

**Quality and Productivity Commission  
31<sup>st</sup> Annual Productivity and Quality Awards Program  
"Celebrating Quality Service"**

**2017 APPLICATION**

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

**NAME OF PROJECT: STUDENT OUTREACH PROGRAM**

**DATE OF IMPLEMENTATION/ADOPTION:** FEBRUARY 2015  
(Must have been implemented at least one year - on or before July 1, 2016)

**PROJECT STATUS:**                     On going             One-time only

**HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT?**             Yes                     No

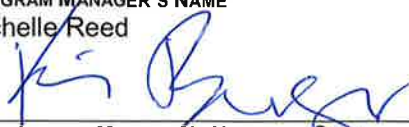


**EXECUTIVE SUMMARY:** Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.

1 The mission of the Public Works Women's Leadership Council – Student Outreach  
2 Program (SOP) is to inspire and motivate our next generation to pursue careers in  
3 science, technology, engineering, and mathematics (STEM). The program partners  
4 Public Works' enthusiastic employees with local educational institutions to present the  
5 excitement and challenges of engineering and technical careers, as well as educate the  
6 youth on Public Works' services. The SOP has developed relationships with a network  
7 of local high schools to introduce students to STEM careers and how STEM plays a role  
8 in shaping the world around them.  
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**BENEFITS TO THE COUNTY**

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$ N/A	\$ N/A	\$ N/A	\$ N/A	<input type="checkbox"/>

**ANNUAL = 12 MONTHS ONLY**

<b>SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS</b> Public Works 900 S Fremont Ave. Alhambra, CA 91803		<b>TELEPHONE NUMBER</b>
<b>PROGRAM MANAGER'S NAME</b> Michelle Reed 		<b>TELEPHONE NUMBER</b> 626-458-5963  <b>EMAIL</b> mreed@dpw.lacounty.gov
<b>PRODUCTIVITY MANAGER'S NAME AND SIGNATURE</b> (PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME) Leslie Schenk 		<b>DATE</b> 7/13/17  <b>TELEPHONE NUMBER</b> 626-458-5946  <b>EMAIL</b> lschenk@dpw.lacounty.gov
<b>DEPARTMENT HEAD'S NAME AND SIGNATURE</b> Mark Pestrella 		<b>DATE</b> 7/15/17  <b>TELEPHONE NUMBER</b> 626-458-5946

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**1<sup>st</sup> FACT SHEET – LIMITED UP TO 3 PAGES ONLY:** Describe the **challenge(s), solution(s), and benefit(s)** of the project. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success. Use Arial 12 point font.

**Challenges:**

Public Works was challenged to assume a socially responsible leadership role in informing and motivating our next generation to pursue careers in STEM-focused fields. There is a need in the education community for programs that connect students with successful technical professionals that are willing to provide support, inspiration, and serve as role models. Requests for Public Works’ support came in a variety of ways in recent years, such as the Caltrans’ Become an Engineer Campaign, New Village Girls Academy, Pasadena City College Mathematics, Engineering, Science Achievement Program, and the University of Southern California.

**Solutions:**

The Public Works Women’s Leadership Council recognized this opportunity and formed the SOP. The SOP is currently comprised of 2 co-chairs, 19 committee members, and 52 active members who have provided 39 presentations to 28 high schools across Los Angeles County during the 2<sup>nd</sup> year of its pilot stage.

The SOP conducts educational presentations at local high schools with a focus on disadvantaged communities to inspire and motivate the next generation to pursue careers in science, technology, engineering and mathematics (STEM).

In addition to these presentations, the SOP also assisted in the coordination of Public Works’ “Take Our Daughters and Sons to Work Day.” This annual event provides staff with the opportunity to bring their children to work and learn about what they do at Public Works and how it affects Los Angeles County. The SOP provided interactive presentations to educate and excite the youth on Public Works’ activities.

The SOP also supported Caltrans’ “Become an Engineer” campaign during 2017 National Engineers Week.

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**Benefits:**

In an effort to measure the success of the SOP, volunteers distributed surveys to the students after each presentation and found that:

- 75% had an increased understanding of the Department of Public Works
- 87% had an increased understanding of engineering
- 20% had an increased interest in pursuing a college degree

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**Linkage to the County Strategic Plan – 1 page only.** Which County Strategic Plan goal(s) does this project address? Explain how. Use Arial 12 point font.

**Strategy.2.6 Women and Girls’ Initiative**

The SOP had goals to present to schools within disadvantaged communities, and more specifically to three all girl schools. SOP members who have given presentations to engineering classes have observed the lack of female representation and have recognized the disadvantages and challenges that women and girls face within STEM fields starting at a young age. In hopes of overcoming gender-driven disparities, the SOP has put a focus on encouraging, teaching, and providing resources for women.

**Strategy II.3 – Make Environmental Sustainability Our Daily Reality**

The SOP works to educate and inform local youth about technical career paths available to them and the complex set of issues that will one day fall to their generation to tackle. These issues are both what make technical fields so rewarding and challenging. By breaking down complex issues such as water independence, solid and liquid waste reduction, and efficient and safe methods of transportation to ideas that students learn in their daily lectures, the presenters are working to promote a culture in Los Angeles County where everyone, from professionals in the workforce to students in the classroom, are educated and empowered to address the serious threats posed by a warming climate.

**Strategy III.1 – Continually Pursue Development of Our Workforce**

The SOP is continuously recruiting new presenters to broaden the volunteer base and better serve its audience. The SOP requires all new volunteer presenters to schedule presentation review sessions with experienced presenters. These sessions act as a way for the SOP to ensure the quality and integrity of presentations while allowing the volunteer presenters to practice their public speaking skills, which will empower individuals to become more effective communicators and leaders.

**Strategy III.4.1 Solicit Ongoing Customer Feedback**

The SOP sends out post-presentation surveys to both presenters (employees) and school contacts (teachers) after every presentation. The surveys are designed to help the SOP improve the quality of future presentations as well as the program. The SOP recently added a new survey incorporated at the end of each presentation that students can take immediately to help determine if the presentations meet the objectives of the SOP such as informing the youth about STEM while empowering them to seek STEM careers, motivating the youth to pursue a college degree, and educating youth about real world applications of engineering.

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**COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFITS TO THE COUNTY):** If you are claiming cost benefits, include a calculation on this page. Please indicate whether these benefits apply in total or on a per unit basis, e.g., per capita, per transaction, per case, etc. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12 point font

**Cost Avoidance:** Costs that are eliminated or not incurred as a result of program outcomes. Please indicate whether these are costs to the County or to other entities.

**Cost Savings:** A reduction or lessening of expenditures as a result of program outcomes. Please indicate whether these were expenditures by the County or by other entities.

**Revenue:** Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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