



EMPLOYER PROFILE

State Farm Insurance

Size: Large

Region: All

Industry: Business Services

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School-to-Career Partnership Contact:
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Overview

Upholding a comprehensive commitment to education, State Farm Insurance has been a leader both nationally and in California in defining the business community's efforts to improve student achievement and advance educational reform. The company believes that unlocking the talents of young people makes for both sound public policy and healthy businesses. Offices in Sonoma, Los Angeles and Tulare Counties are particularly active in offering job shadowing, mentoring, internships and teacher fellowships. State Farm plays a central role in the local School-to-Career partnerships in these areas through fund raising, engaging other businesses and participating on boards and committees.

Recently State Farm became the first statewide sponsor of California School-to-Career. The company has initiated a highly effective media campaign supporting the effort and is leading the promotion of events such as Groundhog Job Shadow Day, California Intern Summer and the School-to-Career Summer Academy and Convention. In the summer of 2002, State Farm and the Governor's office will host the first California employer summit on education.

State Farm's Path to Success

State Farm Insurance has participated for many years in School-to-Career across the nation and throughout California. The company's commitment to improving education and communities forms the foundation of its success and the basis of future accomplishments. Vic Ryberg of State Farm in Bakersfield sums up this ethic in describing his own experience: "I started working with our local schools through a business program called Virtual Enterprise. After being an advisor, job shadow mentor and intern advocate, I remain focused on my original goal of starting an insurance academy program where high school students can discover the full range of industry careers."

Strategies/Activities

- Job shadowing
- Mentoring
- Quality, paid internships for students and teachers
- Advocacy on behalf of School-to-Career and support for the involvement of other companies
- Teacher fellowships and professional development
- Media campaigns and statewide events
- Participation on advisory boards and committees
- Policy advocacy and leadership