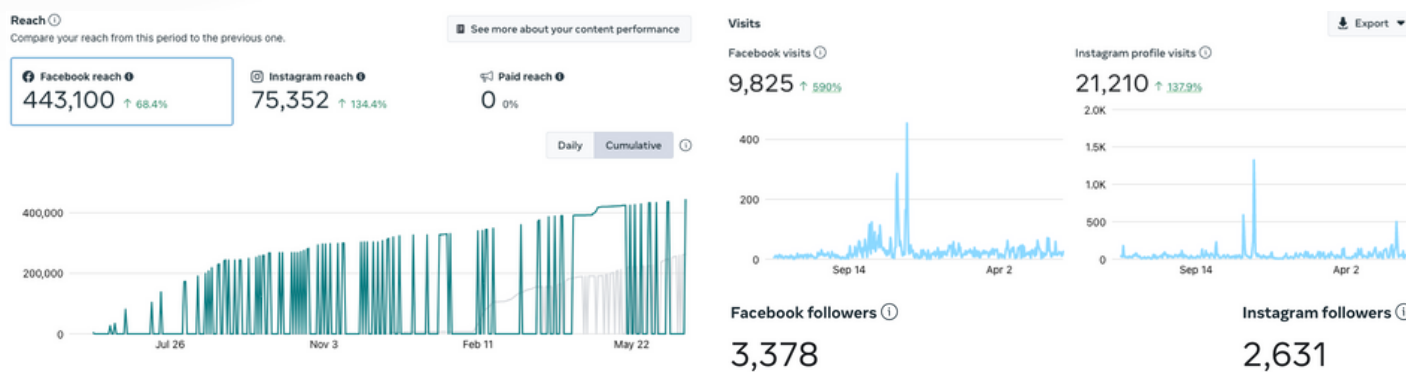
We continuously monitored our campaign's key messages and activities, using social media, website analytics, and event feedback to make timely strategy adjustments. For instance, increased video engagement led us to focus more on video content, while other feedback spurred the development of implementing our CTE pathways into younger age levels.

EVALUATION

Our goal was to achieve a 20% increase in CTE Pathway awareness among 7th and 8th graders by March 1st, 2024. Current research indicates that 84% of students find their CTE classes relevant to future careers. Evidence of growing awareness comes from enhanced social media engagement, positive teacher feedback, and a vibrant campus culture focused on our pathways. Moving forward, we will systematically collect data regarding pathway enrollment and student knowledge to gauge and further this awareness.

The campaign's effectiveness was evaluated using key metrics, such as media coverage, social media engagement, and event attendance, highlighting areas for improvement. Our efforts resulted in significant media attention, with KCAL News featuring our CTE pathways, reaching an estimated 156,000 viewers, and further amplification through PBS Newshour and California School News radio.

We diversified our press release topics and enhanced our website distribution protocols to build on this momentum. Prominently featuring content on the homepage and linking back to full stories from social media led to a 20 percent increase in social media engagement and substantial growth in reach and follower count, indicating the effectiveness of our digital strategy.



Our social media channels saw an increase of 2,463 followers and a 20.9% rise in engagement rates, underscoring the positive impact of our campaign on school morale and visibility. The storytelling approach, highlighting students' experiences and campus culture, effectively conveyed our educational ethos to the community.

Direct engagement was intensified through more frequent information sessions and CTE campus tours, resulting in increased event attendance and stronger community ties. This success demonstrates the value of personal interaction in our outreach efforts.

We would like to know what needs to be done for future efforts. We will continue to gather feedback from students, parents, and industry partners and conduct a detailed analysis of website traffic and media coverage to guide our strategy. Potential revisions include enhancing digital content, expanding direct community engagement, and exploring new media channels to broaden our reach.

In the future, we plan to enhance our baseline research by conducting more comprehensive surveys. These surveys will target current CTE high school students to gather insights into their experiences, preferences, and the effectiveness of our communication strategies. We aim to understand what aspects of the program they value most, how they prefer to receive information and any suggestions they have for improving outreach. Additionally, we will survey teachers for their perspectives on the program's impact and areas for enhancement. Surveys of 7th and 8th-grade students will also be integral to our strategy, helping us better inform and engage these younger students. This expanded research effort will provide a deeper understanding of the needs and perceptions of our community, guiding our future strategies to ensure our CTE programs are as effective and accessible as possible.

In conclusion, the CTE Communication campaign achieved its immediate goals with clear progress indicators. Moving forward, we are committed to using the insights gained for continuous improvement, aiming to enhance the impact and reach of our CTE programs.

SUPPLEMENTAL MATERIALS

CTE PATHWAY FLYERS

Our flyers were created to be distributed both online and in print, with QR codes and embedded videos to make them more engaging. They were branded with high school logos and colors to promote brand recognition among students. Each flyer provided key information about different career fields.

INDUSTRY: AGRICULTURE & NATURAL RESOURCES
Career Technical Education

ANIMAL SCIENCE

COVINA HIGH SCHOOL

Learning to Do, Doing to Learn, Earning to Live, Living to Serve.

PATHWAY OVERVIEW

Covina High School has a farm on its campus, which allows us to offer Animal Science courses for students to invent new ways of improving plants and animals through technology. Opportunities are provided for students to participate in the National FFA Organization. FFA helps develop students' potential for leadership and gives them the chance to raise animals and take them to the Orange County Fair for judging. Students can earn money from selling their products to various supporters in the community.

PROGRAM SEQUENCE

- BIOLOGY AND SUSTAINABLE AGRICULTURE
- AGRICULTURE AND SOIL CHEMISTRY
- ANIMAL SCIENCE
- AGRICULTURAL ECONOMICS AND VETERINARY SCIENCE

ANIMAL SCIENCE LABOR MARKET

LABOR DEMAND

- Veterinarian:** The average yearly salary is about \$192,070.
- Animal Scientist:** The average annual salary is about \$181,342.
- Wildlife Biologist:** The average annual salary is about \$72,548.

BENEFITS

Benefits of completing the program include:

- Business experience through on-campus plant and livestock marketing.
- A competitive edge, industry connections, and preparation for further education opportunities.

Watch on YouTube

Covina High School | 463 S. Hollenbeck Avenue Covina, CA 91723
626.974.6020 | @covinacolts | @covina.high | @CovinaColts | www.c-vusd.org/covinahigh

INDUSTRY: ARTS, MEDIA, AND ENTERTAINMENT
Career Technical Education

DESIGN, VISUAL & MEDIA ARTS

Film Production

NORTHVIEW HIGH SCHOOL

Pathways Prepare Vikings For The Future and Beyond

PATHWAY OVERVIEW

The filmmaking pathway at Northview High School is designed for students interested in media production for both business and entertainment. It covers the creative and technical aspects of filmmaking, including historical and contemporary practices. Students learn story development, screenplay writing, storyboarding, scheduling, budget planning, visual composition, color theory, and camera operation. They also gain hands-on experience with sound and lighting equipment, and video and audio post-production using industry-standard software. This pathway not only teaches technical skills but also encourages collaboration and project management, culminating in a portfolio of student-created media projects.

COURSE SEQUENCE

- VIDEO TECHNOLOGY
- DIGITAL FILMMAKING
- TV & BROADCAST JOURNALISM PRODUCTION
- VIDEO PRODUCTION II

FILM PRODUCTION LABOR MARKET

LABOR DEMAND

- Video Editor:** The average annual salary is approximately \$66,151.
- Film Director:** The average annual salary is approximately \$76,812.
- Executive Producer:** The average annual salary is approximately \$116,602.

BENEFITS

Benefits of becoming a program completer:

- An educational focus in Film Production.
- Development of real-world skills and opportunities for experiential learning.
- Certifications in Adobe Software Programs
- Internships with PBS: NewsHour Student Reporting Labs, Directing Change, and more!

Watch on YouTube

Northview High School | 1016 Cypress St, Covina, CA 91722
626.974-6120 | @nhsvikings_gritgold | @NHSVikings | www.c-vusd.org/Domain123

INDUSTRY: HEALTH SCIENCE AND MEDICAL TECHNOLOGY
Career Technical Education

PATIENT CARE

Sports Medicine

SOUTH HILLS HIGH SCHOOL

Pathways Prepare Huskies For The Future and Beyond

PATHWAY OVERVIEW

The Patient Care Pathway offers students an opportunity to integrate classroom learning with the professional working community. These experiences provide students with an opportunity to explore diverse healthcare occupations. Students will receive training relevant to sports medicine, physical therapy, and several other healthcare professions of interest. Work-based learning will be a component of students' capstone internship at the PT 360 Clinic. Potential extensions of the program include college credit and industry certifications.

COURSE SEQUENCE

- BODY SYSTEMS DISORDERS
- ADVANCE SPORTS PHYSICAL THERAPY
- IB SPORTS EXERCISE

PATIENT CARE LABOR MARKET

LABOR DEMAND

- Strength and Conditioning Coach:** The average annual salary is approximately \$54,113.
- Exercise Physiologist:** The average annual salary is approximately \$76,040.
- Physical Therapist:** The average annual salary is approximately \$79,327.

BENEFITS

Benefits of becoming a program completer:

- American Heart Association Basic Life Support Certification
- Industry Work Experience - PT 360 Clinic
- Personal Training/Strength Conditioning Certifications
- Mt. San Antonio College Articulation

SCAN TO DISCOVER WHAT STUDENTS ARE SAYING ABOUT THIS PROGRAM.

South Hills High School | 645 Barranca St, West Covina, CA 91791
626.974.6220 | @southhillssasb | @SouthHillsASB | @SouthHills_ASB | www.southhillshigh.com

INDUSTRY: MANUFACTURING AND PRODUCT DEVELOPMENT
Career Technical Education

WELDING AND MATERIALS JOINING

TRI-COMMUNITY ADULT EDUCATION

Better Job, Better Future, Better Life

PATHWAY OVERVIEW

Students receive practical hands-on and classroom theory in all welding processes. Students can walk away prepared to take the practical examinations required by the Los Angeles Department of Building & Safety. Metal Fabrication introduces students to metalworking, blueprint reading, and metal fabrication layout. Students will receive technical training and "in the field" knowledge gained to meet the demands of the industry, gain marketable skills as a fabricator, and prepare students for employment.

COURSE SEQUENCE

- WELDING
- ADVANCED WELDING

WELDING LABOR MARKET

LABOR DEMAND

- Underwater Welder:** The average yearly salary is about \$54,000
- Oil Rig Welder:** The average annual salary is about \$77,000
- Fabricator/Welder:** The average annual salary is about \$86,683

BENEFITS

Benefits of becoming a program completer:

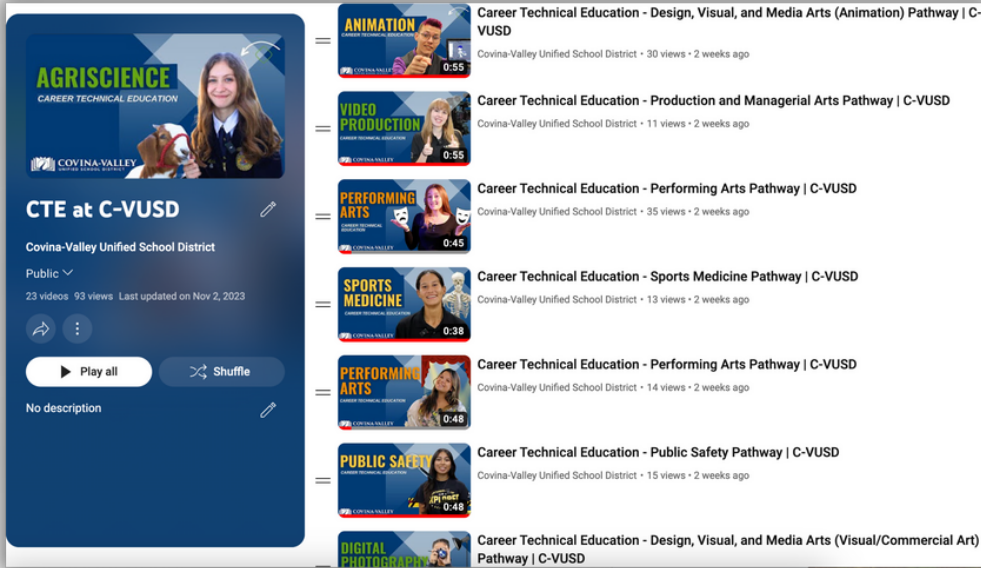
- Los Angeles Department Building Safety Certifications
- Development of real-world skills and opportunities for experiential learning
- Students prepared with vocational skills and opportunities for career advancement

SCAN TO DISCOVER WHAT STUDENTS ARE SAYING ABOUT THIS PROGRAM.

Tri-Community Adult Education | 231 E. Stephanie Dr, Covina, CA 91722
626.974.6420 | @tricomcommunityadult | @Tri-Community Adult Education | @TCAdultEd | www.c-vusd.org/Domain1447

SUPPLEMENTAL MATERIALS

CTE VIDEO SERIES



AGRISCIENCE
CAREER TECHNICAL EDUCATION
COVINA VALLEY UNIFIED SCHOOL DISTRICT

CTE at C-VUSD
Covina-Valley Unified School District
Public
23 videos 93 views Last updated on Nov 2, 2023

Play all Shuffle

No description

- ANIMATION** Career Technical Education - Design, Visual, and Media Arts (Animation) Pathway | C-VUSD
Covina-Valley Unified School District • 30 views • 2 weeks ago
- VIDEO PRODUCTION** Career Technical Education - Production and Managerial Arts Pathway | C-VUSD
Covina-Valley Unified School District • 11 views • 2 weeks ago
- PERFORMING ARTS** Career Technical Education - Performing Arts Pathway | C-VUSD
Covina-Valley Unified School District • 35 views • 2 weeks ago
- SPORTS MEDICINE** Career Technical Education - Sports Medicine Pathway | C-VUSD
Covina-Valley Unified School District • 13 views • 2 weeks ago
- PERFORMING ARTS** Career Technical Education - Performing Arts Pathway | C-VUSD
Covina-Valley Unified School District • 14 views • 2 weeks ago
- PUBLIC SAFETY** Career Technical Education - Public Safety Pathway | C-VUSD
Covina-Valley Unified School District • 15 views • 2 weeks ago
- DIGITAL PHOTOGRAPHY** Career Technical Education - Design, Visual, and Media Arts (Visual/Commercial Art) Pathway | C-VUSD




Scan the QR Code to view the full video series!

CTE BANNERS AT SCHOOL SITES

To foster school spirit and brand recognition, we designed banners that featured the branded colors of the high schools. These banners were strategically placed in visible pickup/drop-off areas where parents could easily see them. Each banner included a QR code that directs families to the high school's website where they can learn about the different pathways and enroll with ease.

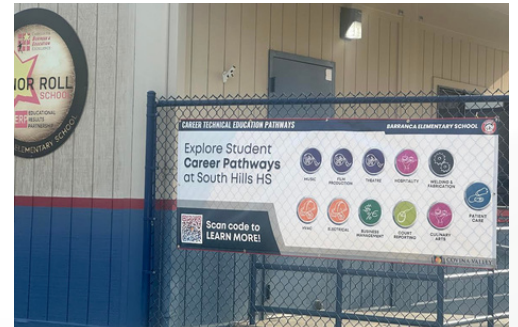
CAREER TECHNICAL EDUCATION PATHWAYS LAS PALMAS MIDDLE SCHOOL

Explore Student Career Pathways at Northview HS



Scan code to LEARN MORE!

COVINA-VALLEY UNIFIED SCHOOL DISTRICT



CAREER TECHNICAL EDUCATION PATHWAYS TRAWEEK MIDDLE SCHOOL

Explore Student Career Pathways at Covina HS



Scan code to LEARN MORE!

COVINA-VALLEY UNIFIED SCHOOL DISTRICT



CTE ON-CAMPUS TOURS



SUPPLEMENTAL MATERIALS

CTE WEBSITE



SOCIAL MEDIA



COVINA-VALLEY CAREER TECHNICAL EDUCATION

Home What is CTE? Our Pathways Choosing a CTE Pathway Tri-Community Adult Educa... More

NOW LAUNCHING OUR

DIGITAL MAGAZINE

BOARD OF EDUCATION
Educational Excellence for Every Student, Every Day

See Realistic, World-Class, Richard Robles, Simon Wright, Maria Caceres

Students Enriched

Welcome to Covina-Valley Unified!

I am pleased to share information about our numerous Career Technical Education pathways. These programs are designed to prepare students for success in their desired career fields by providing hands-on training and real-world experience. Without teachers and staff members who are committed to their students, we cannot provide programs to meet their needs. By enrolling these students, we better serve and support the district with the skills and knowledge they need to achieve their goals and thrive in the workforce.

COVINA-VALLEY CAREER TECHNICAL EDUCATION PATHWAYS IN ACTION

View this post on Instagram

A post shared by Covina-Valley Unified School District (@covina_valley_...)

COVINA-VALLEY CAREER TECHNICAL EDUCATION

Home What is CTE? Our Pathways Choosing a CTE Pathway Tri-Community Adult Educa... Business and Education Par... Staff Directory

PATHWAYS DEEP DIVE

Marketing, Sales, and Services

The Marketing, Sales, and Service industry focuses on promoting products, tapping into creativity and persuasion to engage customers globally. With modern communication tools and transportation, marketing reaches anyone, anywhere. This sector not only offers foundational business knowledge but also emphasizes the importance of innovation, understanding rapidly changing tech and meeting increasing ethical and societal demands.

[Click the link above to learn if this career is right for you!](#)

Information and Communication Technologies

The Information and Communication Technology (ICT) sector is central to solving global challenges and is pivotal in almost all business areas. With computers integral to our lives, professionals adept at facilitating their intercommunication are highly sought after. The ICT industry offers promising career prospects in managing and supporting evolving tech systems and emphasizes clear communication, efficient project management, and a deep understanding of digital data.

Building and Construction Trades

The Building and Construction Trades sector is vital for designing and constructing various infrastructures, from office buildings to housing communities. After architectural designs are set, a skilled team, including plumbers, electricians, and masons, brings it to life, requiring strong math, technology skills, and hands-on experience. This industry offers four career pathways: Cabinetry and Woodworking, Heavy Construction, Mechanical Systems Repair, and Residential and Commercial.

PRESS RELEASES



COVINA-VALLEY CAREER TECHNICAL EDUCATION

Home What is CTE? Our Pathways Choosing a CTE Pathway Tri-Community Adult Educa... Business and Education Par... Staff Directory

EXPLORE OUR PATHWAYS

COVINA HIGH SCHOOL

VIEW THE CTE PATHWAYS AVAILABLE

AGRICIENCE

PATHWAY OVERVIEW

Covina High School has a farm on its campus, which allows students to take courses in livestock, plant science, and the various fields and phases of agriculture. The students are introduced to Agriculture Science, Biological Science, Plant Science, Animal Science, and ways to create improved plants and animals through technology. The program allows intracurricular leadership where students are involved with the National FFA Organization with hands-on career experience.

PROGRAM SEQUENCE

- BIOLOGY AND SUSTAINABLE AGRICULTURE
- AGRICULTURE AND SOIL CHEMISTRY
- ANIMAL SCIENCE

LABOR MARKET

LABOR DEMAND

SALARY RANGE

BENEFITS

COVINA-VALLEY UNIFIED SCHOOL DISTRICT

Board of Education: Maria M. Caceres, Maria E. Cruz, Sue L. Maulucci, Richard Robles, Simon Wright

District Superintendent: Elizabeth Emmerhofer, Ed.D.

NEWS RELEASE

FOR IMMEDIATE RELEASE: Oct. 27, 2023 CONTACT: Katie Emerson, (909) 324-0345

South Hills High Students Gain Hands-on Cooking Experience in Culinary Arts Pathway

COVINA, CA – South Hills High School students bake pies, temper eggs, layer pastry dough, and much more in the school's Culinary Arts career technical education (CTE) pathway, setting them up for a successful career as a chef, baker, prep cook, restaurant manager, or any other restaurant job they desire.

Students start the two-year CTE pathway with an introductory class, where they learn safety and sanitation, knife handling skills, and different cooking and baking techniques. Students then move on to the Capstone class, where they learn higher-level skills and switch of between making savory and sweet dishes.

"Cooking is a vital skill that many kids in today's world aren't learning anymore," Culinary Arts teacher Anna Redd said. "There will always be jobs in the culinary industry – these jobs can't be replaced by machines, like so many other jobs can. It really is an art."

Students in the pathway have the option to participate in the Careers Through Culinary Arts Program (C-CAP), a program that offers internships, mentoring opportunities, classes, and more. Seniors can also join the C-CAP's Cooking Competition for Scholarships, in which high school seniors put their cooking skills to the test for the chance to win cash and scholarship prizes. Students attend a training at Los Angeles Trade Technical College during first semester to learn which dish they will be asked to prepare and be trained in the basics of its preparation. Students are then given time to practice before the preliminary competition in March, followed by the final competition in May.

COVINA-VALLEY CAREER TECHNICAL EDUCATION

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Sport Medicine

Destiny Saillant shares her enriching journey through the Career Technical Education (CTE) Pathway. Destiny delves into her experiences, shedding light on how the program has equipped her with invaluable skills and knowledge in sports medicine. From hands-on training to real-world applications, she narrates how this pathway has shaped her passion and prepared her for a promising future.

DESTINY SAILLANT - SPORTS MEDICINE

Performing Arts

Juliana Aguirre shares her transformative experiences in the Performing Arts Career Technical Education (CTE) Pathway. In this video, Juliana explores various art forms and hone her skills on stage, showcasing the impact of the CTE Pathway on her artistic growth.

JULIANA AGUIRRE - PERFORMING ARTS

Business Management

Liani Arevalo takes us through her transformative journey within the Business Management Career Technical Education (CTE) Pathway. Liani shares her experiences and insights, highlighting how the program has honed her skills and fueled her passion for business. From classroom learning to real-world applications, she discusses how the pathway has shaped her aspirations and understanding of business management.

LIANI AREVALO - BUSINESS MANAGEMENT

COVINA-VALLEY UNIFIED SCHOOL DISTRICT

Board of Education: Maria M. Caceres, Maria E. Cruz, Sue L. Maulucci, Richard Robles, Simon Wright

District Superintendent: Elizabeth Emmerhofer, Ed.D.

NEWS RELEASE

FOR IMMEDIATE RELEASE: Oct. 23, 2023 CONTACT: Katie Emerson, (909) 324-0345

Northview High Students Uncover Passion for Service Through Public Safety Pathway

COVINA, CA – Northview High School students are putting public service theories, principles, and techniques to the test through hands-on lessons and projects in the school's Public Safety Career Technical Education (CTE) Pathway, which aims to develop students into professionals with a passion for helping their community.

The CTE pathway features three classes: Administration of Justice I, Advanced Forensic Science, and Administration of Justice III. Through these classes, students cover a wide range of topics, including the history of law enforcement, the process of American justice, cultural diversity, ethics, and patrol officer procedures. Students gain active skills in fingerprinting, blood spatter analysis, crime scene reconstruction, and more.

"Our pathway helps students understand the commitment needed to have a career in public safety and the goals and expectations of the job," Public Safety teacher Gregg Peterson said. "Working and interacting with these students is incredible – it makes me feel positive about the future of the public service industry."

Students who have gone through the Public Safety Pathway now work in public service positions such as police officers, detectives, Secret Service, and the military. "I find criminal justice fascinating," Northview High School junior Alexandria Corral said. "I enjoy everything I have learned in the Public Safety Pathway so far, and I cannot wait to continue in the course sequence. The program has inspired me to want maybe to go to law school one day."