Kern County, California
What the hell does Tehachapi mean?

Duh…It's a Kawaiisu word “Tihachipia,” meaning a hard climb.

Okay…then what the hell is in Tehachapi?
Top 10 Reasons to Do Business (and Live) in Kern County

- #4 Metro for Architecture & Engineering Jobs
- #2 Metro in Nation for Most Diversified Economy
- #1 in Nation for Agriculture Production
- 4-Hour Drive From 90% of California’s Population
- #5 Metro in U.S. for Upward Mobility

- #8 Metro in Nation Where Salary Goes the Furthest
- Bakersfield #3 in Nation for Human Capital Availability
- #2 Oil-Producing County in the Nation
- #3 in Nation for Millennial Home Ownership
- CSU Bakersfield & Bakersfield College Top 10 in U.S. for Value of a Degree
Stretching Your Dollar

If you earn $60K and work in Kern, you’ll be astonished by how much further your money will go compared to other areas in the state.

The following is an annual salary comparison of the amount needed to maintain the same quality of life that you can find here in Kern County.

- Kern County – $60,000
- San Diego – $79,741 (33% less in Kern)
- Los Angeles – $82,237 (37% less in Kern)
- Orange County – $83,956 (40% less in Kern)
- Oakland – $87,237 (46% less in Kern)
- San Francisco – $110,961 (85% less in Kern)
Kern’s Business Advantage

Kern County’s centralized location is hard to beat when it comes to reaching West Coast destinations. Within a 5 hour drive, you can have access to 90% of California’s population.

- California’s population center
- Access 90% of California’s Population, and 14% of the U.S. Population within a 300 mile radius
- More than 40 million consumers within 4-hour truck drive
- Inland port helps lower drayage costs
- Access: Interstate 5, Highway 99 North & South, Highway 46 West to Central Coast, and Highway 58 East to Interstate 15

Read our Market Overview
Over 50 distribution centers are located within 50 miles of Kern County

Transportation and Logistics

65m
Customers within 2-Day Truck Turn

4:00 DV
PORTS OF
San Francisco
Oakland

2:00 DV
PORTS OF
Long Beach
Los Angeles

LAX
Los Angeles
SFO
San Francisco
ONT
Ontario

SCLA
So. CA Logistics
BFL
Meadowlark

Geographic Population Center of CA
(40 Million People)

Major Logistics Distribution Centers (DC)

- Amazon Fulfillment DC
- American Tires DC
- Andrews Ag Inc.
- Anthony Vineyards
- Bolthouse Farms
- Camping World DC
- CARQUEST DC
- Caterpillar Parts DC
- Delano Farms
- Dollar General DC
- Essendant DC
- Famous Footwear DC
- FedEx Ground DC
- Formica Corp DC
- Four Star Fruit
- Frito-Lay
- Garcia Farming
- Grimmway Farms
- Hillman Group DC
- Hure Brothers
- IKEA DC
- Johnston Farms
- Kern Ridge Growers
- Kirschenmann Farms
- Lucich Farms
- L’Oréal Cosmetic’s DC
- M Caralan
- MRC Global
- Men’s Warehouse DC
- Nestle/Dreyer’s
- Pandol Brothers
- Performance Food Group
- Prime West Warehousing
- Redbank-Malaga
- Ross Dress for Less DC
- Sears DC
- Sierra Farms
- Sunridge Nurseries
- Sun Pacific
- Sun Pacific Tulare
- Target DC
- Tejon Ranche Commerce Center
- Thomson International
- Union Pacific Cold Connect
- U.S. Cold Storage of CA
- Wal-Mart Cold Storage
- Wonderful Citrus
- Wonderful Almonds & Pistachios
JOIN A BUNCH OF CARROT FARMERS.

Let’s face it. Junk food has had a nice long run and made a total mess of things. Fruits and veggies deserve their day in the sun. If you want to help turn things around, join a group of like-minded people at Bolthouse Farms¹. We can’t promise your job will be easy. But it will have 100% of the RDA of feeling good about yourself.
We Are Wonderful.

FIJI Water
JNSQ
JUSTIN Wines
Landmark Wines
POM Wonderful
Wonderful Seedless Lemons
Suterra
Teleflora
Wonderful Halos
Wonderful Nurseries
Wonderful Pistachios
Kern County produces 66% of the oil in California, about 10% of the U.S. oil supply, and approximately 1% of the world's total oil production. That works out to about 560,000 barrels of oil per day, which at $56 per barrel is just under $11.5 billion worth of oil every year.
Rio Tinto Borax Mine
Edwards Air Force Base
NASA
Mojave Air & Space Port
How do you prepare students to fill the gap on industries workforce needs?

https://www.youtube.com/watch?v=bRI_sBq6GX8
## Aligned 9-14 CTE Pathways

<table>
<thead>
<tr>
<th>District</th>
<th>Perkins</th>
<th>CTEIG</th>
<th>K12SWP</th>
<th>Total grant funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delano JUHSD</td>
<td>$283,875</td>
<td>$253,698</td>
<td>$0</td>
<td>$537,573</td>
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<tr>
<td>Kern HSD</td>
<td>$1,413,364</td>
<td>$2,691,859</td>
<td>$2,423,986</td>
<td>$6,529,209</td>
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<tr>
<td>Taft UHSD</td>
<td>$41,918</td>
<td>$236,739</td>
<td>$233,970</td>
<td>$512,627</td>
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<tr>
<td>Wasco UHSD</td>
<td>$76,113</td>
<td>$169,834</td>
<td>$500,000</td>
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<tr>
<td>KCSOS</td>
<td>$0</td>
<td>$122,761</td>
<td>$166,848</td>
<td>$289,609</td>
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<tr>
<td>McFarland USD</td>
<td>$45,547</td>
<td>$175,643</td>
<td>$45,356</td>
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<tr>
<td>Mojave USD</td>
<td>$45,937</td>
<td>$219,873</td>
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<td>Muroc USD</td>
<td>$13,089</td>
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<tr>
<td>Sierra Sands USD</td>
<td>$61,042</td>
<td>$215,758</td>
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<td>$276,800</td>
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<tr>
<td>Southern Kern USD</td>
<td>$38,906</td>
<td>$153,336</td>
<td>$0</td>
<td>$192,242</td>
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</tbody>
</table>

**Total**

$2,019,791 | $4,239,501 | $3,503,910 | $9,763,202
Kern County Career Expo
https://www.youtube.com/watch?time_continue=22&v=KNr8eubKNy4

Kern HSD ROC/CTEC
https://roc.kernhigh.org/apps/pages/CTEC_overview

Cosmetology at the ROC

Flipping the college paradigm shift
https://vimeo.com/174407736
California’s Standards for Career Ready Practice

Standards for Career Ready Practice describe the fundamental knowledge and skills that students need to prepare for transition to postsecondary education, career training, or the workforce. These standards are not exclusive to a career pathway, nor a technical education (CTE) program of study, a particular discipline, or level of education. Standards for Career Ready Practice are taught and reinforced in all career education and preparatory programs or integrated into core curriculum, with increasingly higher levels of complexity and expectations as a student advances through a program of study. Standards for Career Ready Practice are a valuable resource for CTE and academic teachers in the design of curricula and lessons that teach and reinforce the career-ready aims of the CTE Model Curriculum Standards and the Common Core State Standards.

1. Apply appropriate technical skills and academic knowledge.
   Career-ready individuals readily access and use the knowledge and skills acquired through experience and education. They make connections between abstract concepts and real-world applications and recognize the value of academic preparation for solving problems, communicating with others, calculating measures, and performing other work-related practices.

2. Communicate clearly, effectively, and with reason.
   Career-ready individuals communicate thoughts, ideas, and action plans with clarity using written, verbal, electronic, and/or visual media. They are adept at interacting with others: They are action learners who speak clearly and with purpose, and they are comfortable with terminology that is common to workplace environments. Career-ready individuals consider the audience for their communication and prepare accordingly to ensure the desired outcome.

3. Develop an education and career plan aligned with personal goals.
   Career-ready individuals take personal ownership of their educational and career goals and manage their individual plan to achieve these goals. They recognize the value of each step in the educational and experiential process, and they understand that nearly all career paths require ongoing education and experience to adapt to practices, procedures, and expectations of an ever-changing workplace environment. They seek counsel, mentors, and other experts to assist in the planning and execution of education and career plans.

4. Apply technology to enhance productivity.
   Career-ready individuals find and evaluate the productive use of existing and new technology to accomplish workplace tasks and solve workplace problems. They are flexible and adaptive in acquiring and using new technology. They understand the future risks—personal and organizational—of technology applications, and they take actions to prevent or mitigate these risks.

5. Utilize critical thinking to make sound decisions and persevere in solving problems.
   Career-ready individuals recognize problems in the workplace, understand the nature of the problem, and design effective plans to solve the problems. They thoughtfully invest the most effort of a problem-solving situation. They carefully consider options before selecting a problem solution, and once a problem solution is selected, they work diligently to ensure the problem is resolved.

6. Practice personal health and understand financial literacy.
   Career-ready individuals understand the relationship between personal health and workplace performance. They contribute to their personal well-being through a healthy diet, regular exercise, and mental health activities. Career-ready individuals also understand that financial literacy leads to a secure future that enables career success.

7. Act as a responsible citizen in the workplace and the community.
   Career-ready individuals understand the obligations and responsibilities of being a member of a community and demonstrate this understanding everyday through their interactions with others. They are aware of the impacts of their decisions on others and the environment around them, and they think about the short-term and long-term consequences of their actions. They are reliable and consistent in going beyond minimum expectations and in participating in activities that serve the greater good.

8. Model integrity, ethical leadership, and effective management.
   Career-ready individuals consistently act in ways that align with personal and community-held ideals and principles. They employ ethical behaviors and actions that positively influence others. They have a clear understanding of integrity and act on this understanding in every decision. They use a systemic approach to proactively impact the decisions and actions of a team or organization, and they recognize the short-term and long-term effects that management’s actions and attitudes have on productivity, morale, and organizational culture.

9. Work productively in teams while integrating cultural and global competence.
   Career-ready individuals contribute positively to every team on which they are a member, and they lead and team members. To avoid barriers to productivity and positive interaction, they apply an awareness of cultural differences. They interact effectively and positively with all members of the team and find ways to increase the engagement and contribution of all members.

10. Demonstrate creativity and innovation.
    Career-ready individuals recognize ideas that solve problems in new and different ways and contribute to the improvement of the organization. They create unconventional ideas and suggest ways others can apply their ideas to solve problems. They develop new ideas and provide constructive feedback to others' ideas.

11. Employ valid and reliable research strategies.
    Career-ready individuals employ research practices to plan and carry out investigations, create solutions, and design the most current findings related to workplace environments and practices. They use a reliable research process to search for new information and evidence the validity of sources while considering the use and adoption of external information or practices.

12. Understand the environmental, social, and economic impacts of decisions.
    Career-ready individuals understand the long-term nature of their actions and regularly make decisions that positively impact other people, organizations, the workplace, and the environment. They are aware of and utilize new technologies, understand, and manage their relationship to regulations that affect the nature of their work. They are cognizant of impacts on the social condition, environment, and profitability of the organization.
Standard 3: Students will research and consider personal career goals. Students will develop personal short-term and long-term educational goals and align their desired career goals with appropriate educational goals (https://kern.org/cte/)
The Kern County Superintendent of Schools partnership with CTECS

- CTECS has developed a cross-walk to the Career Ready Practice Standards in their CA Career Readiness assessment of determining workplace readiness skills.
- Kern County schools piloted the assessment in 11 high schools, 9 alternative high schools, and 1 junior high.
- Currently there is no standardized method in CA to measure career readiness skills and no data to inform our students' readiness in soft skills. The college/career indicators on the CA dashboard are based on academic measures in coursework and assessments.
- Results of the assessment can be used to begin teaching the much needed and often overlooked soft-skills.