

Presentation Topics:

- Family & Consumer Sciences (FCS) Professional Development Project
- Family & Consumer Sciences Teachers Association (FCSTAC)
- FCS Teacher Task Force & Legislative Updates!
- FCS CTE Enrollment Numbers & Pathways
- LEADFCS Framework Models & FCS Industry Sector Resources
- FCCLA: Career Technical Student Organization (CTSO)
- ACTE FCS Advocacy Sheet
- 12 Elements of High Quality CTE
- Work Based Learning & Next Steps!
- Perkins/CTEIG Regional Consultant Contact Information
- Question and Answers?



2021-22 Family and Consumer Sciences (FCS) Professional Development Project



https://www.ca-fcs.org/professionaldevelopment/workshops



Family and Consumer Sciences

Leadership and Management Conference 2022

Family and Consumer Sciences Teachers Association of California (FCSTAC)

Teachers of Family and Consumer Science including the following FCS industry sectors:

- Education, Child Development, and Family Services
- Fashion and Interior Design
- Hospitality, Tourism, and Recreation

FCSTAC Promotional Video: 4:44 https://youtu.be/XurZDWGMkNA

FCS Teacher Task Force and Legislative Updates!

- Focus on Child Pevelopment and Education Pathways! Child Pevelopment and Education pathways train and certify entry level workers. These entry-level jobs lead our students to post-secondary education and careers with children.
- Recruit your students to teach FCS!
 - Identify two students who express a desire to become an FCS teacher.
 - Talk to your students about becoming an FCS teacher in <u>all</u> of your classes.
 - Teach FCS lesson plans which will soon be available.
 - "Say Yes to FCS" is a National FCCLA STAR Event!

FCS Teacher Task Force and Legislative Updates!

- State budget allocation for CTE Incentive Grant has been doubled to \$300 million dollars.
 Be sure that you are included in your school and district's planning to receive some of these funds to update your program.
- The Home Economics credential is a CTE credential!
 The Administrator's Assignment Manual from the Commission on Teacher
 Credentialing states clearly on pages 40
 and 41 that the Home Economics Single
 Subject credential is a CTE credential.
 https://www.ctc.ca.gov/credentials/manuals





Administrator's Assignment Manual

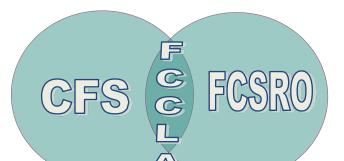
Commission on Teacher Credentialing Assignment Unit

2021 Edition

Revised January, 20

Family and Consumer Sciences CTE Industry Sectors

















Food Science, Vietetics, and Nutrition Food Service and Hospitality Hospitality, Tourism, and Recreation





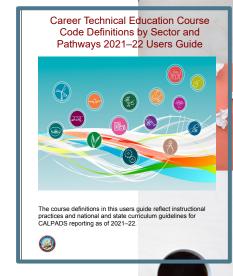


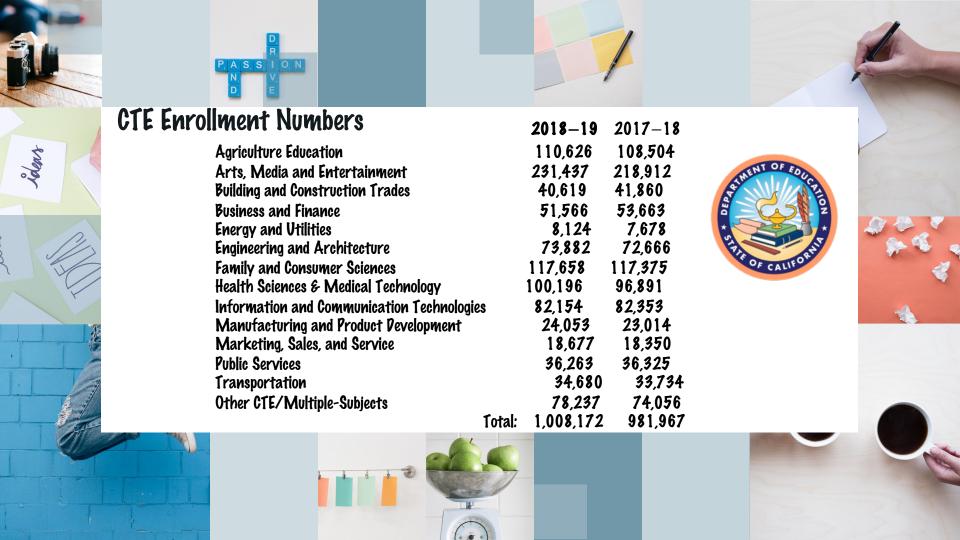
2018-19 2017-18 2016-17 Hospitality, Tourism, & Recreation 73,402 72,277 69,038 Education, Child Dev., & Family Serv. 33,036 34,787 44,052

Education, Child Pev., & Family Serv. 33,036 34,787 44,052 Fashion and Interior Pesign 5,520 5,870 6,626 Exploratory FCS Middle School 5,700 4,441 9,168

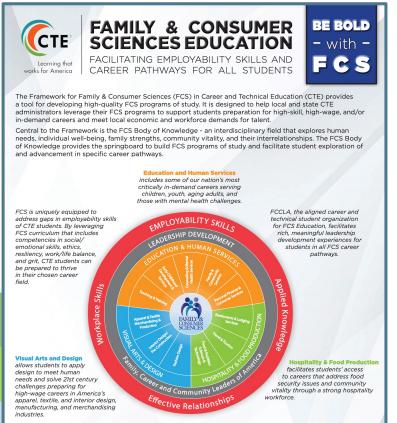
Total: 117,658 117,375 128,884

Code 7000 = 78,237 (Exploratory Career Technical Education)
PO NOT USE THIS CALPADS CODE, IT DECREASES OUR FCS DATA!





LEADFCS Framework Models: http://www.leadfcsed.org/career-pathways-through-fcs.html





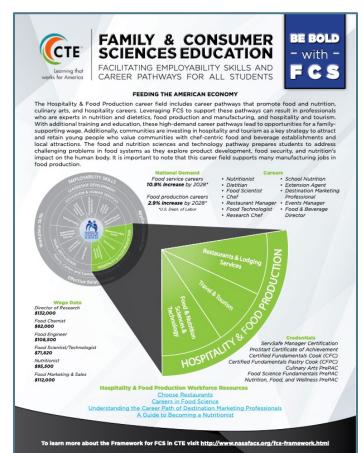
http://www.leadfcsed.org/uploads/1/8/3/9/18396981/framework_for_fcs_2.pdf

LEAPFCS Hospitality & Food Production

http://www.leadfcsed.org/uploads/1/8/3/9/18396981/framework

_for_fcs_hospitality.pdf







Restaurant Industry Facts at a Glance:

- •\$659 billion: Restaurant industry sales in 2020, down \$240 billion from expected levels
- 12.5 million: Restaurant industry employees at the end of 2020, down 3.1 million from expected levels
- •110,000: Restaurant locations that are temporarily or permanently closed
- •9 in 10 restaurants have fewer than 50 employees
- 7 in 10 restaurants are single-unit operations
- •8 in 10 restaurant owners started their industry careers in entry-level positions
- •9 in 10 restaurant managers started in entry-level positions
- Restaurants employ more minority managers than any other industry

2019-20 California Restaurant Data https://restaurant.org/downloads/pdfs/statestatistics/california.pdf

California RESTAURANT INDUSTRY AT A GLANCE Restaurants are a driving force in California's economy. They provide jobs and build careers for thousands of people, and play a vital role in local communities throughout the state, 76.201



1,830,000 Restaurant and foodservice jobs in California in 2019 = 11% of employment in the state AND BY 2029, THAT NUMBER IS PROJECTED TO GROW BY 9% = 164,300 additional jobs. for a total of 1,994,300

HOW DOES THE RESTAURANT INDUSTRY IMPACT THE CALIFORNIA ECONOMY?

Every dollar spent in the tableservice segment contributes \$2.03 to the state economy.

Every dollar spent in the limited-service segment contributes \$1.75 to the state economy.





FOR MORE INFORMATION: Restaurant.org • CalRest.org

© 2019 National Restaurant Association. All rights reserved

2019 Restaurant Industry **FACTBOOK**



RESTAURANT INDUSTRY SALES (SB) \$120 **RESTAURANT INDUSTRY**

RESTAURANT INDUSTRY



58% Consumers who say

the primary reason they like

restaurants is that it supports

locally sourced food in

56% Consumers who

off-peak times of the day

would make them choose

they would rather spend

item from a store.

one restaurant over another.

52% Consumers who say

compared to purchasing an

choose one restaurant over

say the availability of discounts for dining at

their community





CONSUMER TRENDS BY THE NUMBERS

the availability of locally sourced food would make them choose one restaurant 61% Consumers who say

LOCATIONS: 1 million+

they order more healthful options at restaurants than they did two years ago.

26% Consumers who say the availability of tableside electronic ordering and payment options would make them choose one restaurant over another

44% Consumers who say they placed a food order for takeout or delivery using a restaurant app or website during the past year.

55% Consumers who say they would order breakfast items more often if restaurant: offered them all day.

National Restaurant Association | Restaurant.org

would his meal kits to prepare at home if their favorite restaurant offered

50% Consumers who say the availability of a customer loyalty and reward program would make them choose one restaurant over another

38% Consumers who say they are more likely to have restaurant food delivered than they were two years ago.

money on an experience such as a restaurant or other activity 51% Consumers who say the availability of 56% Consumers who say food would make them the ability to walk there from their home would make them over another.

OPPORTUNITY



- 1 in 3 Americans got their first job experience in a restaurant
- · Restaurants are the top employers of teenagers in the economy -1 in 3 employed teens work in the restaurant industry
- 9 in 10 restaurant managers started in entry-level positions
- · Restaurants employ more women managers than any other industry.
- · Restaurants employ more minority
- managers than any other industry. · 8 in 10 restaurant owners say their first job
 - in the restaurant industry was an entry-level CONSUMERS



- 3 in 4 consumers say dining out with family and friends is a better use of their leisure time than cooking and cleaning up.
- . Two-thirds of consumers say their favorite restaurant foods provide flavors they can't easily duplicate at home.
- · 4 in 10 consumers say restaurants are an essential part of their lifestyle.

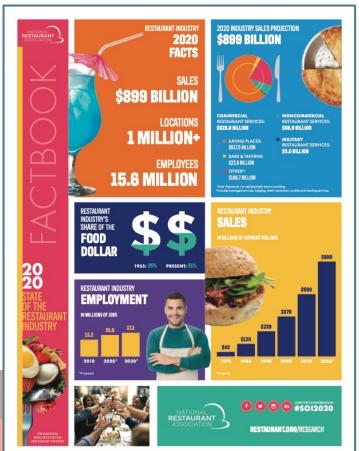


- · Restaurant industry sales are projected to total \$863 billion in 2019 and equal 4 percent of the U.S. gross domestic product
- The restaurant industry is projected to employ 15.3 million people in 2019 - about one in 10 working Americans.
- . The restaurant industry is expected to add 1.6 million jobs over the next decade, with employment reaching 16.9 million by 2029.
- · More than 9 in 10 restaurants have fewer than 50 employees
- · More than 7 in 10 restaurants are single-unit
- · Sales per full-time-equivalent employee at eating and drinking places in 2018 were



2020 National Restaurant Association Factbook

https://restaurant.org/downloads/pdfs/research/soi/2020-state-of-the-industry-factbook.pdf







National Restaurant Association https://restaurant.org/research/reports/restaurant-industry-2030





2018 ACTE Hospitality and Tourism Industry Sector Resource:

https://www.acteonline.org/ why-cte/economicimpacts/sector-sheets/

2021 Coming Soon!



Hospitality and Tourism

Vital to the nation's expanding service economy, hospitality and tourism:

- includes food services, lodging, recreation as well as travel and meeting planning
- is a major employer across all U.S. states, districts and territories
- · relies on employees with interpersonal and technical skills

What jobs are available in hospitality and tourism?

The restaurant workforce makes up 10 percent of the total U.S. workforce, and 1.1 to 1.6 million new restaurant jobs are expected by 2027.4 Hotels have experienced six consecutive years of job creation, with continued growth projected, while opportunities for event planners will grow faster than average through 2026.5 In addition, opportunities will continue to expand rapidly for interpreters and translators, who work in this sector organizing and guiding travel, tours and events.6

Many employees in the field work part-time and earn less than the national median wage.7 However, there are occupations that earn more than \$47,000 per year, on average, including meeting planners and food service and lodging managers, while median earnings for a hotel's security director and catering director top more than \$70,000 per year.! Hospitality and tourism also offers an important entré into the world of work, with one in three Americans having had their first work experience in a restaurant.9 Many employees in this sector have built career pathways from entry-level jobs to higher-paying positions: 80 percent of restaurant owners, and 90 percent of restaurant managers, report that their first job in the industry was an entry-level position.10

The hospitality and tourism sector is not immune to the growing demand from employers for workers with postsecondary education. In addition to certificates and degrees, apprenticeships are another postsecondary option: The new Hospitality Sector Registered Apprenticeship is the first apprenticeship program specifically for this sector and was developed by the American Hotel & Lodging Association and the National Restaurant Association Educational Foundation." Industry-recognized certifications are also encouraged and may be regulred. Occupations in this sector call for technical, academic and employability skills to operate business establishments, manage staff, serve customers, prepare food, plan events and more. Jobs in this sector include:

- hotel managers
- waiters
- event planners
- chefs
- concletges
- · sommelters and cicerones
- · restaurant owners
- · brand managers



2021 ACTE CTE in California Resource:

https://www.acteonline.org/wpcontent/uploads/2021/02/Californi a-CTE-Fact-Sheet-2021.pdf

CTE in California

The California economy is experiencing a skills gap...

47% of jobs in California require skills training more education than high school but less than a four-year degree.

39% of California workers are trained at this level.

Career and technical education (CTE) programs can fill these gaps, particularly in California's key industries, like:

- · agriculture and ag tech
- · film and television
- manufacturing
- tourism



89% of California postsecondary CTE concentrators earned an industry-recognized credential, certificate or degree in 2018.

Many students are already enrolled in CTE in California, developing technical, academic and employability skills and engaging in work-based experiences with industry partners. During the 2018-19 school year, California had:

1.216.523

secondary CTE participants

1.044.055

166,691 postsecondary credentials earned by CTE students in California (2016-17)

postsecondary/adult CTE participants

These youth and adult learners in CTE programs are more engaged, graduate high school at higher rates, earn industry-recognized credentials, and have rewarding and family-sustaining careers.













More investment is needed to scale CTE programs across California to ensure that all learners, including historically underserved learners, have access to high-quality CTE programs in high-skill, high-wage and in-demand career

Four-year cohort graduation rate in California (2016-17)

CTE: Good for Students. Good for Business. Good for Communities!

FY 20 Federal Perkins CTE **Funding for California**

\$128.798.161

For more information visit www.acteonline.org, www.cde.ca.gov/ci/ct, careered.ccco.edu and www.acteonline.org/California. Data sources are available from publicpolicy@acteonline.org.







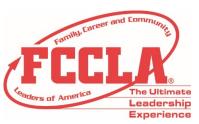
2020-21: 113 Chapters, 172 Advisors, 11,333 Total Members

2019–20: 113 Chapters, 172 Advisors, 6,345 Total Members

2018–19: 114 Chapters, 166 Advisors, 5,396 Total Members

2017-18: 117 Chapters, 168 Advisors, 4,911 Total Members

2016–17: 108 Chapters, 154 Advisors, 4,188 Total Members



2021-22 FCCLA STAR Events

https://www.ca-fccla.org/files/2616/3062/2679/2021-22_FCCLA_STAR_Events_Description-82021.pdf

Team Events

Entrepreneurship

Event Management

Food Innovations

Hospitality, Tourism, & Rec.

Nutrition & Wellness

Professional Presentation

Sports Nutrition

Individual Events

Baking and Pastry

Culinary Display

Job Interview

Culinary Arts

Menu Planning & Table Display

Salad Preparation



National and State Resources:

National FCCLA: https://fcclainc.org/

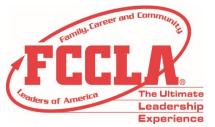
California FCCLA: https://www.ca-fccla.org/

CTE Online: https://www.cteonline.org/

FCCLA Mentor Advisors provided for first and second years!

To start an FCCLA chapter: Contact Melissa Webb, State Advisor <u>Mwebb@cde.ca.gov</u>





ACTE FCS Advocacy Sheet: https://www.acteonline.org/fcs-fact-sheet-download



Hospitality and Tourism

- By 2027, 1.1 to 1.6 million new restaurant jobs are projected, and hotels have experienced six consecutive years of job creation. Opportunities for event planners will grow faster than average through 2026.
- Postsecondary certificates, degrees and industry certifications can improve employment opportunities and earnings in this sector. Meeting planners may need a bachelor's degree.
- Meeting planners and food service and lodging managers can earn more than \$47,000 peryear, on average, while median earnings for a hotel's security director and catering director top more than \$70,000.

HUMAN

Marry employees have built career pathways from entry-level jobs to higher-paying positions: 80 percent of restaurant owners, and 90 percent of restaurant managers, report that their first job in the industry was an entry-level position.

Education and Training - By 2025, schools are expected to hire at least 1.5 million for education administrators will also grow Connect unities

- By 2025, schools are expected to hire at least 1.5 million new teachers. Demand for education administrators will also grow: Opportunities for postsecondary administrators will increase by 10 percent through 2026.
- You must earn a professional license to teach, Licensure requirements are set on a state-by-state basis. Teachers typically must have some postsecondary education, while administrators often need a master's degree.
- Pirmary and secondary teachers have an average starting salary of more than \$38,000 per year, and more experienced teachers make almost \$59,000. On the postsecondary level, teachers make an average of \$76,000, athough salaries vary widely by institution and instructor type. School principals and postsecondary administrators earn more than \$90,000. Many positions have additional benefits such as insurance, paid leave and extended holidary breaks, which add to the overall financial value of these careers.

Human Services

- Jobs in community and social service occupations including social workers, counselors and early childhood workers—are projected to grow 14 percent from 2016 to 2026, faster than the average for all occupations. Job growth will be even higher—19 percent through 2026—in personal care and service occupations such as fitness trainers, personal care aides and cosmetologists, resulting in about 12 million new Jobs.
- Varying levels of postsecondary education are required in human services. A home health aide may need a high school diploma and on-the-job training, while a mannage and family therapist or a mental health counselor must typically hold a master's degree. Licenses are often required in personal care occupations.
- Individuals in community and social service occupations earn, on average, almost \$44,000, which is higher than the national median wage. Fitness trainers make more than \$39,000 pr year, while skincare specialists earn about \$30,000.

HOSPITALITY AND TOURISM EDUCATION AND TRAINING

FCCL

VISUAL ARTS AND DESIGN

Real World Skills Through Family and Consumer Sciences Education

Visual Arts and Design— Fashion, Apparel and Interior Design

- Almost 34,000 new jobs will be open for fashion and interior designers through 2026. In addition, increasing retail sales contribute to the need for fashion merchandisers and buyers.
- Some postsecondary education is often required for visual arts and design occupations. Fashion merchandising managers can launch their careers with an associate degree, while interior and fashion designers typically have bachelor's degrees.
- Interior designers earn about \$51,500 per year, on average, while fashion designers make more than \$67,000. Experienced fashion merchandising managers earn between \$32,000 and \$53,000.

For more information on local programs, contact:

FCS AND EMPLOYER CONNECTIONS

Family and Consumer Sciences (FCS) prepares students for a wide variety of careers in a number of industry sectors that address the needs of children and adults. Yet, too few students and parents consider these pathways as career options despite the connection to fulfilling, high-demand, high-wage careers.

- FCS launches students on career pathways in the industry sectors of human services, hospitality and tourism, education and training, and visual arts and design.
- Half of the fastest growing CTE programs are related to early childhood education and culinary arts—two career fields that also are growing faster than average.
- Annually, 30,000 students surveyed by Family, Community and Career Leaders of America (FCCLA) report the development of key employability/personal effectiveness skills through their FCS education and participation in the FCCLA career and technical student organization: communication, conflict resolution, building strong relationships with peers, time management, organization and prioritization, being a team player and taking leadership roles. The U.S. Department of Labor has identified the need for personal effectiveness skills—collaboration, respect, responsibility, initiative and professionalism—to be successful in work and life.



High Quality CTE:

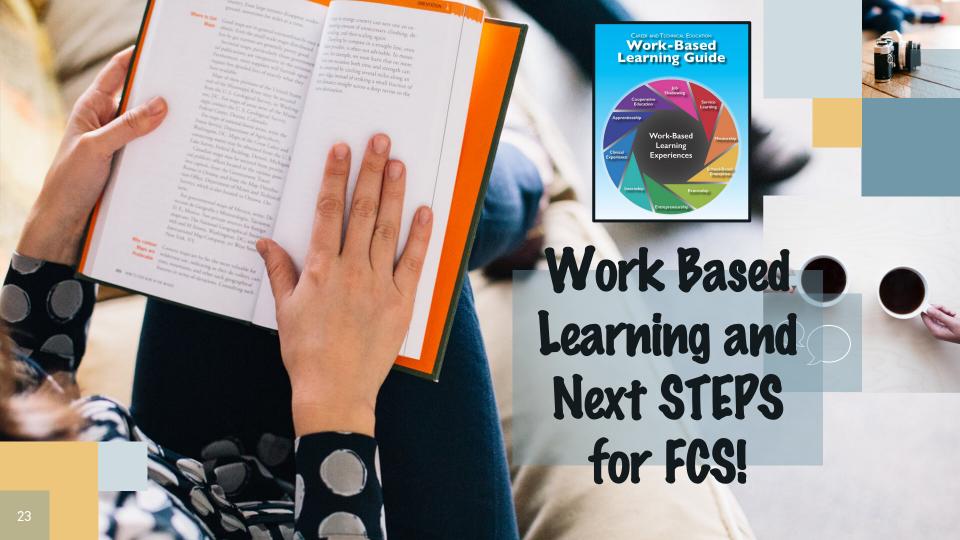
https://www.acteonline.org/professional-development/high-quality-cte-tools/

- 1. Standards Aligned Curriculum
- 2. Sequencing and Articulation
- 3. Student Assessment
- 4. Prepared and Effective Program Staff
- 5. Engaging Instruction
- 6. Access and Equity
- 7. Facilities, Equipment, Technology and **Materials**
- 8. Business and Community Partnerships
- 9. Student Career Development
- 10.Career and Technical Student Organizations (CTSO's)
- 11.Work-based Learning
- 12.Pata and Program Improvement

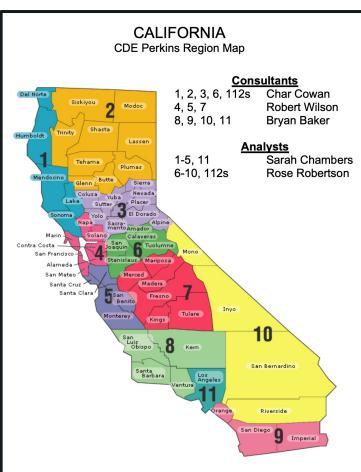


لشًا

Programming The ACTE Re... Work-Based Learning



Perkins Regional Consultants



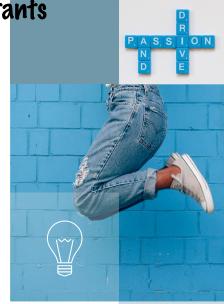
Perkins Program and Fiscal Contacts

CDE Consultants	Region	Counties Served Within the Regions	
Char Cowan 916-323-4747 ccowan@cde.ca.gov		112 State Special Schools	
	1	Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity	
	2	Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity	
	3	Alpine, Colusa, El Dorado, Placer, Nevada, Sacramento, Sierra, Sutter, Yolo, Yuba	
	6	Amador, Calaveras, San Joaquín, Stanislaus, Tuolumne	
Robert Wilson 916-319-0675 rwilson@cde.ca.gov	4	Alameda, Contra Costa, Marín, Napa, San Francisco, San Mateo, Solano	
	5	Monterey, San Benito, Santa Clara, Santa Cruz	
	7	Fresno, Kings, Madera, Mariposa, Merced, Tulare	
Bryan Baker 916-319-9224 <u>bbaker@cde.ca.gov</u>	8	Kern, San Luis Obispo, Santa Barbara, Ventura	
	9	Imperial, Orange, San Diego	
	10	Inyo, Mono, Riverside, San Bernardino	
	11	Los Angeles	



Career Technical Education Incentive Grant (CTEIG) Regional Consultants

Name	Subject Area	Region - Counties	E-mail	Phone/Fax
Erle Hall	Local Program Assistance	Region 1 – Butte, Del Norte, Humboldt, Lassen, Modoc, Nevada, Shasta, Siskiyou, Tehama, Trinity Region 2 – Amador, Calaveras, Colusa, El Dorado, Glenn, Placer, Sacramento, Sutter, Tuolumne, Yolo, Yuba	ehall@cde.ca.gov	Phone: 916-323- 2564 Fax: 916- 323-2597
Tara Neilson	Local Program Assistance	Region 3 – Alameda, Contra Costa, Lake, Mendocino, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma Region 5 – Monterey, San Benito, San Luis Obispo, Santa Barbara, Ventura	tneilson@cde.ca.gov	Phone: 916-445- 5568 Fax: 916- 323-2597
Cindy Beck	Local Program Assistance	Region 4 – Fresno, Inyo, Kern, Kings, Madera, Merced, Sar Joaquin, Stanislaus, Tulare	cbeck@cde.ca.gov	Phone: 916-319- 0470 Fax: 916- 323-2597
David Kinst	Local Program Assistance	Region 6 – Los Angeles, Orange Regions 7 – Imperial, Riverside, San Bernardino, San Diego	dkinst@cde.ca.gov	Phone: 916-323- 5144 Fax: 916- 323-2597
Sarah Chambers	Fiscal Claims and Assistance	Regions 1, 2, 3, 4, 5, 6, 7	sachambers@cde.ca.gov	Phone: 916-319- 0459 Fax: 916- 323-2597



Questions:





Paisy

















Thank you!

Any questions? You can contact me at mwebb@cde.ca.gov or cell 916-212-0529

Powerpoint slides from Slides Carnival.com