



ASSOCIATION PROFILE **Fresno Chamber of Commerce**

Size: Large
Region: Urban/Rural
Industry: All

Main Contact: Bobby Kahn
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School-to-Career Partnership Contact:
State Center Consortium
(559) 241-6530

Overview

For seven years, the Fresno Chamber of Commerce has led employer and labor engagement in the region's School-to-Career system, connecting hundreds of businesses, labor organizations and schools. Working closely with State Center Consortium (the local School-to-Career partnership), the chamber centralizes School-to-Career initiatives in its Business Education Committee and collaborates with the Fresno Business Council and Fresno County Employment Competency Program. Chamber representatives assume leadership roles in State Center Consortium through several governance structures, including the partnership's Executive Committee, and together the two groups direct statewide efforts to publicize School-to-Career in California, especially to the employer and labor communities. Among the chamber's marketing and public relations activities are television, radio and print campaigns and special events

The Business Education Committee promotes internships, job shadowing, apprenticeships and many other work-based learning opportunities for students and teachers. Its straightforward on-line newsletter, Ed Mail, informs and recruits member businesses into School-to-Career. Ed Mail is brief (usually two pages), easy-to-read and combines information about schools, business partners and School-to-Career activities.

Critical Success Factors

Below are several critical success factors for the Fresno Chamber of Commerce and its School-to-Career activities:

- Collaborate with other business and labor organizations to reach the maximum number of potential business and labor partners. Create a centralized coordination structure to streamline this process.
- Chambers of commerce need to play a key role in supporting and promoting School-to-Career.
- Regularly promote the success of chamber members and partners to increase support and interest in School-to-Career.

Strategies/Activities

- Job shadowing
- Quality internships for high school students and teachers
- Pre-apprenticeships
- Advocacy on behalf of School-to-Career and support for the involvement of businesses and labor
- Advisory board and committee participation
- Employment competency certification
- Marketing, public relations and media outreach to promote School-to-Career