

## COLUMBIA AREA CAREER CENTER

Columbia Public Schools

4203 South Providence Road • Columbia, MO 65203

Phone 573-214-3800

Contact: Amanda Brown, *Strategic Communications Manager*

573-214-3800, [ambrown@cpsk12.org](mailto:ambrown@cpsk12.org)

### FOR IMMEDIATE RELEASE

HEADLINE: CACC to host inaugural Business Awareness Day

COLUMBIA, MISSOURI, September 28, 2016 — Last spring Columbia Area Career Center started putting final touches on their “Workplace Expectations.” Workplace Expectations are teaching points that are integrated into the curriculum to instruct students not only what is expected of them in a classroom, but also in a career field. It quickly became evident that CACC needed more local business involvement to guide students through this process.

Business Awareness Day is an answer on how to get businesses more involved with the training of the upcoming workforce. Thanks to Stacy Button and the Regional Economic Development Incorporated, they helped Business Awareness Day be apart of the larger initiative—Mid-Missouri’s Innovation Week, October 7-14, 2016. This week is sponsored by Bringing Up Business, which is organized by Sherri Helm of the University of Missouri-Columbia and a planning committee consisting of other contributing community organizations.

CACC’s event will be divided into 2 areas of focus. The first area will be focused on networking and interviewing skills. Twenty-two business leaders have volunteered their afternoon to work with twenty-two CACC seniors teaching them how to properly interview and build business relationships, that could help provide opportunities that otherwise would not of existed.

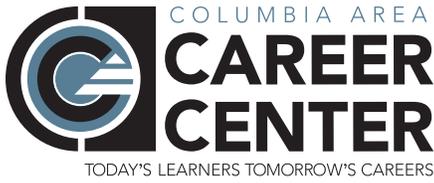
“We want to give our students every opportunity possible,” states CACC Director, Mr. Randall Gooch. “Our networking event is going to give those students an edge in the workforce. Practicing interviewing and networking skills with Columbia leaders will teach them how to speak to experts in career fields, that may otherwise intimidate them. It’s about breaking down walls and building opportunities. We are proud of how the community has stepped up to support these students. Great things will come out of this day.”

The second area will be focused on technical skills being currently used in area workplaces. Twenty-three area businesses will be conducting a skills exhibition. The purpose of this is for students to have an eye-witnessed account



#caccbest #cpsbest

.....  
[www.career-center.org](http://www.career-center.org)



**COLUMBIA AREA CAREER CENTER**

**Columbia Public Schools**

4203 South Providence Road • Columbia, MO 65203

Phone 573-214-3800

of some of the skills needed to be successful. All CACC seniors were invited to participate in the skills exhibition.

“We have asked businesses to make the experience as interactive as possible. What we don’t want is a person standing behind a table handing out literature,” explains Mrs. Amanda Brown, CACC Strategic Communications Manger. “This is about elbow grease and helping the students make impactful positive decisions about the future and what they can offer to the community around them. The businesses participating know they are investing their time and resources into the future. It’s amazing to see everyone come together, creating positive stories for our kids.”

Business Awareness Day will take place at the CACC-South Campus [4203 S. Providence Rd., Columbia, MO 65203] on Friday, October 14, 2016 from 12:30 to 3:45 PM. The businesses and organizations represented for the day include Columbia Fire Department, Columbia City Manager’s Office, True/False Film Festival, 3M Company, Missouri Department of Higher Education, Landmark Bank, Columbia Center for Urban Agriculture, Emery Sapp and Sons, Missouri Department of Health and Senior Services, City of Refuge, Missouri Employers Mutual Insurance, AirEvac Lifeteam, Moberly Rural Health Clinic, US Army, Missouri Solar Solutions, BoldlyU, Handy-Matt LLC, City of Columbia, City of Columbia Police Department, EasyPC IT & Computer Repair, CPS STEAM Bus , Columbia Daily Tribune/Tribune Publishing, Fastsigns of Columbia, Harold’s Doughnuts, United States Air Force, Midwest Computech, Columbia Public Schools, Gravity, Shelden Clinical Simulation Center, Veterans United Home Loan, Columbia Chamber of Commerce and MFA Oil Company.

CACC is a part of the Columbia Public School District and serves the community by providing the following educational programs to a variety of ages including, but not limited to: career and technical education, personal enrichment, literacy advancement, workforce development and summer camps. For more information, visit [www.career-center.org](http://www.career-center.org).

###



*As a district accredited with distinction by the Missouri Department of Elementary and Secondary Education, Columbia Public Schools is a reflection of the community. The vision is to be the best school district in the state, and the mission is to provide an excellent education for all students—from preschool to adult career education.*



#caccbest #cpsbest

[www.career-center.org](http://www.career-center.org)