

- Develops and fosters PCCAPS business partner and mentor relationships.
- Leads the creation of marketing materials for the PCCAPS program.
- Utilizes various forms of student recruitment tactics including, but not limited to class presentations, informational tables, open houses/tours, mentor panels, and individual meetings.
- Develops press kits to be used with media, community leaders and business partners for the purpose of acquiring new PCCAPS business partners.
- Prepares articles about PCCAPS in various Park City School District and Park City Community publications for the purpose of strong media relations and keeping the Park City High School staff and community informed.
- Manages PCCAPS social media accounts.
- Coordinates visits and tours by in district and outside groups (schools, businesses, individuals) to the PCCAPS facility.
- Develops and manages a “quality control program” for the purpose of evaluation and feedback on and from mentors, internships, guest speakers and guest instructors.
- Develops, executes and evaluates a comprehensive customer service professional development plan for the entire PCCAPS staff.
- Partners with PCCAPS executive director and high school principal, to recruit, develop, retain and monitor business and industry partners that result in the following investments: curriculum input, guest speakers, guest instructors, mentorships, internships, gifting of assets (equipment, satellite space, financial contributions).
- Partners with industry for the creation and implementation of scholarship opportunities for PCCAPS students.
- Develops and executes target list of new business partners for the purpose of gaining their participation in mentoring, internships, guest speaking, etc.
- Identifies, qualifies and evaluates mentor, speaker, and internship opportunities.
- Creates and manages a comprehensive Business Development Database and maintains a PCCAPS business partner/community member data for the purpose of documenting activities, meeting compliance requirements, providing written reference, and /or conveying information.
- Assists in the development of university/college articulation agreements through ongoing relationship management.
- Designs, manages, and measures a PCCAPS Alumni Association for the purposes of developing longitudinal data, enhancing university affiliations, expansion of the mentoring/internship database, and ongoing gifting possibilities.
- Develops CAPS curriculum/experience to implement in the middle grades.