

2021 ANNUAL REPORT



THE MISSION
OF THE EDEN AREA ROP
IS TO BUILD A FOUNDATION
FOR STUDENTS
THAT WILL PREPARE THEM
ACADEMICALLY,
TECHNICALLY,
AND PROFESSIONALLY
TO MEET THE CHALLENGING
OPPORTUNITIES
OF THE 21ST CENTURY
WITH CONFIDENCE AND PURPOSE.

LETTER FROM THE SUPERINTENDENT

DEAR COMMUNITY MEMBERS,

2021 marks a year of unprecedented challenges. We were all tested in ways in which we never imagined. Through it all, I am reminded of the flexibility and perseverance of our students and staff. Providing Career Technical Education opportunities to students in the midst of a pandemic, via a distance learning model, is no small task. Yet our students and staff were up to the challenge.

- Instructors adapted to teaching in a virtual environment
- Students demonstrated their resilience and took advantage of the opportunities we were able to provide
- Business Partners and our work based learning team figured out ways to provide teachers and students with opportunities to learn from the field, even if it had to be done remotely

If this year has taught me anything, it is the value of human innovation and the power of determined will. These principles are core to the importance of Career Technical Education in preparing our students to be productive members of society. The careers that our students are learning about in our programs are essential to the operation of our economy. Students also grow in their entrepreneurial skills and their ability to overcome life's biggest problems. Yes, we have been challenged and tested. However, we will get through the pandemic and succeed in our mission of preparing students for rewarding careers.



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**.



Collision Repair Education Foundation

The Collision Repair Education Foundation (CREF) has been a tremendous partner for the Eden Area Regional Occupational Program's (ROP) Auto Collision and Refinishing program for eight (8) years. During that time, the program received well over \$80,000.00 in donation of products and cash. The CREF has donated curriculum, estimating programs that professionals use, and various other materials. Their cash donations have bought the materials used in the Auto Refinishing shop. Additionally, the program was awarded \$20,000.00 in 2019 through a makeover grant. In 2020 it received another \$4,000.00 for spray equipment in the shop in addition to more product donations. The people at CREF—especially Melissa Marscin—have been outstanding to work with. We are humbled by their generosity and caring and their continued support of the Auto Collision and Refinishing program.



Roy Miles, Jr. Northstarr Media Group

Roy has gone above and beyond during his five-year tenure with the Art, Media, and Entertainment advisory board and as guest speaker for the Bay Area Digital Arts Academy (BADA) program. All you must do is ask him and he will do whatever he can to accommodate. As a guest speaker, he has taken time out of his busy day to participate in Zoom meetings to answer questions regarding animation. Roy also maintains a social media relationship with students who contact him with industry questions. When asked if he could assist in raising money to help a talented student purchase the proper equipment, he did all the research and put together the pricing for the materials needed to create animation from home. Roy Miles, Jr. is fully dedicated to the BADA program and is greatly appreciated.



Dirk Vanderlaan

Tesla Veterans Recruiter

Mr. Vanderlaan and Tesla became a valued partner during the 2020-2021 school term. Dirk conducted ten (10) presentations between November and March to classes in several school districts and ROP including advanced manufacturing, engineering, and transportation. He was always happy to accommodate any class that wanted to learn more about the production process at Tesla's Fremont factory. In the Spring he opened Tesla's Manufacturing Development Program (MDP) to the districts where several students applied for this exciting educational and employment opportunity. Dirk Vanderlaan has been an exemplary business partner. His manner and enthusiasm are a true delight and are reflected in his presentations. We look forward to several years of working more with Dirk and Tesla.



Paul Nguyen

Economic Development Manager for the City of Hayward

Mr. Nguyen has been an active participant in fulfilling the work-based learning needs of Hayward Unified School District's (HUSD) Career Technical Education (CTE) programs. As the conduit of new businesses in Hayward, he never hesitates to introduce new industry partners resulting in work-based learning events for the students. For example, Paul's connection with Amazon Web Services has been of great value. He has been a staunch advocate of Eden Area ROP and Hayward HUSD CTE pathways and always sends information on hiring events, career fairs and other workforce development opportunities he knows to be pertinent to the needs of all pathways. For two (2) years his connections have been critical in the production of at least six (6) major work-based learning events including multiple guest speaker appearances for HUSD students.



Todd Anglin, ChFC, CLU

President, Anglin Insurance and Financial Services, Inc.
State Farm Agent

Todd Anglin has been a major force in helping Castro Valley Unified School District's (CVUSD) Career Technical Education (CTE) programs establish remote internships during the COVID pandemic. For the past two (2) years, through his work with the Castro Valley/Eden Area Chamber of Commerce and the Castro Valley Rotary Club, and his own work with State Farm Insurance, Todd has connected the district with local companies open to hosting students remotely for internships. He has also hosted multiple interns. Before the pandemic, Todd was already a driving force in creating connections with the Castro Valley community for CVUSD's work-based learning efforts. Since then, he has continued to be an advocate of the district's programming by being the chief campaigner promoting the value of CTE to students and the community.



Brittany Albaugh

Program Manager,
Construction Industry Education Foundation

Ms. Albaugh has provided numerous guest speakers and unwavering support for Eden Area Regional Occupational Program's (ROP) construction pathway. She has consistently provided information, training materials, curriculum support and in guiding the program through the execution of the training platform. Brittany's professional demeanor and commitment to students combined with her "Can Do" attitude has provided ROP's construction unparalleled support.



Quency Phillips

Que Talent Agency
State Farm Agent

Mr. Phillips has spoken to Marketing, Sales and Service students as a class mentor, guest speaker and as a judge in a business plan competition. Quency elevates students' way of thinking. Through this they are enabled to empower themselves; insert themselves in situations that lead to changes in their communities. Changes that have a long-lasting impact on social justice. Quency inspires students by telling his personal stories and struggles - honest communication that shows overcoming adversity is what gives us strength. He has given of himself time and time again, personally, and professionally to help students realize their strengths and abilities.



San Leandro Chamber of Commerce

The San Leandro Unified School District has nominated the San Leandro Chamber of Commerce for their unwavering support during the implantation of the Summer Internship Program last school year. The Chamber went over and beyond in its voluntary partnership. They assisted in recruiting companies to host virtual and in-person internships and in organizing an instructional webinar for the students that detailed professional behavior and expectations. The Chamber also hosted in-person and virtual 'meet ups' that connected the employers with the interns and provided the students with digital tools. And lastly—reflecting the importance of connecting local companies with school districts—they hosted their own San Leandro student intern. The San Leandro School District wishes to thank the San Leandro Chamber for all their work and dedication.

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 nearly 10,000 work-based learning opportunities for students during the 2020- 21 school year. Despite the COVID-19 shelter in place, the ROP continued to provide virtual work-based learning for our CTE pathway students. The WBL staff and teachers were able to coordinate opportunities for work-based learning through Zoom speakers, virtual workshops, and remote internships to ensure students had an enriching experience.

To get involved with Work-Based Learning, contact:
Jayne Salinger (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:
896 STUDENTS**

**CMA:
31 STUDENTS**

**ELECTRICAL:
500+ STUDENTS**

**DA:
15 STUDENTS**

**WELDING:
11 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.

*Despite Covid-19 Restrictions, classes continued to run as the students were training in “essential worker” programs.

PROGRAM FUNDING

LOCAL (DISTRICT)
REVENUE

\$10,300,334

OTHER STATE (GRANTS)

REVENUE

\$2,261,909

FEDERAL
REVENUE

\$423,915

TOTAL REVENUE

\$12,986,158

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 \$1,384,52 for the 2020-2021 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

AECOM

Biocom

Casa Sanchez Foods

Castro Valley Sanitary District

East Bay Municipal Utility District

Eden Township Health District

FACES For the Future Coalition

Farmers Insurance

FulPhil

Hayward Fire Department

Life Chiropractic College West

Oro Loma Sanitary District

San Leandro Hospital

Southland Mall

St. Rose Hospital

State Farm

Preparing "Essential Employees" since 1971