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2004-2005  
**ANNUAL  
REPORT**




## A Message From The Vital Link Co-Chairs

On behalf of the Board of Directors, committee members and staff of Vital Link, we are pleased to present the 2004-05 Annual Report. This past year has been unprecedented in accomplishments and growth. Vital Link has been on the leading edge of development to support students, educators and after school facilitators needs as they are identified in the area of Career Awareness.

Vital Link's programs continue to connect students to their future by creating opportunities for youth to access relevant information to guide them through their career search process. Vital Link also provides schools, Regional Occupation Programs and colleges with curriculum, support services and Teacher Development that focus on real-world applications addressing life-skills development.

This report highlights the past year's outcomes, achievements and impact on students, teachers and youth facilitators



Forrest Werner  
Education Co-Chair



Vince Brantley  
Business Co-Chair

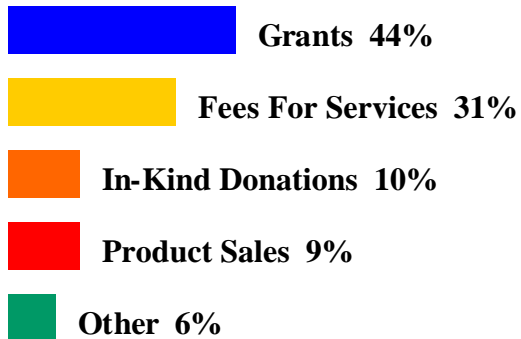
## MANY THANKS TO OUR EDUCATION AND BUSINESS PARTNERS

Albertsons  
Anaheim Union High School District  
Boeing Company  
Building Industry Association  
Capistrano Unified School District  
Disneyland Resorts  
Fieldstone Foundation  
Ford Motor Company  
FORMA  
Garden Grove Unified School District  
Home Builders Council  
Huntington Beach Union High School District  
Irvine Unified School District  
Junior Achievement  
Kaiser Permanente  
Mervyns  
Orange County Business Council  
Orange County Department of Education  
Orange County Executive Coaches  
Orange County Regional Occupational Programs  
OCTFCU  
PacifiCare  
Pacific Life  
Ralphs/Food For Less  
Saddleback Memorial Medical Center  
Santa Ana Chamber of Commerce  
State Farm Insurance Company  
Wells Fargo

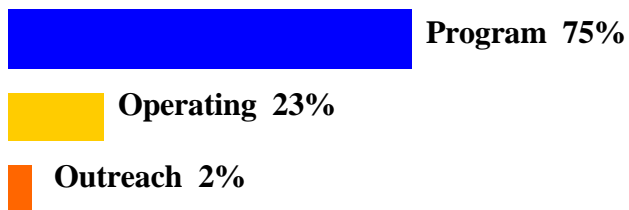
## 2004-05 Financial Statement

Vital Link Education Business Consortium is a non-profit California corporation which depends on several funding sources to deliver its programs for students, educators and businesses. Funding sources include product sales, corporate and foundation donations and grants, fees for services, individual gifts and In-Kind donations.

### *Total Revenues*



### *Total Expenses*



*\*Operating expense includes one-time facilities expansion expense.  
(Organization moved to new facilities in May, 2004 and finalized the expansion in July, 2004)*

## Mission

Vital Link's mission is to create the link between business and education to prepare students for the successful transition to meaningful employment. As a catalyst for systemic change, Vital Link is committed to making high school count in the career development process for students.

## Vision

Vital Link will serve as a Business/Education facilitator serving Orange County schools and after school programs. The organization will serve as a resource of quality support services to career and technical educators, thereby providing current, relevant and meaningful information to students.

Vital Link will be recognized as a national provider of quality career preparation programs and services. Vital Link will provide leadership and influence through collaboration with other organizations.

## Program Goals

- Provide youth and educators with the standards and expectations of business through on-going education.
- Provide schools with curriculum support services and teacher training that focus on real-world applications addressing entry-level soft skills requirements.
- Create opportunities for youth to access business professionals as role models to enhance their career opportunities.
- Provide access to available entry-level jobs.

## Programs

### Employability Skills Curriculum

Vital Link Curriculum provides teachers with activities to assist students in developing Employability Skills, including:

- Speaking
- Listening
- Conflict Resolution
- Problem Solving
- Group Participation/Teamwork

The curriculum provides teachers a way to integrate Life Skills training into the classroom. The curriculum is aligned with California Academic Standards and the SCAN Skills.

### Portfolio Curriculum

The Portfolio curriculum is a comprehensive guide designed to prepare students for their first, entry-level job. The workbook focuses on providing students with a way to evaluate and document their current skills (through personal evaluation and activities). It allows the student to plan ahead and recognize the steps needed to reach their career goals.

As an addition to this workbook, Vital Link developed the Pocket Portfolio to further aid the preparation process. In a unique one-page format, it contains an Information Sheet where students can fill in their personal information and references. It also contains an Interview Checklist, Hints for Interviews and Commonly Asked Interview Questions, among others. Folded into a compact, credit-card sized case, it is convenient to carry to any interview.

### Job Bank

The Job Bank was created as a support tool to be used in the high school, Regional Occupational Programs and community college career centers. It is designed to help entry-level students, ages 16-21, search for full-time, part-time and internship opportunities throughout Orange County. The Job Bank is useful for students and employers alike. Employers have the ability to find the entry-level employees they need, and students have an Internet site that exclusively serves first time job seekers.

## 2004-05 Board of Directors

Education Co-Chair  
Forrest Werner  
Vision 2020  
OCDE

Business Co-chair  
Vince Brantley  
Santa Ana Chamber  
of Commerce

Jeanne Baird  
Huntington Beach UHSD

Denise Clynes  
Garden Grove USD

Miles Brakke  
Anaheim USD

Dan Flynn  
John Laing Homes

Gerry Kawamura  
Coastline ROP

Jan Gameroz  
Saddleback Memorial  
Medical Center

Alisa McCord  
OCDE

Jennifer Marine  
OCTFCU

Kathy Moore  
Irvine USD

Maryann Marks  
FORMA

Gerry Strickland  
Capistrano USD

Christine Shewbridge  
Junior Achievement

# 2004-05 Accomplishments

## Organization

On September 15, 2004, Vital Link hosted its 15th Anniversary and Recognition event, "Celebrate the Vision", at our new office. Founding members and friends from the last 15 years joined us for lunch and a Recognition Program. Thank you all for your support and good wishes.

Vital Link completed its three year Strategic Plan with the assistance of the MBA Student Intern group from UCI. We received coaching from Orange County Executive Coaches and were the recipient of the Coaching Network Leadership Program from the Fieldstone Foundation. We also completed a Corporate Branding project, designing a new logo and tag line.

We continue to settle into our new offices and make improvements. We will have a storage shed (compliments of a Coastline ROP Construction class at Laguna Hills HS) this summer.

## Curriculum Development

Vital Link developed the Pocket Portfolio— an Information Sheet that is a unique way for a student to store and carry important information about job and interview skills. It folds into a credit-card sized holder and fits conveniently in a pocket or purse. We have distributed 5,053 to date.

## Career Connections

The Career Awareness Forums reached a total of 1,250 students and educators with five forums this year. The forums focused on the Banking, Public Safety, Medical (2) and Construction industries. Students met business role models who inspired them to identify their career direction and set goals for their future.

## Business/Education Partnership

Vital Link facilitated five Advisory Boards for the Regional Occupation Programs in Orange County where business professionals shared their expertise with educators. Advisory Board subjects this year were Digital Design, Business Technology, Medical, Public Safety and Automotive. 322 teachers and counselors attended. Resource and presentation materials for each subject were compiled on a CD for classroom use.

## Advisory Board Meeting Facilitation

Vital Link facilitates Orange County ROP Advisory Board meetings and creates the link between educators and business professionals. The meetings bring current industry information into vocational education classrooms. The industry professionals who participate in the meetings provide information to teachers covering skills needed, industry trends, labor statistics and workforce demand. In 2004-05, Vital Link hosted Advisory Board meetings for five industries: Digital Design, Business Technology, Medical, Automotive and Public Safety. Resource and presentation materials for each subject were compiled on a CD for classroom use.

## Support Services

Vital Link provides support services to Orange County high schools, Regional Occupational Programs and community colleges in the area of career awareness, workforce preparation, and business and education partnership development.

Vital Link services include:

- Teacher training that involves life skills and career preparation curriculum
- Speakers for Career Days
- Facilitation of grants for programs,
- Consultation services for businesses and educators to create partnerships
- Support for career center activities

## Career Awareness Forums

The Career Awareness Forums are unique opportunities for students to witness professionals reenact an aspect of their workday. The forum presentations demonstrate the skills needed for various careers within an industry and how those careers relate to one another. Throughout the presentation, the professionals share with the students their personal career story. This condensed form of Job Shadowing experience provides students with a close up look into the world of work.

In 2004-05, Vital Link hosted five Career Awareness Forums: Banking, Public Safety, Medical (2) and Construction.

# CAREER AWARENESS FORUMS

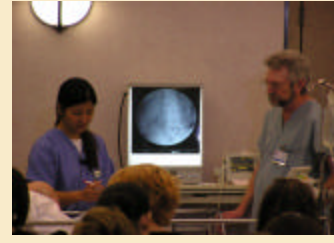
**Banking**  
November 3, 2004



**Public Safety**  
February 16, 2005



**Medical**  
March 10 & 19, 2005



**Construction**  
May 4, 2005

