



EMPLOYER PROFILE

Casady & Greene

Size: Small

Region: Rural

Industry: Technology

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School-to-Career Partnership Contact:
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Overview

Casady & Greene, a small software publishing company, is an integral part of School-to-Career in the Monterey Bay area. The company has been a leader in forming an organization called Business Education Students in Transition (BEST), which consists of proactive employers and representatives from the county Office of Education dedicated to offering meaningful work-based learning opportunities to students. BEST has produced a video for other employers that explains the features and benefits of internships and dispels many of the fears companies have about hiring young people.

Casady & Greene is committed to workforce development and the community through various education partnership activities. Each year, the company employs almost as many student interns as employees and makes donations of 15,000 to 30,000 units of software to local schools. As almost 40% of the interns are children of employees, the program builds pride and morale.

Critical Success Factors

Below are several critical success factors for Casady & Greene and its School-to-Career activities:

- Community participation is written right into the company mission statement.
- Celebrate employee successes and offer them the flexibility to volunteer.
- Student interns need to do real, productive work.
- A combination of high expectations and caring support generates excellent results in students.
- A full-time coordinator for internships and other activities is key.
- Hiring students who are dependents of employees (but not exclusively) generates greater buy-in from employees and creates a strong family-oriented community around the company.
- On-going evaluation of the program through exit interviews and performance evaluations is critical.

Casady & Greene's Path to Success

Casady & Greene realized that the education system by itself lacks the resources and expertise needed to train future employees and that businesses must take an active role. School-to-Career provided a mechanism for people to be able to live and work near their families in the Salinas community. Investing in the education of local young people and in the families who are part of the company helps ensure future success.

Company president Terry Kunysz states, "Don't let your own prejudices reduce your expectations for working with students. For example, we pay more than normal for our student interns and, in turn, we expect and receive more from them." Kunysz encourages other companies to make internships real work for students, not more work for employees. If you employ as many as 10 interns at one time, consider hiring a supervisor to coordinate and mentor them. Casady & Greene often hires a college student or even a teacher intern to take on this role of coordinator.

Strategies/Activities

- Job shadowing
- Tours, meetings and community events on site
- Quality internships for middle school, high school, college students and teachers
- Guest speaking in local classrooms
- Advocacy on behalf of School-to-Career and support for the involvement of other companies
- Software donations and other in-kind support for schools