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## **California Launches Statewide Marketing Campaign** **Focusing on Career Technical Education**

*“Who Do U Want 2B?” Campaign Highlights Postsecondary Opportunities Besides Four-Year Degree*

**SACRAMENTO, Calif., February 19, 2008** – Growing up, Jason Decou wanted to be everything from an astronaut to a dentist. But when he decided to explore the world of fire fighting, he went to a community college to get the course work, technical training and hands-on experience he needed.

For many students, planning a career path is a daunting task. To help, California recently launched a new marketing campaign — “Who Do U Want 2 B?” — to encourage high school students to prepare for future jobs through Career Technical Education (CTE) coursework at high schools, Regional Occupation Centers and Programs (ROCPs) and community colleges. CTE integrates core academics with technical and occupational courses to give students a pathway to postsecondary education and careers.

“I jumped from one job to the next, and I really didn’t understand what I wanted to do,” Decou said. “When I decided to become a fire fighter, I started taking classes at Sierra College, which eventually led me to getting my degree in fire technology.”

Coinciding with National Career Technical Education Month, the statewide campaign begins on February 19 and will run through the next year. It includes radio and Internet advertising that targets students ages 12 through 19 by featuring career-oriented community college students and graduates. Marketing and informational pieces distributed to schools, ROCP sites and community colleges will support the effort while activities and outreach events will highlight corporate and community-based partnerships.

“So many young people are unaware of the numerous career technical education and job training opportunities offered by our 109 community colleges,” California Community Colleges Chancellor Diane Woodruff said. “I like that the ‘Who Do You Want 2B’ campaign reaches out to students who may not choose to pursue a four-year degree but want highly successful and lucrative careers.”

“Students must have multiple pathways for success,” said California’s Secretary of Education David Long. “Only a small percentage of California high school graduates will go on immediately to a four-year college and it is imperative that we focus on providing meaningful career options for those that do not and those options should involve pathways to well-paying careers. This campaign will help show students all the options that are open to them.”

All program materials will highlight the Web site, [www.WhoDoUWant2B.com](http://www.WhoDoUWant2B.com), a student-focused, interactive resource that guides students, parents, and educators to CTE opportunities, potential career pathways and curriculum offerings in high schools, ROCPs and community colleges. Funding for the program comes from the California Department of Education and the California Community Colleges through Senate Bill 70, authored by Senator Jack Scott in 2005 and implemented as the Governor’s CTE Initiative.

"High quality career technical education is one way of ensuring that our students receive both the academic foundations and real world skills they need to succeed in an increasingly competitive global marketplace," State Superintendent of Public Instruction Jack O’Connell said. "This marketing campaign is all about educating parents, teachers, administrators and, especially, students on the wide range of career tech opportunities out there. It is our hope that people actively engage the “WHO DO U WANT 2 B?” Web site and take advantage of the terrific resources available."

Implemented in 2005, the Initiative looks to strengthen CTE pathways for incoming and current students by enhancing coordination and linkages among middle schools, high schools, ROCPs and California’s community college system. Doing so will help secondary students jump start careers by giving them an opportunity for advanced placement or even college credit for classes in their field of study.

“Career technical education today focuses on academic rigor plus career options,” Vice President of the Academic Senate for California Community Colleges Jane Patton said. “Both of these qualities are essential in the secondary and college curriculum.”

For people still determining which career path to choose, Decou offers this advice. “What’s good about community college is that they offer many options, and then within those options, you can really decide what you prefer or what you like.”



WHODOUWANT2B.COM

The “Who Do U Want 2 B?” campaign originated from the largest of the Senate Bill 70 projects: *Statewide Career Pathways: Creating School to College Articulation*, a collaborative effort between the California Community Colleges Chancellor’s Office, the Academic Senate for California Community Colleges and the California Department of Education. The project’s steering committee includes representatives from high schools and community colleges, Tech Prep Programs and ROCs. For more information about the project, please go to [www.asccc.org](http://www.asccc.org).

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