

GenGo! helps students kick-start their future

Bruce Baron is chancellor of the San Bernardino Community College District.

No one walks the pathway to success alone. We learn from — and lean on — those who came before us to help us see opportunities we never knew existed.

For a young adult, especially, the opportunity to gain real-world experience and mentoring can be as instructive as any classroom — a fact that is reshaping the way many of us look at workforce and career development.

As a partner in GenerationGo!, San Bernardino Community College District, which includes Crafton Hills College and San Bernardino Valley College, is part of a countywide system of stakeholders working together to help the next generation of workers explore career opportunities in our evolving economy.

Launched in 2018, GenerationGo! combines career-focused curriculum at the high school and college level with work-based learning opportunities such as internships and apprenticeships in partnership with local employers.

The key is collaboration — partnerships and alignment between educators, employers and the county's Workforce Development Board. Our goal: Prepare San Bernardino County students for future careers while providing employers with the workforce they need to grow their businesses.

At San Bernardino Community College District, we developed a workforce readiness certificate program — the first of its kind in the Inland Empire. We launched it at Cajon High School to equip students early with smart skills in effective communication, teamwork and employer expectations so that they succeed in the future workplace.

GenerationGo! has helped provide students work-based learning opportunities with employers such as Arrowhead Regional Medical Center, Garner Holt Productions Inc., Premier Medical Transportation, Lighthouse for the Blind, Martinez & Turek and Peppertree Distributors. We're proud to play our role in what is emerging as a model program for communities everywhere.

Curt Hagman, chairman of the San Bernardino County Board of Supervisors, puts it this way: "GenerationGo! is a bold step forward in making sure every student, every young person, has the opportunity to pursue a career."

The timing for all of this could not be better. San Bernardino County is one of the fastest-growing population and employment centers in the United States, with a net migration of 25,000 new residents per year. We're also a younger county than our neighbors, with more than 400,000 students enrolled in public schools and more than 60,000 students enrolled in community colleges.

This pipeline of future workers is eager to explore future career opportunities, and with the help of GenerationGo! and our partners, they can do that right here in their own communities.

“GenerationGo! is an extraordinary opportunity to develop core academic, technical, and employability skills. Moreover, through continuous education and training, students will be better prepared for high-demand and high opportunity careers,” said Tony Myrell, chairman of the Workforce Development Board.

None of this would be possible, of course, without the support of our business partners.

Dale Marsden, superintendent of the San Bernardino City Unified School District, has described his district’s partnerships with Arrowhead Regional Medical Center and Garner Holt as life-changing.

“This is the ticket for our kids. They’re highly motivated and know they have a real opportunity for a real life,” Marsden has said.

We urge other employers to partner with us, particularly those in high-growth industries such as utilities and energy, logistics and transportation, digital media, construction and engineering, automotive, manufacturing and culinary arts, among many others.

Join us in changing the trajectory of this county for generations to come.

We invite you to learn more at wp.sbcounty.gov/workforce/career-pathways/.

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