

February 16, 2017

Introduction for educators:

The Economic Development Authority of Western Nevada (EDAWN), funded by the State of Nevada and other investors, is a public/private partnership committed to adding quality jobs to the region, in order to diversify the economy and positively impact the quality of life in the greater Reno-Sparks area. The attached “My Future Activity Book” was created to help educate children and their parents about business diversification occurring in our region, and the variety of job and career opportunities it presents to their families.

We believe that it is never too early for youth to start imagining their futures. As a result, we felt that it was important to create something that could be used to increase awareness among students and parents, regarding the many industries, occupations, and opportunities that exist in the region for those with a solid STEM education and a dream of college and/or a career.

The “My Future Activity Book” was designed to be used as a fun guide to stimulate ideas and questions about different industries and occupations, and the education and skills needed to succeed in those careers. Our goal is to get both students and parents thinking about the wide variety of options that are available to their families, and to emphasize the importance of goal setting and education to their future success.

This book can be used as a catalyst to conversation, a visual aid to class curriculum, or a fun activity that coincides with other related activities. We appreciate any input you may have as to how to make it an even better tool to prepare students and educate their families about the variety of careers that exist in the region.

EDAWN’s focus is on Primary Companies in the private sector, which typically fall in the sectors of Manufacturing, Logistics and Distribution, Technology, and Back Office Support, so the characters are, for the most part, representative of occupations in those sectors. The My Future Activity Book was originally created by Workforce Connections (Southern Nevada’s Workforce Development Board) and adapted for Northern Nevada by EDAWN, and is available in both English and Spanish, and printed and digital formats.

Thank you for your potential participation in the pilot rollout, and we look forward to your feedback.

Sincerely,



Nancy McCormick
EDAWN

Vice President Retention, Expansion and Workforce Development