

INDUSTRY SECTORS

An Industry Sector is a broad industry group with common products or services and working environments. Industry Sectors are an integral part of education reform initiatives and the systems approach to learning by linking academics to the real world of work. In addition, Industry Sectors create relevance between what students learn in the classroom and its application to industry and the workplace.

The criteria for the selection of the Industry Sectors included:

- Identifiable industry connection
- Offers at least 100 individual job titles
- Has at least 3 levels of job entry (clear career ladder)
- Has a core content of at least 7 standards
- Offers a high employment opportunity
- Has a high growth potential
- Provides for workplace learning opportunities

The fifteen most prominent industry sectors reflected in the California economy are: Agriculture and Natural Resources, Arts and Media and Entertainment, Building Trades and Construction, Energy and Utilities, Engineering, Fashion and Interiors, Finance and Business, Health Services, Hospitality, Tourism and Recreation, Transportation, Manufacturing and Product Development, Public and Private Education Services, Public Services, Retail and Wholesale Trade, and Information Technology. Three-year grants have been awarded for each of these Industry Sectors. Contact information for the grants is included in this section.

The sector grants that are directly connected to Business and Marketing Education are: Information Technology (Allan Hancock College Consortium 2001-2004), Finance and Business (Sierra College Tech Prep Consortium 2002-2005), and Retail and Wholesale Trade (Bakersfield College Consortium 2002-2005). As part of the Year One funding for the Information Technology grant, Information Technology Industry Sector standards have been developed and are presented in the pages immediately following this one. Other Information Technology documents will be available from the Business Education Resource Consortium at Allan Hancock College and on the website at www.bused.org.

It is critically important that all students be given access to a quality education and the opportunity to make informed choices about their future. To this end, the industry sectors create the linkage between what students learn in the classroom to what they need to know when making informed career choices, and provide students the opportunity for career awareness and exploration for careers in industry.

For questions or information regarding Industry Sectors, please contact Rick Mejia at [916.319.0498](tel:916.319.0498).

INDUSTRY SECTOR GRANT CONTACTS

INDUSTRY SECTOR	CONSORTIUM	STAFF	PHONE
Agriculture and Natural Resources	Yosemite	Don Borges	209-575-6449
Arts and Media and Entertainment	Contra Costa	Rosa Valdez	510-235-7800 x4608
Building Trades and Construction	State Center	Valerie Vuicich	559-241-6544
Energy and Utilities	Los Rios	Scott Griffith	916-484-8737
Engineering	Los Rios	Scott Griffith	916-484-8737
Fashion and Interiors	LACCD	Marcia Wilson	216-891-2376
Finance and Business	Sierra	Mary Abbott	530-745-1390
Health Services	Mira Costa	Jean Kaput	760757-2121 x6570
Hospitality, Tourism, and Recreation	LA Mission	Eloise Cantrell	818-364-7625
Transportation	State Center	Valerie Vuicich	559-241-6544
Manufacturing and Product Development	West Valley/Mission	Cliff Monroe	408-998-5880
Public and Private Education Services	Plumas	Paul Mrowcznski	530-283-6500 x213
Retail and Wholesale Trade	Bakersfield	Lynne Hall	661-395-4316
Information Technology	Allan Hancock	Kay Orrell	805-922-6966 x 3613

