

Why Career Technical Education (CTE)?

Career Technical Education provides students with opportunities to **experience** and develop real-world skills within our education system that prepares them for success in post-secondary options.

Entrepreneurship (Kids Helping Kids) Pathway



More Info?

sanjuan.edu/collegecareerready

College & Career Readiness

San Juan Unified School District
Del Campo High School



GENERAL MANAGERS INTERESTS

Enterprising
Conventional
Social

Contact

Department of
College & Career Readiness
7322 Sunrise Blvd.
Citrus Heights, CA 95610
(916) 971-7163

Explore your interests through the
Interest Inventory survey in Naviance.

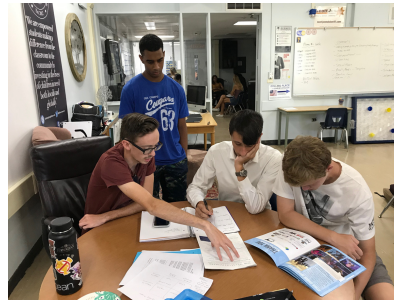
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Entrepreneurship

The Entrepreneurship pathway provides students with the unique opportunity of participating in the most successful student-run nonprofit organization in the United States, Kids Helping Kids. Students become educated in the daily business operations of a 501(c)(3) corporation while gaining real-world business skills through local corporate partnerships. Students create a unique program that is socially beneficial, then market and promote their product to the community. Students are taught civic leadership skills and practices to successfully execute positive change in their communities.



Equipment & Training

- Adobe Software to produce high-quality media
- Business Plans
- Strategic Statements
- Marketing Proposals
- Social Media Marketing
- Branding Strategies



Accolades & Community Involvement

- KHK won 1st place at the SVP Fast Pitch competition winning a prize of \$15,000 and donating all proceeds back to the children they serve



Industry Partners

- SAFE Credit Union



Career Outlook

Management occupations

- Projected to grow eight percent
- Growth stems from new organizations and expansion of existing ones, which should require more workers to manage these operations
- Annual median wage is \$102,450

Entrepreneurship
CTE

1

BUILD
Entrepreneurship

2

Business Econ./
Entrepreneurship
*Economics Credit

3

Advanced
Entrepreneurship
(KHK)
*Social Science

4