

# 2020 ANNUAL REPORT



1971-2021

**EdenAreaROP**

Fifty Years of Essential Education

---

# THE MISSION

OF THE EDEN AREA REGIONAL OCCUPATIONAL PROGRAM

# IS TO PREPARE STUDENTS

# FOR CAREERS & FURTHER EDUCATION

AS WELL AS TO INSTILL WORKPLACE VALUES

# THAT WILL ENABLE THEM

# TO COMPETE

# SUCCESSFULLY

# IN THE ECONOMY

# OF TODAY & THE FUTURE

---

# LETTER FROM THE SUPERINTENDENT

## DEAR COMMUNITY MEMBERS,

This year marks the 50th anniversary of the Eden Area Regional Occupational Program (EAROP). It is with gratitude and an understanding of the importance of community that I write this letter. For the last 50 years, EAROP has been educating “essential employees” for our community. It is estimated that approximately 200,000 high school students have taken ROP courses.

Our alumni work throughout the cities of Castro Valley, Hayward, San Leandro, San Lorenzo, and beyond. EAROP students have entered the workforce and found careers in a variety of fields including public safety, medicine, dentistry, business, education, transportation, technology, manufacturing, and the arts.

Our community partnerships are what make this all possible. The school districts have supported EAROP and have entrusted their students to us. The Chabot-Las Positas Community College District provides pathways for students to complete job training, certificates, AA degrees, and transition to 4 year universities. The chambers of commerce help us promote work-based learning opportunities to the regional business community and continue to be our biggest advocates of our mission to support local workforce development. Businesses provide work-based learning opportunities and come into the classrooms as guest speakers. They provide internships, scholarships, apprenticeships, and eventually employment.

When I reflect on the last 50 years, I am grateful for the early visionaries who established EAROP as one of the first ROPs in the state. I am thankful for all those in our community who have continued to support and help build an outstanding program over the years. I am grateful to the teachers who have worked directly with our students and the alumni themselves for making the dream a reality as they stepped into our community as adults.

It is evident that the success of our past, and of our future, is deeply rooted in the strength of our relationships. Thank you for an amazing 50 years of partnership.



**LINDA GRANGER**

*Superintendent*

# ABOUT US



**4 DISTRICTS SERVED**

**150+ CLASSES**

**13 INDUSTRY SECTORS**

**4,500+ STUDENTS**

Regional Occupational Programs (ROPs) are one of the longest standing forms of post-secondary career preparedness in California. Eden Area ROP is a dynamic educational organization whose mission is to prepare students for careers and further education as well as to instill workplace values that will enable them to compete successfully in the economy of today and the future.

**CASTRO VALLEY UNIFIED SCHOOL DISTRICT**  
**HAYWARD UNIFIED SCHOOL DISTRICT**  
**SAN LEANDRO SCHOOL DISTRICT**  
**SAN LORENZO UNIFIED SCHOOL DISTRICT**

We specialize in Career Technical Education (CTE) that transforms student aspirations into reality and builds a pipeline of workforce talent for regional businesses. Experience is the greatest teacher at Eden Area ROP. Our programs focus on industry-specific skills that span across 13 different business sectors, with courses located at both the ROP Center and the student's high school campus.

Many of our courses are UC a-g approved, and have articulation agreements with community colleges where students can earn college credit through successful completion of the course. Additionally, we cultivate relationships with business partners that create opportunities for internships and other innovative work-based learning activities.

Eden Area ROP is accredited by the Western Association of Schools and Colleges. As a Career Technical Education provider, Eden Area ROP partners with Castro Valley, Hayward, San Leandro, and San Lorenzo Unified School Districts to strengthen and broaden the students' educational experience.

# BUSINESS PARTNERSHIPS

Business partnerships provide the sinew between career development classes and the world of work. Businesses advise on curriculum and industry standards, act as guest speakers, host interns, and make learning real for students in a myriad of ways.

Nearly 800 businesses contributed their time to support our students last year. Among them, several stood out as partners who have gone above and beyond for our students and were identified by staff and Chamber partners as **Business Partners of the Year**.



**Beli Acharya and Kirsten Cross**  
Construction Trades Workforce Initiative

Beli Acharya and Kirsten Cross are with the Construction Trades Workforce Initiative and have been integral partners in the design, strategy and recruitment planning of San Leandro Unified School District's Pre-Apprenticeship program. This partnership increased the number of work-based learning opportunities for students. Ms. Acharya and Ms. Cross have also provided professional development for counselors, teachers, and college and career coordinators. They were a major contributor in support of the virtual summer trades program.



**Chris Berilla**  
AECOM

Chris Berilla is a Project Manager with AECOM and he began working with the Eden Area ROP when he joined the Engineering Advisory Board. He is very willing to give of his time and share resources. Mr. Berilla has been a guest speaker and was a key player in the telephone interview project for a TREND class. He aided in recruiting 18 engineers from the Bay Area to sign on and talk to the engineering students. Mr. Berilla has been instrumental as he continues to recruit additional advisors for the Engineering program.



**Mary Bradd**  
United Seniors of Oakland and Alameda

Mary Bradd works with United Seniors of Oakland and Alameda County. She has hosted HaBit pathway students for the last several years. She has been a supportive partner in helping Castro Valley students learn to care for seniors, work on activities at the facilities, and has helped students develop the emotional skills necessary to work in senior care environments. Ms. Bradd's program has allowed our students to apply the skills they are learning in the Medical Careers courses and benefit from the experiences provided by United Seniors of Oakland and Alameda.



**Elisabeth Charles**  
Rodan + Fields

Elisabeth Charles has been sharing her experience as a business consultant with the Entrepreneurship program at Hayward High School for 17 years. Ms. Charles has supported worked-based learning as a guest speaker, judged DECA and NFTE competitions and provides valuable coaching and mentoring opportunities for students. The students learn about the exciting events she has been involved with including the Super Bowl, the Oscars, and the US Open. Ms. Charles provides challenges for the students to complete before her visit to be followed by engaging feedback that validates the students' ideas. She has also been a fantastic role model for the students.



**Adam Helweh**  
Secret Sushi

Adam Helweh is the Digital Marketing CEO and founder of Secret Sushi. Mr. Helweh brought his unique talents to the Entrepreneurship classes and challenged students to unpack and explore the benefits and obstacles associated with being an entrepreneur. Mr. Helweh has spent many days at Tennyson and Mt. Eden High Schools engaging students in a variety of work-based learning activities. He also volunteered to launch a Zoom Speaker Series during the shelter in place last Spring which included all the Eden Area ROP partner districts.



**Ken Hugen**  
RDO/Vermeer Equipment Company

Ken Hugen of the RDO/Vermeer Equipment Company supports the Eden Area ROP Construction Technology program. He consistently supports youth by providing them with professional development including work ethics, character development, citizenship and career preparedness. Mr. Hugen serves on the Eden Area ROP Construction Technology Advisory Board and has provided critical program input for 5 years. He has provided support with material donations and industry related student training. He stands ready at all times to respond to program / student needs. Eden Area ROP Construction remains both appreciative and fortunate to have the support of Ken Hugen and RDO Equipment.



**Marlon Medina and Ben Shell**  
PPG Auto Paint

Marlon Medina and Ben Shell from PPG Auto Paint support the Eden Area ROP Automotive Collision & Refinishing program. When California increased air regulations, body shops switched to water based paints. Mr. Medina and Mr. Shell donated thousands of dollars in paint and tools to ensure the school facility was compliant. They have provided certification classes to the Instructor and have set up networking opportunities with vendors and body shops in the area which resulted in lower instructional costs for classroom materials. Mr. Shell also plays a very active role on the Eden Area ROP Automotive Collision Advisory Board.



**Robert McManus**  
San Leandro Police

Robert McManus served as a San Leandro police officer and has been supporting Marketing Economics students at Arroyo High School for ten years. He brings a unique understanding of the business aspect of policing to the classroom. Mr. McManus has taught 100s of students about the different dynamics of Government agencies and has been an Advisor for the Marketing and Entrepreneurship Advisory Board for 5 years. He provides students with a network of professionals who mentor and hire students. Mr. McManus has also helped Arroyo DECA with its competition prep sessions after school. He is a former DECA alumni as well.



**Jeff Roberts**  
Ohlone College

Jeff Roberts is the Head Athletic Trainer and a Professor at Ohlone College. He has been supporting the Sports Medicine program at Mt. Eden High School as a guest speaker. Mr. Roberts provides real-world experiences and situations in Sports Medicine for students to consider, evaluate and solve. He is uniquely positioned to guide the Mount Eden students through the many programs available to future medical professionals. He has consistently given his invaluable time and considerable experience to further the opportunities available to students. Mr. Roberts is also on the Eden Area Regional Occupational Program's Business Advisory Board.



**Melinda Sciandri**  
Southern Alameda County  
Dental Society

Melinda Sciandri is the Executive Director of the Southern Alameda County Dental Society. She has consistently supported the Eden Area ROP Dental Assisting program. Ms. Sciandri has provided students a variety of volunteer opportunities which have helped them develop their professional skills. She has asked EAROP Dental Assisting students to participate in programs like Give Kids a Smile and the East Bay Stand Down which provide dental care services to community members. Ms. Sciandri has helped promote the EAROP program and has supported student recruitment.



**Commander Jack Tucker**  
Alameda County Sheriff

Commander Jack Tucker of the Alameda County Sheriff's Office (ACSO) has been a strong support for the Eden Area ROP Law, Forensics, and Careers in Public Safety program. He is a member of the program's Advisory Board and has always said, "Ask for anything." Commander Tucker has provided guest speakers, facility tours, and the ACSO "Explorer and Cadet Program". As a result of Commander Tucker's support, many students have chosen to pursue a career with the ACSO. Some also participate in the ACSO "Explorer" program and express an interest in the ACSO "Cadet" program after they graduate.

# WORK-BASED LEARNING

Work-Based Learning or WBL consists of a range of activities where students learn and develop workplace skills. In WBL, students progress from awareness to exploration to career preparation and training. Typically, WBL experiences become more sophisticated as students mature.



Over the past four years, the Eden Area ROP has enjoyed a strong working partnership with the Eden Area Chambers of Commerce. They've introduced teachers and students to community partners and helped students learn about careers.

The Eden Area ROP coordinated over 20,000 work-based learning opportunities for students during the 2019-20 school year. Despite the COVID-19 shelter in place, the ROP continued to provide virtual work-based learning for our CTE pathway students.

To get involved with Work-Based Learning, contact:  
Jayne Salinger ([jsalinger@edenrop.org](mailto:jsalinger@edenrop.org));  
(415) 497-8227

# ADULT PROGRAMS

The Adult Education Department offers programs with training in employable skills during the hours that are most convenient for adults to take classes while balancing work and family.

**DSP:  
459 STUDENTS**

**CMA:  
52 STUDENTS**

**ELECTRICAL:  
500+ STUDENTS**

**DA:  
22 STUDENTS**

The goal of the Adult Education Department is to offer a fee-based, high quality career technical training program that leads to “high-skill and high-wage” entry-level (and beyond) employment opportunities.

We offer classes four nights per week as well as a combination of short-term and long-term training options depending on the program.

The Eden Area ROP Adult Education department offers the following programs.

- Daytime Dental Assisting program where students may earn their DA and RDA certificates
- Accelerated electrical day class where students earn an ET card
- Continuing education classes in the evening to maintain electrical certification
- Clinical Medical Assisting (CMA) Certificate program
- Welding
- Direct Support Professional (DSP) training for employees working in facilities providing assistive care

The Electrical Training Program offered on campus is in conjunction with the Construction Craft Training Center (CCTC #109). We serve approximately 500 electrical trainees between our Hayward, Turlock, and Concord campuses.

Eden Area ROP Adult Education also serves as the Local Education Agency for ABC NorCal Apprenticeship Program and International Union of Elevator Constructors, Local 8.

PROGRAM FUNDING

---

LOCAL (DISTRICT)  
REVENUE

\$9,968,359

OTHER STATE (GRANTS)

REVENUE

\$2,314,960

FEDERAL  
REVENUE

\$355,164

TOTAL REVENUE

\$12,639,083

# FUNDING

In 2013-2014, direct funding for Regional Occupational Programs (ROPs) was eliminated by the state. Under the Local Control Funding Formula (LCFF), funds that were earmarked for ROPs were included in the base funding for districts and county offices, and the requirement to use those funds for CTE was eliminated.

**Eden Area ROP partner districts remain committed to CTE and the benefits it provides to students and all have agreed to continue funding ROP programs through the year 2021-2022.**

To provide additional support to our students and partner districts, Eden Area ROP has been aggressively seeking additional funding opportunities that align with our mission. Over the past two years we have been awarded grants that have doubled our revenue for the next school year.

Three primary sources of additional revenue come from the Career Technical Education Incentive Grant (CTEIG), the Strong Workforce Program, and the Workforce Innovation and Opportunity Act (WIOA).

## CTEIG

CAREER TECHNICAL  
EDUCATION INCENTIVE  
GRANT

The CTEIG is intended to maintain and improve CTE programs. Eden Area ROP successfully applied for this grant on behalf of our partner districts and received \$1,481,267 for the 2019-2020 school year. Additional CTEIG funds will be available this year.

## SWP

STRONG WORKFORCE  
PROGRAM

The Strong Workforce Program provides funds to support high-quality CTE aligned with Strong Workforce regional priorities. Eden Area ROP successfully applied for this grant and received \$2,087,302 to support ROP and our partner district CTE initiatives.

## WIOA

WORKFORCE INNOVATION  
AND OPPORTUNITY ACT

Finally, over \$100,000 was received from the Alameda County Workforce Development Board to support Workforce Innovation and Opportunity Act (WIOA) Youth Innovation Program activities.



---

# Thank You For Your Support

Castro Valley Unified School District

Hayward Unified School District

San Leandro Unified School District

San Lorenzo Unified School District

Chabot Community College

City of Hayward

Hayward Chamber of Commerce

Castro Valley/Eden Area Chamber of Commerce

San Leandro Chamber of Commerce

California State University East Bay

Baxter International

Casa Sanchez Foods

Castro Valley Marketplace

Castro Valley Sanitary District

East Bay Municipal Utility District

Eden Township Health District

FACES For the Future Coalition

Farmers Insurance

Life Chiropractic College West

Oro Loma Sanitary District

OSIsoft

San Leandro Hospital

Southland Mall

St. Rose Hospital

State Farm

---

*Preparing "Essential Employees" since 1971*