

Building, Branding & Marketing A CTE Pathway From The Ground Up



WHAT IS YOUR CARROT





List All Of The Foods You
Can Think Of That Are

ORANGE



Robyn Parratto



Connect With Me
On LinkedIn



- **Been in the Classroom for More Than 15 Years**
- **Born & Raised in Orange County, CA. Moved to Rocklin, CA in 2019.**
- **Worked for Anaheim UHSD Most of my Career. Currently Work in Rocklin USD.**
- **Taught Middle School for 10 years, High School for 7**
- **Built Top District Culinary Program in 2 years - Leader in the AIME Program**
- **Built & Continuing to Build Education Pathway for the Past 5 Years**
- **I Love Working With Students**
- **I am Not a Fan of Brussels Sprouts - Even With Balsamic**

You've Just Been Told By Admin You Have to Build a CTE Pathway?!



WHAT DO YOU DO NOW



Design Your Crop



- What Are Your **THREE** Classes That Make Up Your Pathway?

- Do The Classes Make Sense Together? Correlate? Build?



- Make A Timeline - Most Pathways Take 5+ Years

Most



- Set Reasonable Goals For Growth & Development

- **WHAT IS YOUR CARROT**





54 Interns:
Year 2 of the Intern
Section of the Pathway

2019 Pilot Kiddos: Stayed 4 Years in the Program



2023 Graduating
Seniors

WHAT IS YOUR CARROT?



- **It's Your WHY: Why Would Kids Take Your Class?**
 - **How Do You Keep Kids Coming Back For More?**
 - **What Makes You Special? Shiny? Unique?**
 - **What Does This Kid Get From Taking Your Class For 3+ Years?**
 - **What Is Your Ultimate End Goal For You & Your Program?**
- **DREAM BIG & THINK OUTSIDE THE FARM (SCHOOL GROUNDS)!**

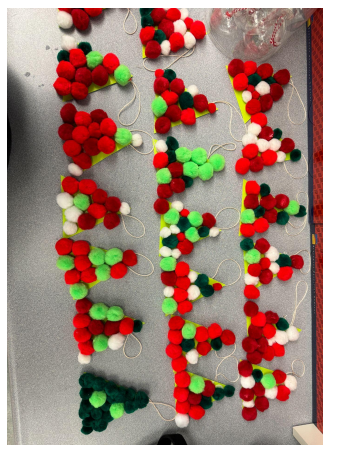
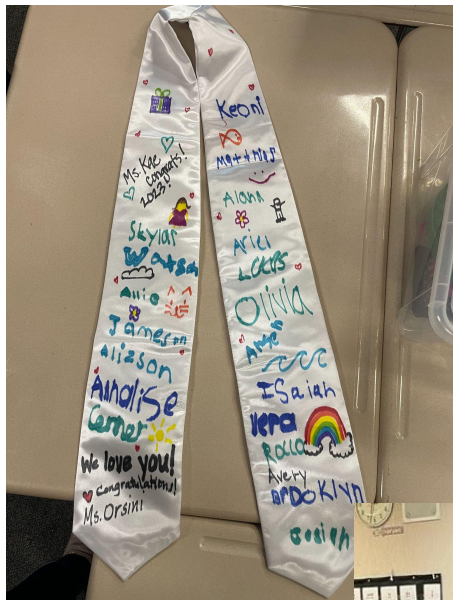


- **An Experience That Empowers A Career Mindset**
- **Professional Expectations: Dress, Attitude, Actions**
- **Something Unique A Student Can Only Receive In Your Class**
- **An Addition To A College Application Or Potential Job Outside School**
- **Something They Will Remember Forever - Leaves A Legacy**



Marks of a Good Carrot





Elementary Interns



Anaheim Pledge Event Hosting
UC President Janet Napolitano & UCI Chancellor Howard Gillman



Anaheim White House Intern Scholarship Program With Chef Sir Bruno Serato

Invest In Your Crop



Remember: You Build Your Program, Students Build Your Reputation

- **PUMP UP YOUR FIRST YEARS**
- **Give Them A Reason To Stay With You**
- **All Students Really Want Is To Feel Seen**
- **When Building, GET STUDENT INPUT: What Do They Want? What Do They Value? BUILD IT TOGETHER!**
- **Give Them A Little Nugget - Project / Invite To Event**



If You Invest In Them, They Will Invest In You!



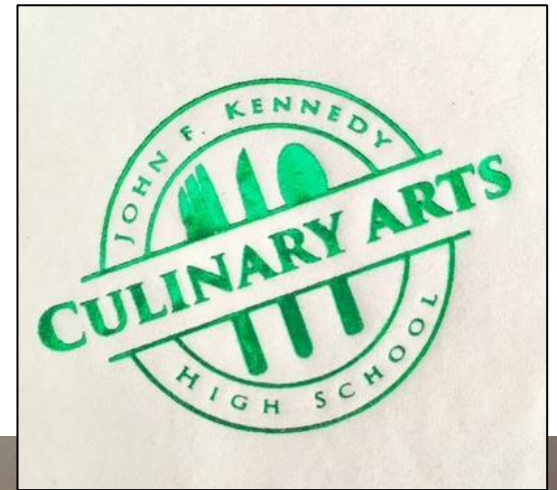
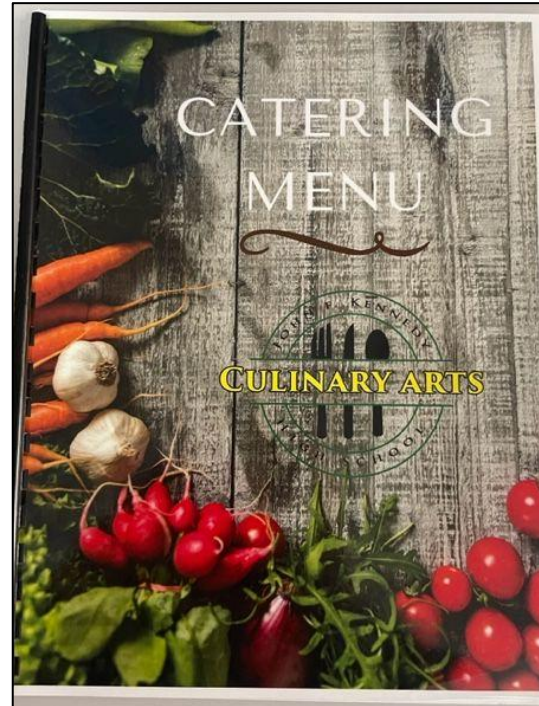
53 Second Brainstorm Notes / Chat / Check Phone



Making Your Crop Known

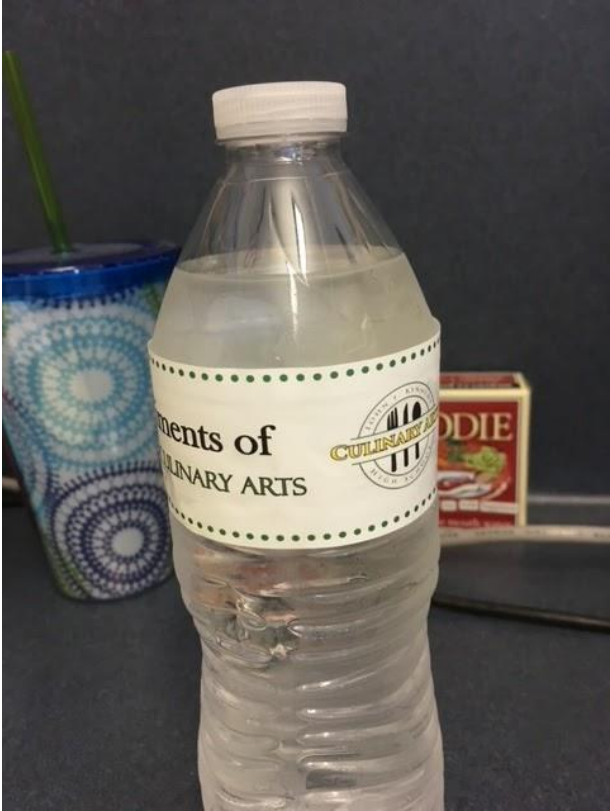


- **Take All Opportunities To Advertise**
- **NEVER ASSUME PEOPLE KNOW WHO YOU ARE**
- **Create A STRONG Logo - Use School Colors But Not School Logo**
- **Get a Logo Stamp / Put It On Every Email / Shirts / EVERYTHING**
- **Create a Presence - When People See Your Name They Know Your Program**
- **Branding Builds Your Reputation In The Community & Beyond**



BRAND IT





BRAND IT



SOW THE SEEDS - LET IT BE KNOWN

- **Individual Departments Need To Have An Independent Identity Under The Umbrella Of The CTE Dept**
- **Consider It Like A Fashion Show - It's One Cohesive Collection With Individual Looks But Clearly Designed In Unity Of One Voice**



You're More Than A Crop

Individual Crops Make the Farm



**Individual
Department
Logo**



**Collective
Department Logo**



**Being Known For
Being A Collaborative
Dept**



**Individual
Uniform Look**



Collective Website



Service Standards



**Individual
Marketing**



**Collective Marketing
Materials: Pamphlets,
Videos**



**Ultimate Goal
Building Professional
Connections**



CTE PATHWAY

Child Development Education Pathway

Course 1
Child Development

Course 2
Principles of Teaching

Course 3
Elementary Internship

 RHSEEDUCATIONPATHWAY

Parratto
Room C-1
RParratto
@rocklinusd.org



CTE PATHWAY

- C2: Business & Finance
- J7: Computer Science
- CI: Education Pathway
- M4: Engineering & Welding
- MI: Sports Medicine
- M2: Photography
- C3: Video Production
- M5: Yearbook, Journalism, Photo Journalism

WELCOME



CTE PATHWAY

Yearbook Journalism Photo Journalism

NSPA 100 Yearbook
News Website
Video Podcast:
Live From M5

Magazine:
The Flash

Mr. Ruby
Room M5



RocklinMedia





Top Seed Service Standards

- **Remember Your Objective Is Professional Networking - It Has To Be Top Shelf!**
 - **To Be Taken Seriously By The Community You Have To Prove You Are More Than High School Students**
- **Students Will Surprise You - They Want To Be Seen As Professionals**
 - **High End Service Standards Make A Difference Because Everyone Wants To Feel They Matter & Are Special To You**
- **You Set The Tone Of Your Pathway - Set High Expectations For Yourself And Your Kids**
 - **Spin It! - You're Not High School Teacher Aides, You're An Intern**



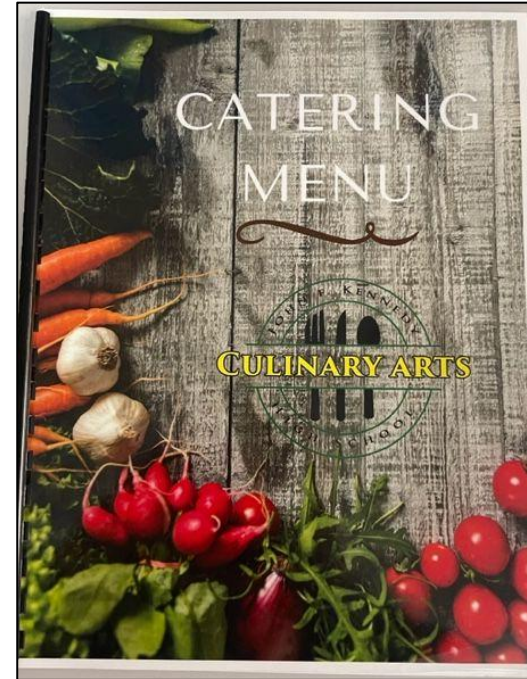
Top Seed Service Standards



How Do We Do It?

- **Bring In Professionals To Explain the Industry Standards to Students**
- **Determine & Set Service Standards**
- **Create a Uniform Look - Down to the Details**
- **Don't Be Afraid To Accept Anything Less Than The Best**
- **Show Standards To Students - Field Trip / Virtual Tour**
- **Create a Collective Vision With Your Students**
- **Coach The Students On Professional Communication**
- **Remember You Are A Mentor & Boss**

JUST
LIKE
THE PROS





JUST
LIKE
THE
PROS



Elementary Internship

Fundamental Guidelines

2023-2024



**JUST
LIKE
THE
PROS**



Commitments

- Be On Time
- Build Relationship With Staff and Students
- Contribute Positively to Class & Campus Atmosphere
- Be Aware of Your Actions/Words/ Reactions
- Cellphones are Not a Priority in the Classroom



Intern Expected Dress

- Present You Best Self As the Role Model You Want To Be
- Participate In Class Dress Up Days
- First Day - Picture Ready
 - Collar Shirt, No Rips, No T-shirts
- Look Clean Ready for the Day
- Modesty is Considered
 - No Midsection or Short Shorts
- No Hats or Beanies
- School Shirts Always Fun!



Rocklin High School Elementary Internship

*Guidelines
For
Mentor Teachers*

2023-2024



Everyone Stand Up -
Stretch Your Neck,
Stretch Your Back &
Check Under
Your Chair!



- **If They Love It - Word Will Spread & They Will Come**



- **Why Students Are Awesome: They're Motivated, Current, Have The Time, And Cost Effective As In Free**



- **Students Can See Themselves In The Role, Giving Them Product Projects Goes A Long Way!**

- **Students See Their Work On Campus Rewarding & Motivating Logos They Created / Materials They Built**

- **It's A Win Win - The Work They Create Helps Them With College Applications, Apprenticeships, Networking**

- **Other Students See Your Students & Think I Want To Do That**

Students Are The Secret Ingredient



TOP SEED
SELLERS IN
ACTION

Crop Sharing Collaboration



USE YOUR DEPARTMENT - Your Department Has Everything You Need!



Video Productions = Promo Videos, Tutorials, Weekly Features On Announcements



Machine Shop = PRODUCTION! Items to Sell, Awards, Gifts, Decor



Graphics/Print Shop/Media Arts = Logos, Stationery, Programs, Signage



Photography = Professional Headshots for IDs or Resumes, Take Photographer to Community Events, Photo Your Products



Business = Run Your Accounting, Profit Margins, Cost Analysis





Fabrication Class & Photography

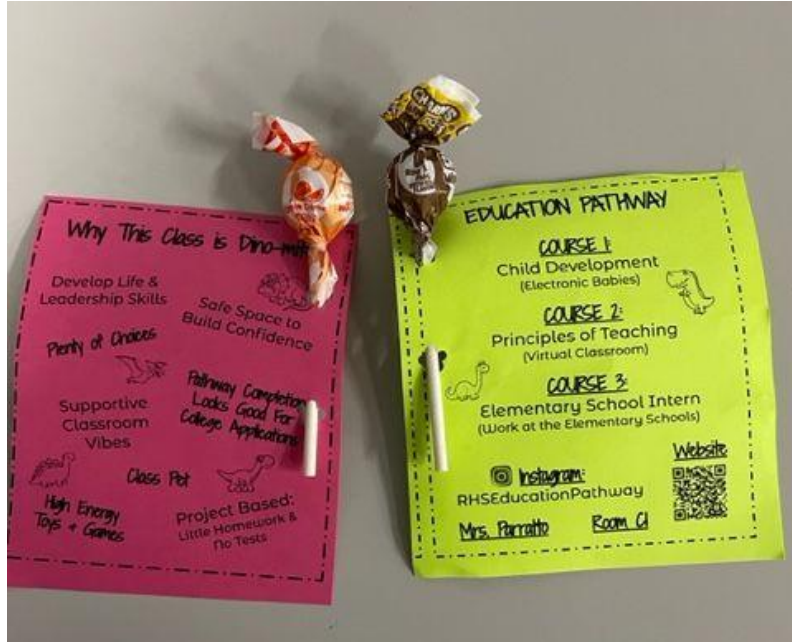




Selling Your Crop

- **Don't Underestimate The Power Of A Giveaway**
- **Giveaways Should NOT SINGULARLY BE A PIECE OF PAPER - Think Tactile**
 - **Don't Miss The First Impression - Pique The Interest**
- **Social Media Is Your Friend - If You Don't Use It, You're Missing Out!**
 - **TAKE PICTURES**
- **Keep In Contact With The Community You're Trying To Work With**





LURE THEM IN WITH FUN
CANDY & PLAYDOUGH

A HOLIDAY CARD IS ALWAYS A NICE TOUCH



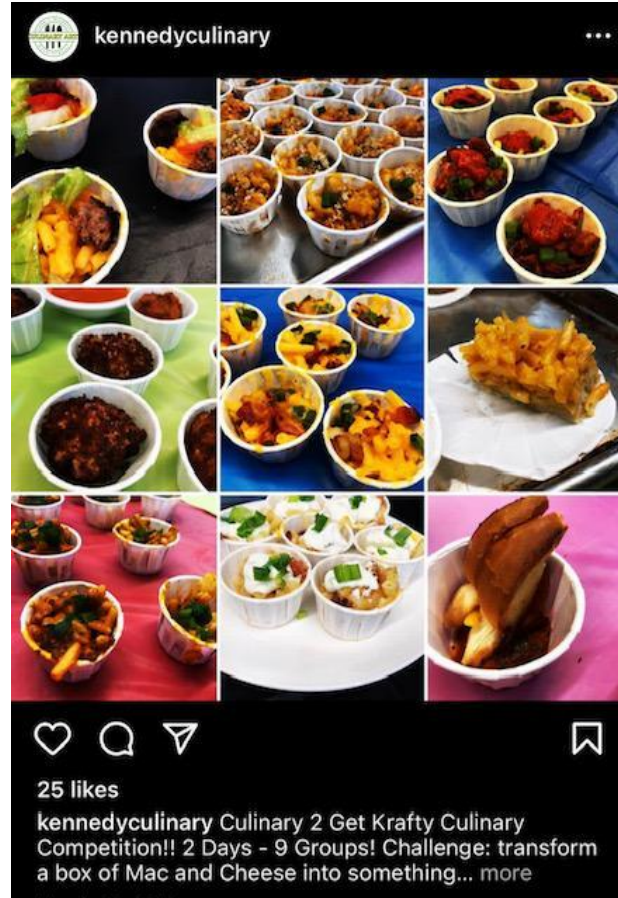
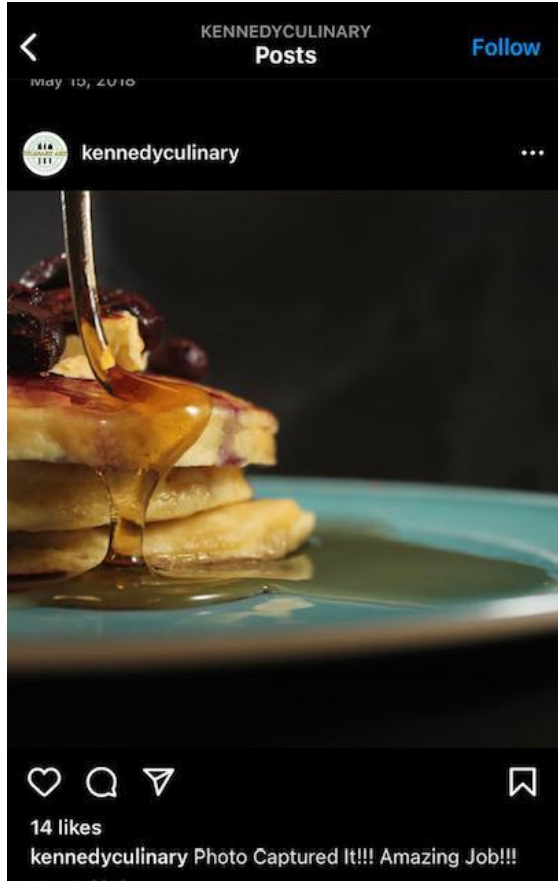
SENDING YOU WARM WINTER WISHES!!

Thank You For Supporting Our Program!
Happy Holidays!

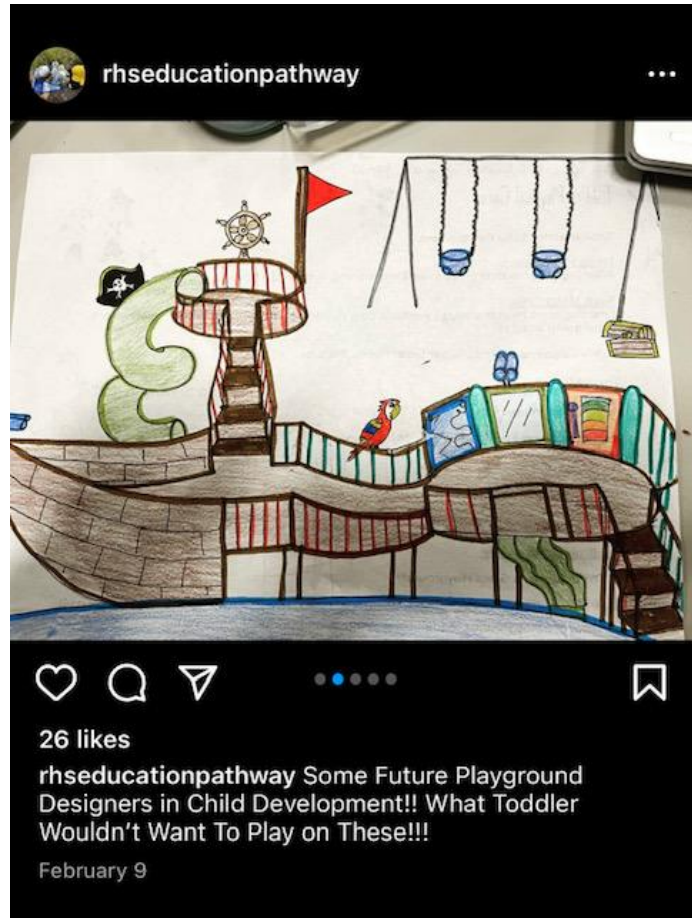
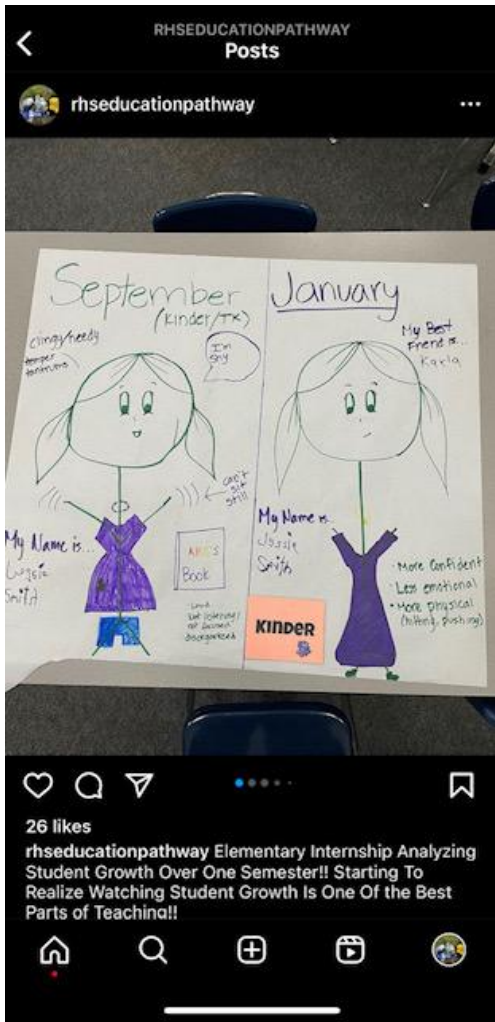


Rocklin High School Principals of Teaching Elementary School Interns





INSTA IS THE PLACE TO BE SEEN



 **RHSEEDUCATIONPATHWAY**

What If The Crop Fails?

- **Throw A Private Tantrum, Regroup, Pivot, And Try Again**
- **Don't Be Afraid To Make The Hard Changes**
- **You Have To Be Open To Ask Yourself The Hard Questions - Maybe It's Me?**
 - **Ask Your Kiddos For Honest Feedback**
 - **Use Your Collaborative Department To Get A Pulse**
 - **Reach Out To Other Schools & See What They Do**



This Is Not Easy



- **Don't Be Afraid To Fail & Make The Hard Changes**
- **Personally, I Don't Accept Anything Less Than What I Want**
- **If Someone Tells Me "No" I Ask Someone Else Or I Keep Asking**
- **I Get To Know My Kids On Many Levels - It Starts With The Names**
- **Continue Your Education - Stay Current & Evolve Your Program**



- **Have A Clear Strong Vision**

- **You Build Your Program - Students Build Your Reputation**

- **You Set The Tone Of The Pathway - Don't Settle For Less**

- **Get A Strong Logo For You & Your Department**

- **Never Overlook An Opportunity To Brand Your Pathway**

- **Your Students Are Your Best Marketing**

- **Trust The Process - Realistically It Takes At Least 5 Years**

- **It's Not How Many Kids In Your Program, It's About The Product, The Experience, The Connection, And The Standards You Create**

Let's
Recap

Just One More Question

What Could You Harvest From Today?





Robyn Parratto



Connect With Me
On LinkedIn

RParratto@gmail.com



Here's Your Carrot
Of A Presentation!

