

2020 - 2021

**PCCAPS**

# ANNUAL REPORT

Lyndsay Huntsman, CTE Director  
Park City School District

June 2021

Adrienne Woolley, Internship and Project Coordinator  
Park City High School



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# LETTER FROM THE DIRECTOR

The 2020 - 2021 school year was anything, but typical. Even in the midst of disruption, the PCCAPS program continued to connect young professionals to their passion in order to define and refine their individual purpose. Many of our students toggled between remote, hybrid, and in-person learning. Through it all, our students and staff demonstrated creativity, passion, and resilience.

As a program, we evolved and perfected the fail forward mindset. Despite challenges brought forth by the pandemic, there were some silver linings for us in PCCAPS. Some of the methods and strategies deployed will remain with the program while others will be shelved as artifacts.

This school year demonstrated that technology can be utilized as a tool to efficiently connect students to opportunities. The workplace is forever changed, and in partnership with our students, business partners, and mentors, we will contribute to defining best practices in the new world of work. The engagement and eagerness of our students as we learn these new realities together is profound. The CAPS Network is thriving in 125 school districts, across 19 states and three (3) countries, creating powerful networks for teachers, students, and business partners.

Thank you to our business partners and mentors for being flexible and nimble as we adjusted throughout the year. As we begin to prepare for next school year, our commitment remains the same, align students with their passion and purpose through a personalized learning experience. Looking forward to another epic adventure!



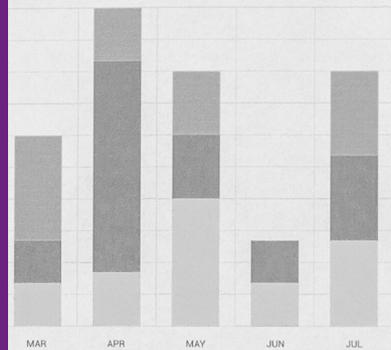
## LYNDSAY HUNTSMAN

CTE DIRECTOR  
PARK CITY SCHOOL DISTRICT

# 360° FEEDBACK

**Business Partners**

**Students**



## Business Partner Feedback

Successful partnerships with businesses and organizations create the best experiences for our PCCAPS students. PCCAPS has been privileged to work with a wide-variety clients both in Park City and the Greater Salt Lake area. Overall, our feedback from our PCCAPS clients has been outstanding and many want to continue working with our students on future projects.



Lindsay Northrup  
Marketing Coordinator, CCG SLC

We are so glad we have had the chance to connect with some PCCAPS students and get their help on various projects over the last few months. Not only has it been fun to get fresh perspectives from young student minds, but its been extremely helpful as well. Our two students have been helping us within our marketing department, assisting us with our social media presence, working on ideas for campaigns, research and beyond. I would definitely recommend the PCCAPS program to businesses looking for external help to solve various problems that perhaps no one on their team has time to solve.



Patrick Fannon  
Owner, Switchback Sports

We had a great experience with Kyle and Jeff. They were incredibly diligent and thoughtful with the analysis and projects we have them work on for us. Thanks to the PCCAPS platform for giving us the opportunity to work with them.

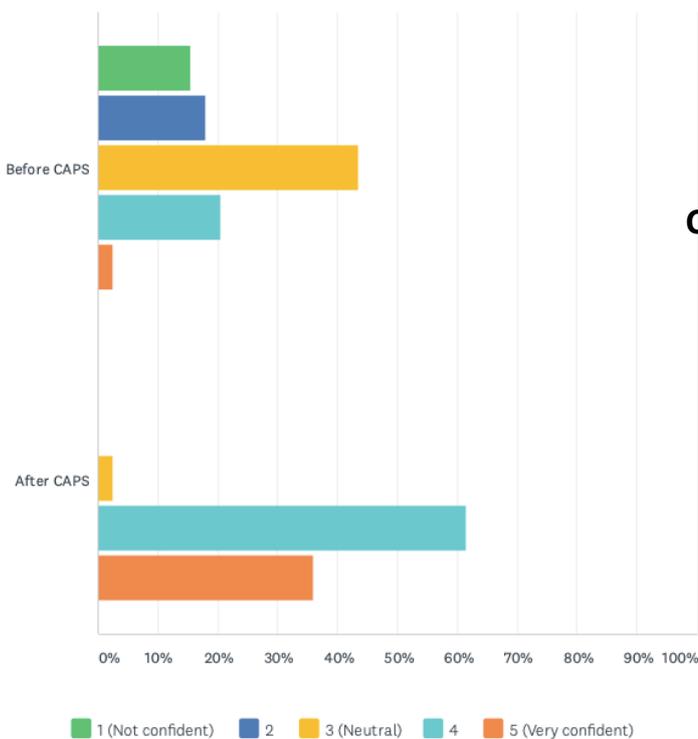


Brooks Kirchheimer  
Owner, Hearth and Hill

I very much enjoyed the opportunity to collaborate with the students of the PCCAPS program. It was fun to see them develop ideas and come together as a team over the months we worked together. Their thirst for knowledge, and to understand how a business works just shows how successful each of them will be in their future professional endeavors.

# Student Feedback

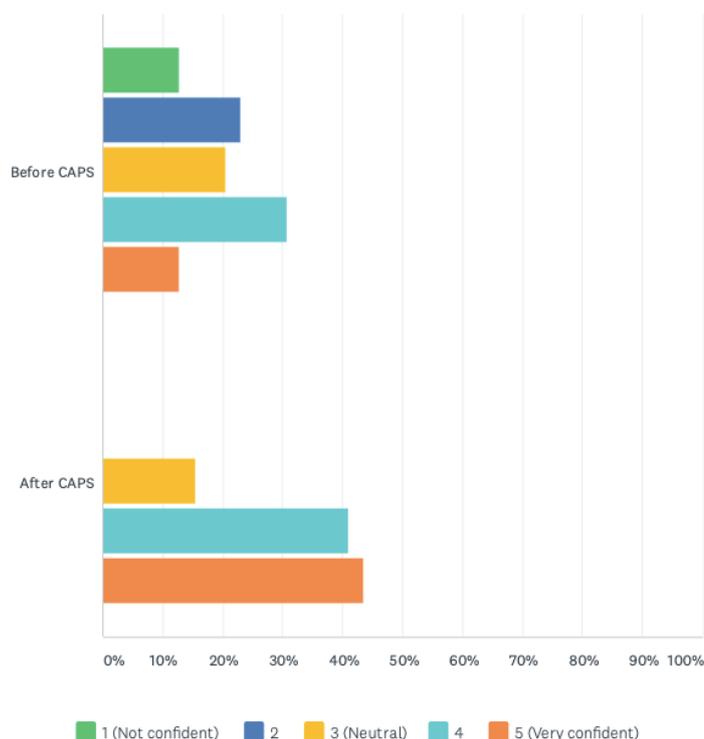
At the end of each semester PCCAPS students participate in a reflection survey. The survey measures their level of confidence in a number of areas. Overall, confidence increased significantly for PCCAPS students. Most notable, their increase in confidence as it relates to owning their personal strengths and passions, conducting one-on-one meetings with their client/mentor and their ability to be successful in life. One student comment in the survey, "For me, meeting the people was the best part of PCCAPS. I've met people I feel can help me grow not only as a student, but a potential business leader." This quote and the data demonstrates that beyond the experience of working on a "real world" project, students build strong connections and life skills as a result of PCCAPS. The student increase in success confirms to the PCCAPS Leadership Team that PCCAPS is an incredible program for students of all backgrounds, interests, and aptitudes.



## Composing Professional Communications

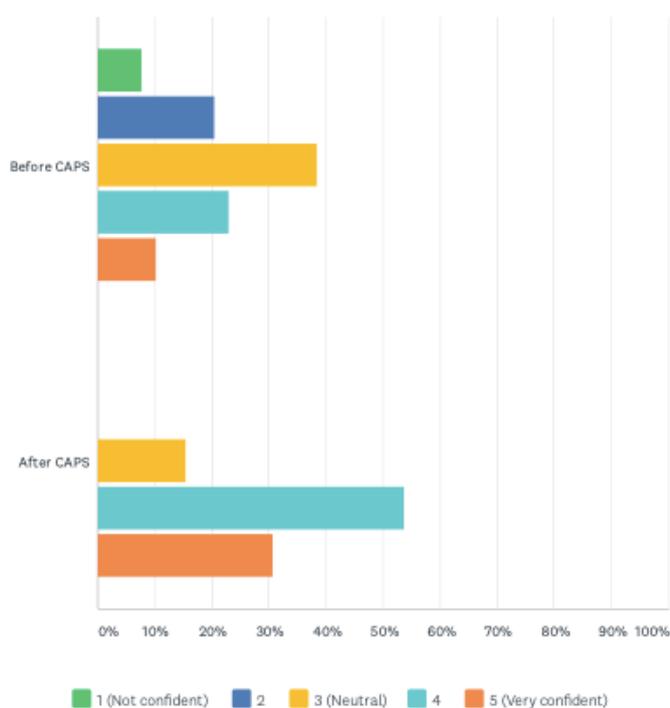
97% Feel Confident/Very Confident After PCCAPS

# Student Feedback



## Making a Formal Presentation

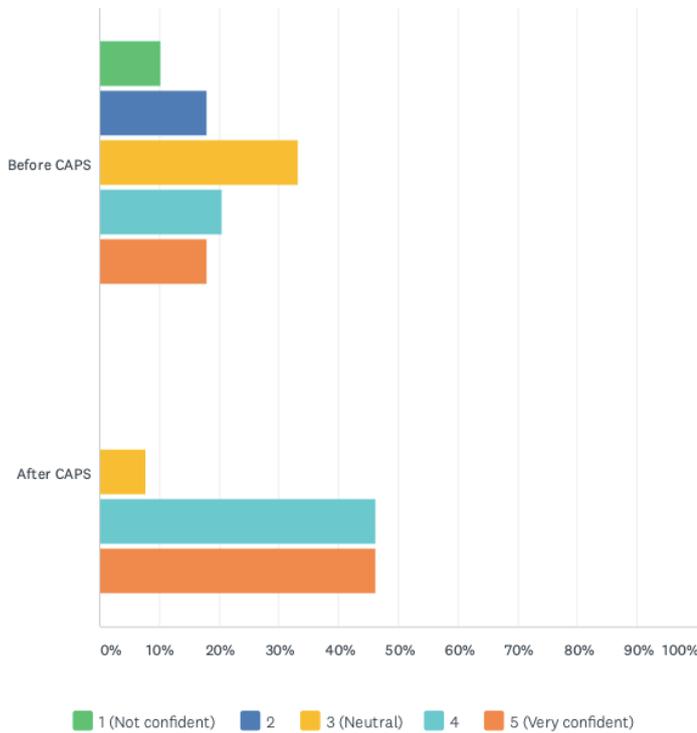
85% Feel Confident/Very Confident After PCCAPS



## Understanding and "Owning" Their Personal Strengths and Passions

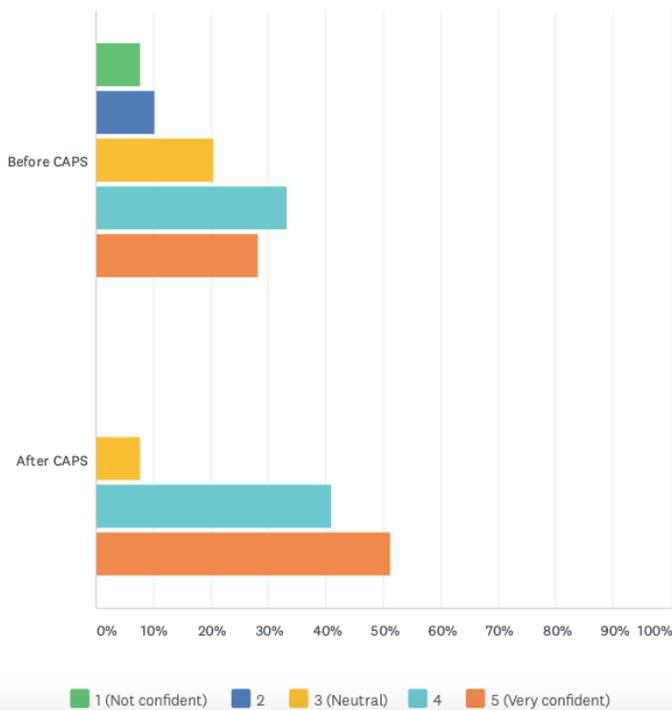
84% Feel Confident/Very Confident After PCCAPS

# Student Feedback



## Conducting a One-On-One Conversation with a Professional and/or Mentor

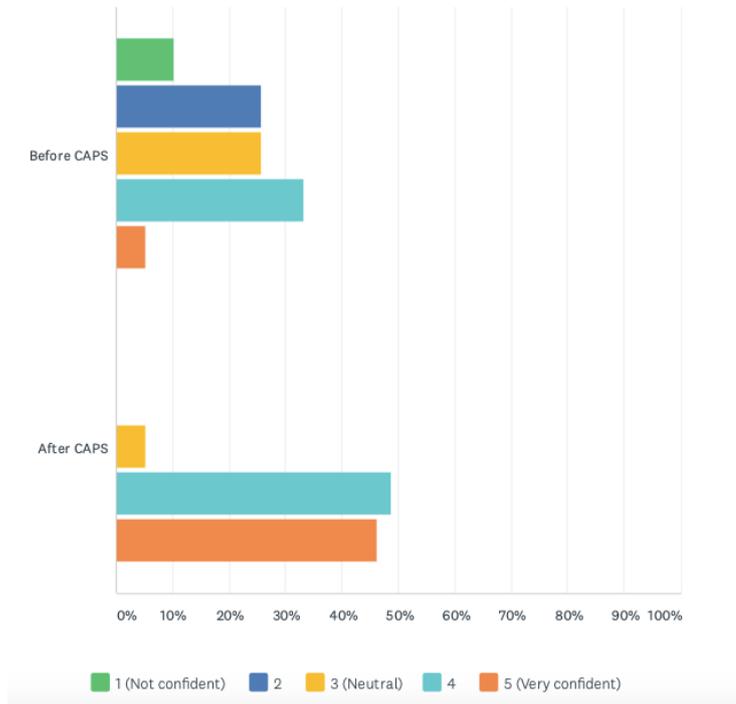
85% Feel Confident/Very Confident After PCCAPS



## Collaborating Effectively As Part of a Project Team in Order to Accomplish Team Goals

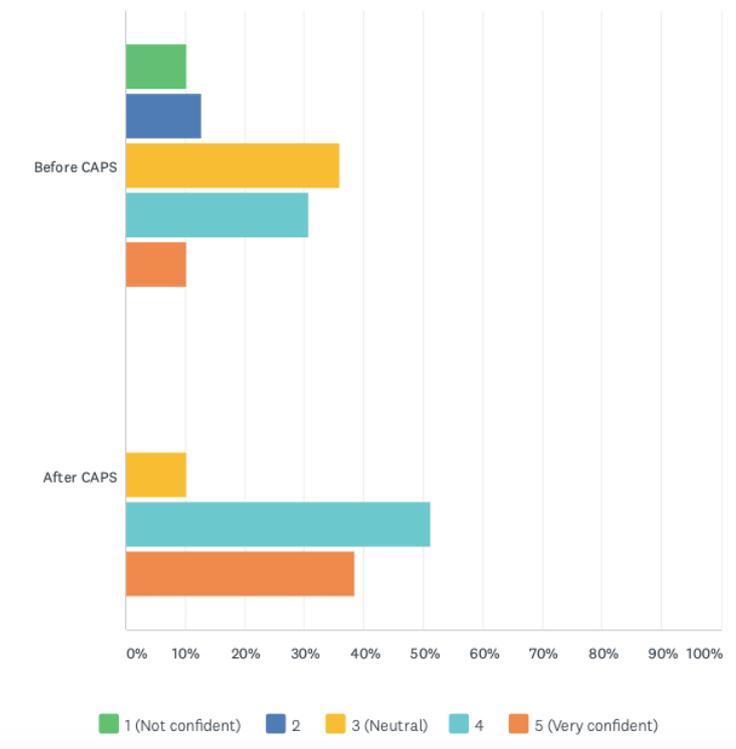
92% Feel Confident/Very Confident After PCCAPS

# Student Feedback



## Planning and Executing a Project For a Professional, Mentor or Themselves

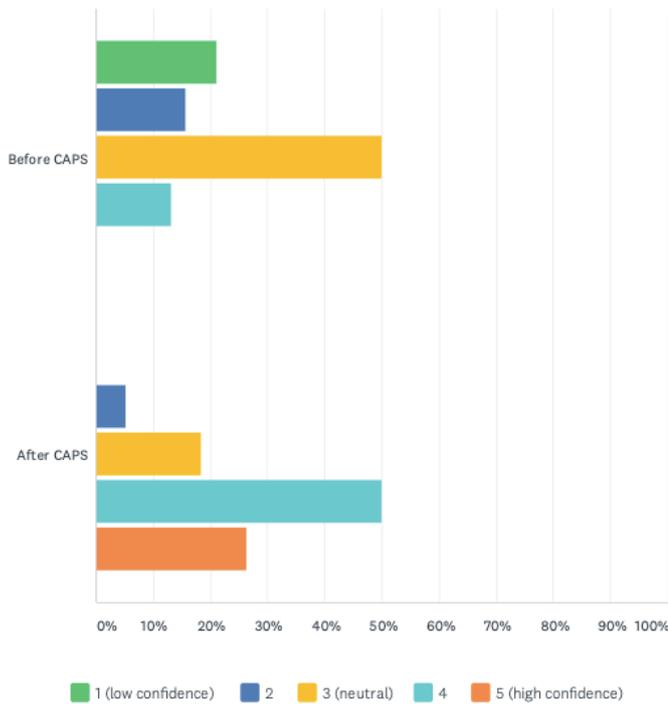
95% Feel Confident/Very Confident After PCCAPS



## Ability to Positively Respond to Mistakes or Other Unexpected Circumstances

89% Feel Confident/Very Confident After PCCAPS

# Student Feedback

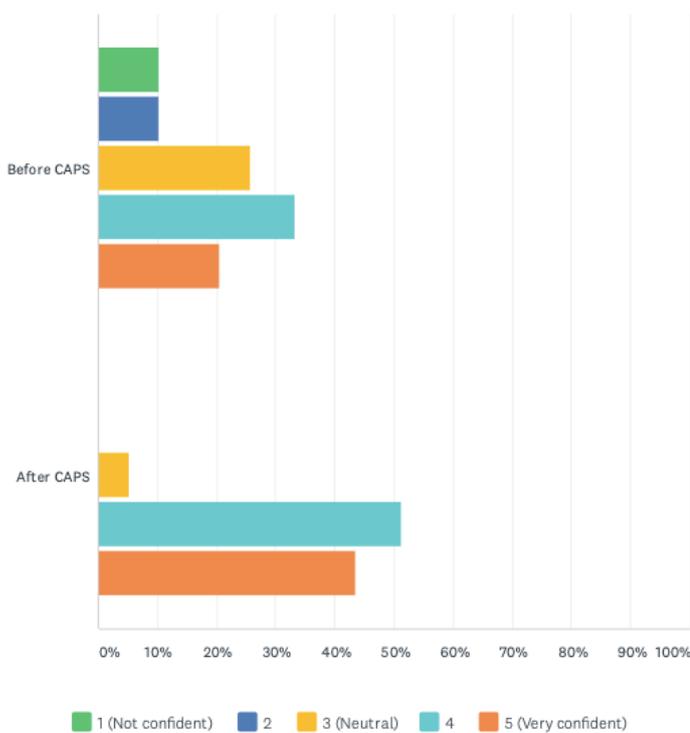


## Accessing Professionals and Adding Them As Social Connections to Support Areas of Interest in the Future

76% Feel Confident/Very Confident After PCCAPS

## Overall Confidence in Themselves and Their Ability To Be Successful in Life

84% Feel Confident/Very Confident After PCCAPS



## Student Feedback

### What was the best part of PCCAPS for you?

Working with professionals on a subject that you are passionate about. It helps you connect with people and have a plan for the future.

The best part of PCCAPS for me was getting to work with others and problem solving together.

I enjoyed meeting with my client and being in charge of small projects that would then help the overall project.

Getting the chance to be in charge of something was a good experience.

Being faced with real-life problems that happen in the business world so I will be prepared for them in the future.

Meeting new people that all have such different lives and jobs.

The best part of CAPS for me was having full creative freedom to execute my ideas.

I loved collaborating with my partner and then seeing all of our work come to life after the endless hours of planning.

The best part of CAPS was being able to get out of the classroom and truly experience learning in the real world.

The best part was we were each working on different projects which made the class seem personalized and allowed you to do something you really enjoyed rather than just doing what is assigned to you in other classes even if you enjoy it or not.

Being able to work on my passion, having a mentor that guided me through the experience, and giving me someone I can reach out to in the future.

For me, meeting the people was the best part. I've met people I feel can help me grow not only as a student, but a potential business leader.

# PROGRAM REACH

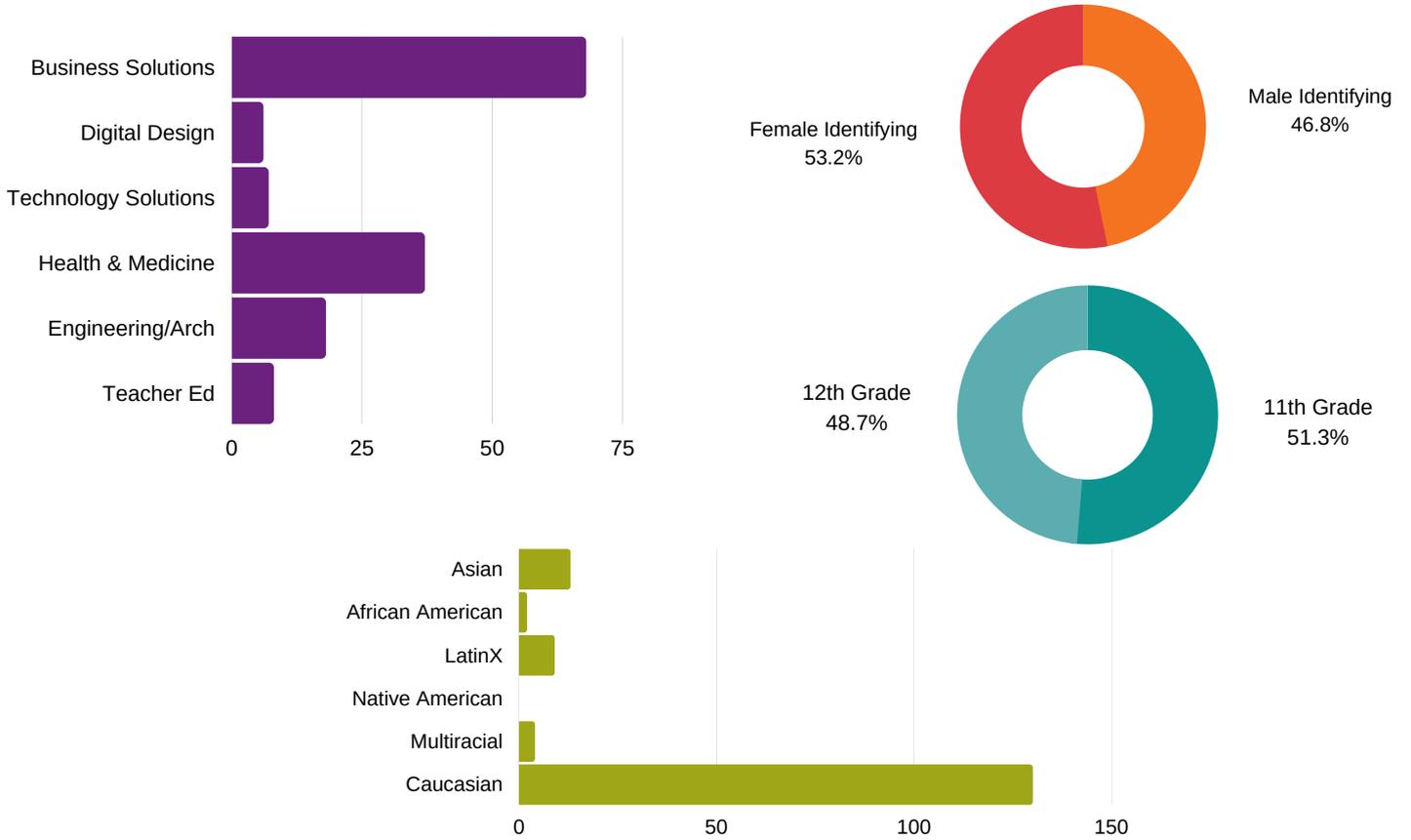
**2020-2021 Enrollment & Demographics**

**2021-2022 Enrollment\***

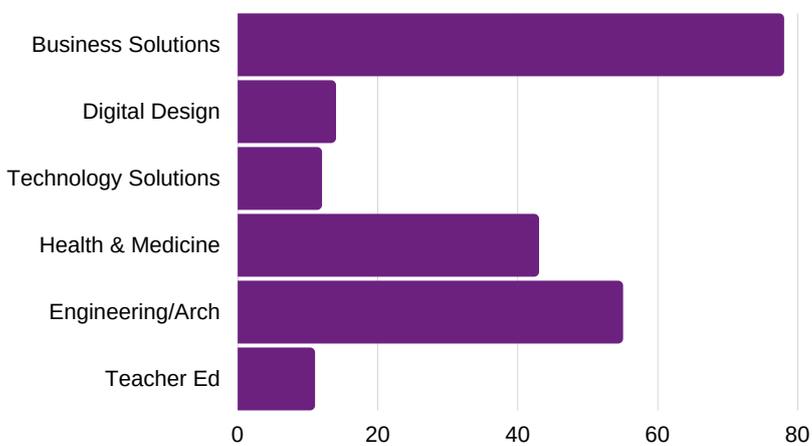
\*Demographic data not yet available.

# ENROLLMENT & DEMOGRAPHICS

## 2020/2021 (144)



## 2021/2022 (213)



# STUDENT EXPERIENCE

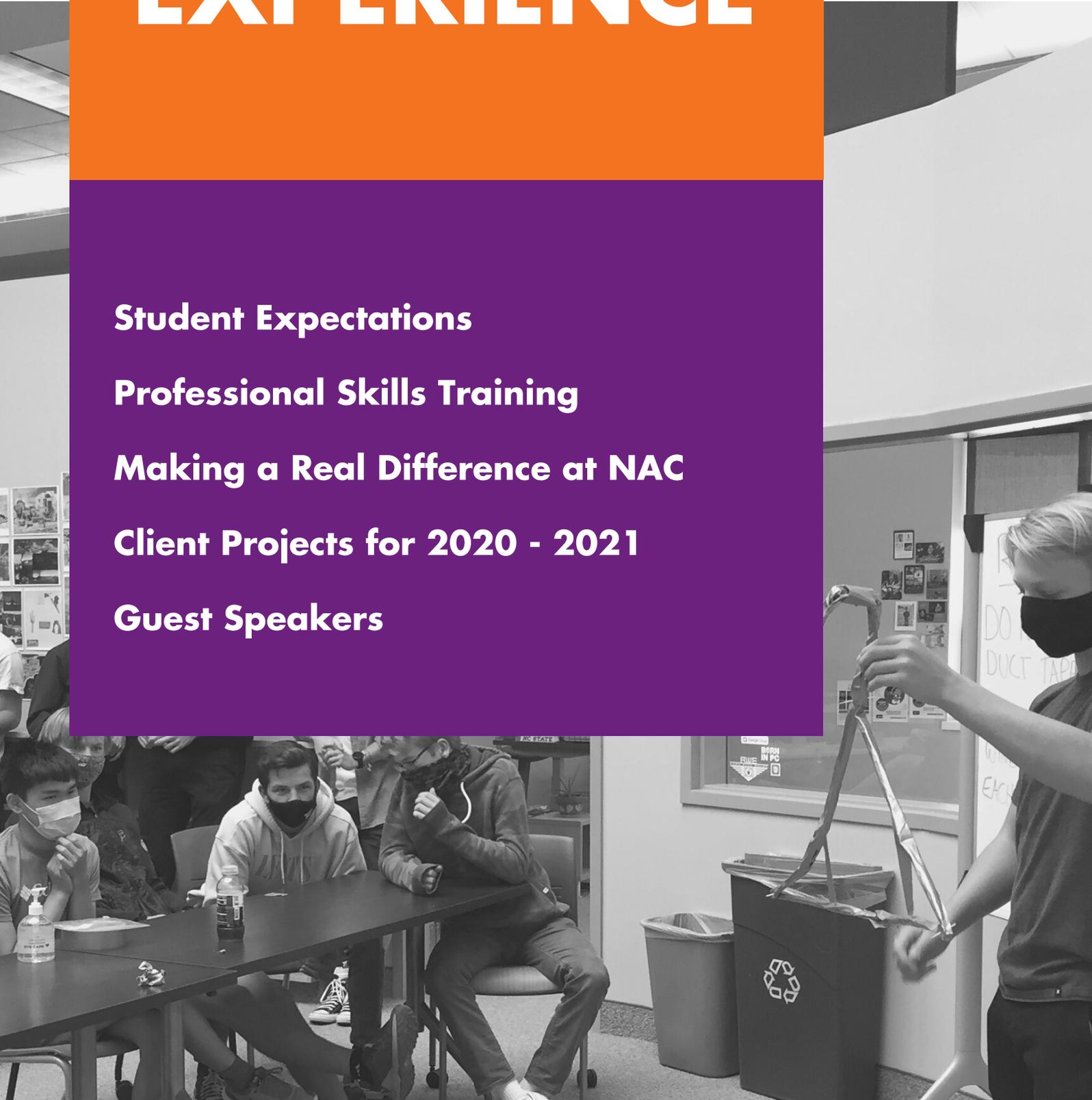
**Student Expectations**

**Professional Skills Training**

**Making a Real Difference at NAC**

**Client Projects for 2020 - 2021**

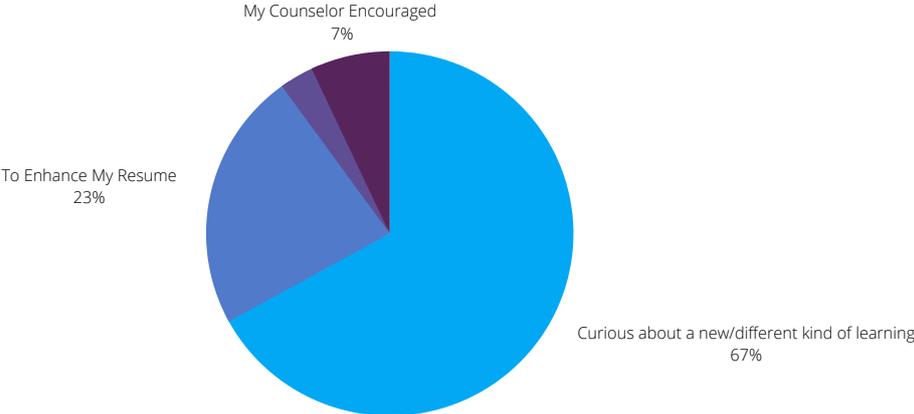
**Guest Speakers**



# Student Expectations

Survey results indicate curiosity is the driving factor (67%) for enrolling in the program. Secondly, a desire to enhance their resume. This gives us direction on ways to meet student expectations while striving to reinforce the identified success skills.

My Main Reason For Enrolling In PCCAPS



## Focus on Success Skills

This past school year we chose to orbit all programming around the Seven (7) Success Skills, also referred to as "21st Century Skills" or "professional skills."

This provided adult members of projects the ability to reference back to the most important aspects of the student experience. The project-based learning experience is less about developing experts and more about skill development. Through new programming efforts, we intend to provide students opportunities to flex and develop these critical competencies.

# Professional Skills



## Application

Zety, a career advice website, surveyed over 200 recruiters and hiring managers to find out what skills employers and companies look for in 2021. Here's a list of the most in-demand skills on the market. At the beginning of each semester, PCCAPS students participate in activities and training that provide opportunities to strengthen these skills. Throughout the semester, they were able to apply each of these skills to their project.

### Core Skill / Topic

### Activity Name

### Purpose

Teamwork	Scrum Activity	PCCAPS Student used the SCRUM method to plan a mock Park City High School 2021 Graduation. Given specific tasks students worked as teams and tested their communication skills through their planning.
Communication		
Time Management	Spaghetti Marshmallow Tower	Teams of students aim to build the tallest structure using unstable materials--masking tape, spaghetti and one large marshmallow.. Then, they compared their process and success to others.
Problem Solving		
Creativity	Disruptus	Disruptus is a game centered on creativity, innovation, and teaches students leadership. Disruptus revolves around new ways to create, transform, or improve objects. Leadership and creativity skills evolved while playing.
Leadership		
Organization	Google Suite	Through tasks, deadlines and events, students were given assignments to review all platforms and capabilities within Google Suite.
Emotional Intelligence		
Decision-Making	Zoom	Zoom played a critical role for PCCAPS students this year. Most client meetings were conducted through Zoom. Students were forced to interact, make decisions, and practice time management by scheduling and conducting their client meetings.
Stress Management		

# Real Companies. Real Projects. Real Impact for Maria and Siena



Most of the time, school is about learning a lesson and then taking a test. However, with PCCAPS we were able to experience the real world where we were tested and then learned from the failures. This helped us become so much more adaptive. Even just from last semester to this one, when we encountered setbacks we have learned to not focus on the problem but instead move forward. This is a skill that is essential later on in life because there is no time to waste on feeling sorry for yourself, people are counting on you to produce results.”

- Maria Graf and Siena Volmer, Health & Medicine PCCAPS Students

No matter how much we work alongside Park City School District students, no matter how aware we are of the incredible opportunities provided here, from Preschool to After-school to Bright Futures and PCCAPS, there will always be those moments of surprise at how well-rounded, thoughtful, and well-prepared these students are, and how hard they work to successfully reach their academic and lifelong potential.

At PCEF, we get to enjoy these moments every day, and especially when we talk with students like Maria Graf and Siena Volmer, two PCCAPS students who are working on an incredibly complex and thoughtful project with Park City’s National Ability Center, a local non-profit with a reach that extends across the world.

Both students joined PCCAPS, an elective for 11th & 12th graders at PCHS, to get hands-on learning in the health sciences strand. PCCAPS is classified by “strands” which cover engineering & architecture, business solutions, digital design, software solutions, teacher education, and health & medicine.

“I’ve always been interested in the medical field and hope to one day be a surgeon, said Maria. “This strand was going to be my best foot forward.”

Siena told PCEF, “I had always known that I wanted to go into the medical field and wanted to take classes that helped to get me started in the right direction, but my old school didn’t offer courses that allowed me to. When I saw PCCAPS, I immediately knew I wanted to sign up for it. I was also able to talk to previous CAPS students through the Park City volleyball program, who told me how amazing the program was.”

Their PCCAPS project is something very unique; the young women, after research and in-depth conversations with leadership, are working on a sensory communication board for the National Ability Center playground.

The movement-based, three-sided board will function as a way to communicate. One side will show the 15 most common emotions, another will have the NAC camp designs, which will empower people to point and show what they want or need, and the final side will show the incredible programs the NAC offers. The ladies aim to have the project completed by the end of the school year.

“We wouldn’t have it any other way, we joke about it now thinking of how having a different project wouldn’t be as fun or as difficult. We both were really ambitious when it came to our project and we were lucky to have full support from everyone in PCCAPS, but also the community. It’s exciting to see what two high schoolers can do for a community that may be forgotten.”



## STUDENT EXPERIENCE

"It is so amazing to be able to make a real difference in our community. Having such a connection with the NAC, something we fully support and look up to is truly inspiring," said Maria. "We wouldn't have it any other way, we joke about it now thinking of how having a different project wouldn't be as fun or as difficult. We both were really ambitious when it came to our project and we were lucky to have full support from everyone in PCCAPS, but also the community. It's exciting to see what two high schoolers can do for a community that may be forgotten."

If you are thinking that creating a physical board might present some challenges outside of the health sciences strand - you're right! Instead of being deterred, Maria and Siena engaged the architecture strand mentor to help them as they came up with the concept and designed it. Now - they are building the board!

"As I have just moved from a different school, the difference between PCCAPS (and PCHS in general) compared to other high schools is not one to be taken lightly," said Siena. "Here we are trusted and expected to take control of our own learning. We are responsible for what we get out of the course."

"Don't get me wrong," she continued. "The teachers and staff are the first ones to offer help and ensure we are going in the right direction, but it is expected that they are talking us through a minor setback to get us to come up with an appropriate solution ourselves, not solving our problems for us. This helps everyone in the program become much more self-sufficient which will only help us in the long run."

We can't think of a more fitting example of how PCCAPS brings business, community, and public education together to produce personalized learning experiences -- to educate the workforce of tomorrow!

As Maria prepares to attend Smith College next year, to study biological sciences and neuroscience, and Siena gets ready for her senior year (while participating in the recruiting process to play collegiate volleyball) - we have no doubt that this is only the beginning of absolutely incredible things to come for them - and from them.

Of course, in keeping with their mission to help the NAC, Siena and Maria wanted to add:

The mission of the National Ability Center is to "empower individuals of all abilities by building self-esteem, confidence, and lifetime skills through sport, recreation, and educational programs." They work on improving the quality of life of all people who are at the facility and anyone in the community. We know that the NAC would greatly appreciate any support from the community!

We are so proud of you two - thank you for being such shining examples of the great work PCHS students are already accomplishing!

Thank you so much for supporting the National Ability Center! The students have been amazing to work with and they have selected what we know is a challenging and involved project. It has been a dream of mine to have an outdoor communication board for our camps and I am so grateful that moving forward we have this option for our neurodiverse community. We are so grateful for our partnership and look forward to continue to be connected to the PCCAPS program."

*Andrea Stack, The National Ability Center*



## Health & Medicine, 2020 - 2021



Nutritional-Based  
Diet Membership



Awareness and  
Marketing Campaign  
for Services Offered at  
People's Health Clinic



Established and  
enrolled students in  
the Hope Squad at  
TMJH



Designed, secured  
materials, and built  
an Outdoor  
Communication Board



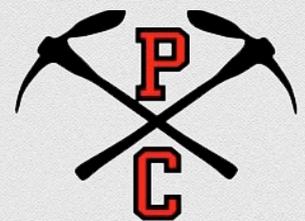
Researched, tested and  
marketed the WAVI  
Technology for concussions



Worked to test and  
improve a patent-  
pending butterfly  
catheter with a  
doctor and  
researcher at the  
University of Utah



Assisted Dr. Shores  
and worked with his  
team to learn and  
improve  
best practices for  
patients



Created and  
facilitated several  
public health  
campaigns at  
Park City High School

Business Solutions, 2020 - 2021



Created new logos and merchandise to appeal to younger concert goers



Researched and created new social media campaigns



Ran advertising campaign for new positions and created food demo videos



Created a social media campaign



collectivemedical

Evaluated website and current marketing, then made recommendations for improvement



Created and conducted a transportation research study



Created and conducted a transportation research study



Created a new digital program for summer concerts

# Business Solutions, 2020 - 2021



Designed, then ran a lunch promotion and fundraiser through social media



Established an entrepreneurial pitch contest, *Pitch Park City*



Ran focus groups and marketing campaign to improve participation



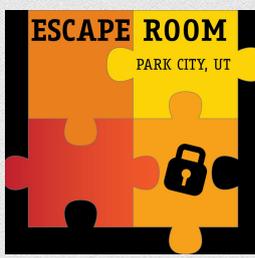
Created a social media campaign and calender



Created a referral and discount program



Documented ski inventory and updated POS system to sell online



Created a marketing campaign using TikTok



Assisted with equities and investment research



Created a marketing and social media campaign

## Technology Solutions, 2020 - 2021



Designed and coded a district site for K-12 Computer Science



Designed a frontend website for a cloud point model



Developed an app



Created solutions to process big data to a web-ready format

# Digital Design, 2020 - 2021



Designed and created new logos



Designed new logos and website



Designed multiple logos and merchandise



Designed a new logo



Designed a logo

## Architecture & Engineering, 2020 - 2021



Redesigned  
restaurant space



Designed sustainable  
cabins in Moab



ELLIOTT WORKGROUP

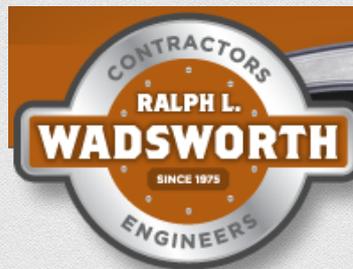
Designed a sustainable and  
affordable housing site in  
Moab



Redesigned and created a  
sample of an N95 mask



Designed a work and  
storage space



Calculated crane  
location for  
construction project  
at the University of  
Utah



Calculated surface  
area and volume to  
determine the flow  
and energy to  
determine the pump  
size for pool design

# Student Activities, Presentations, and Celebrations

Featured below is collection of photos from students unique year in PCCAPS during a global pandemic. Students persevered by presenting in masks to virtual judges; interacting with clients in unique environments, and managing a project with multiple learning modalities.



### Red Shoes Living



In December, PCCAPS hosted Lonnie Mayne, a nationally recognized motivational speaker who resides here in Park City. He spoke about his "Red Shoes Living" philosophy and five-step framework to develop a high performance and sustainable leadership model, create standout customer experience, and build a highly engaged and meaningful culture that empowers people to do their best work and live their best life. The students were receptive to his message and impressed by his advice. At the end of the semester students were given a pair of red socks to remember Lonnie's message.

This spring, Eeye Hsu and Luke Cartin from Mountain Towns 2030 speak to PCHS students about climate change.

Through presentation and discussion they reiterated their pledge: The climate crisis is the defining issue of our generation and must be addressed at all levels. As leaders in mountain & outdoor communities, it is our obligation to address this issue in a bold, timely, and meaningful way.

In the next year, we commit to:

1. Lead community conversations about setting courageous and action-based climate goals that make significant impacts by 2030.
2. Engage other leaders in our community, region, and state in aligning climate action.
3. Actively share and collaborate with other communities on implementing best practices and creating new solutions.

Our actions will demonstrate that mountain towns, local businesses, and other stakeholders can and should lead the nation in the climate movement. We invite any community, business, and non-profit worldwide to join us in taking courageous steps to transition to a carbon-free economy.



# LOOKING AHEAD

**Industry Recognized Credentials**

**Book Study**

**Basecamp**

**New Mentor Structure**

**PCCAPS Gives Back**

**Single Class Period**

PCCAPS has some new and exciting changes for the 2021-2022 school year. These new additions will enhance the PCCAPS experience for our students while equipping them with additional tools and knowledge for future careers.

## Industry Credentials

PCCAPS will provide industry recognized credentials for each strand. Whether a student is planning to attend a post-secondary institution or enter the workforce following high school, earning an industry credential such as Adobe Certified Associate (ACA) can provide an advantage. Research suggests by earning a credential, students are more prepared for the demands of industry and likely to perform better in the classroom or workplace. This experience will set students up for educational and career success.

## Book Study

In the Spring of 2022, PCCAPS will participate in a strand-specific book study. While reading a non-fiction book, students will receive practical application to their projects, life, academic, and future career interests. Book selections will include titles such *The Culture Code* by Daniel Coyle.

## Basecamp

PCCAPS will transition to the project management platform, Basecamp. Basecamp will be a great tool for students to: track their tasks and progress through each sprint; communicate with both their client and project partners; calendar meetings and important deadlines; and, upload important documents.

## New Mentor Structure

Currently, a new database of mentors is being created to outline specific skills sets of our mentors. Mentors identified for each strand will be used on an as needed basis.

## Give Back Fridays

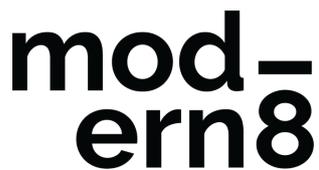
*"When you learn, teach. When you get, give."* - Maya Angelou

We will dedicate our Friday time to giving back to the Park City Community and surrounding areas through service activities.

## Single Class Period

With the exception of our Teaching as a Profession strand, all PCCAPS strands will now be taught as a single class period. A single class period provides more student access to the program.

# Project Partners for the 2021 - 2022 School Year



# MEET THE TEAM

## Administration & Instructors



Lyndsay Huntsman  
**Director**



Adrienne Woolley  
**Project Coordinator**



Debra Corrigan  
**Digital Design**



Chris Humbert  
**Architecture & Engineering**



David Feasler  
**Business Solutions**



Kelly Henderson  
**App & Technology Solutions**



Jared Romero  
**Health & Medicine**

## Advisory Committee



Lyndsay Huntsman  
CTE Director  
Park City School District



Adrienne Woolley  
Internship and Project Coord.  
PCCAPS



Caleb Fine  
Principal  
Treasure Mountain Jr. High School



James Agnew  
CEO and Founder  
[Blaast](#)



David Feasler  
Business and Marketing Teacher  
Park City High School



Jess Griffiths  
Board of Directors  
[Park City Education Foundat](#)



Parker Gentry  
CEO and Founder  
[Skill Struck](#)



Ben Rifkin  
CEO  
[Ten.Eighty](#)



Jamie Weekes  
Assistant Principal  
Park City High School



Dara Smith  
Academic Counselor  
Park City High School



Josh Finken  
Principal Engineer  
Highly Automated Driving Group  
[HERE Technologies](#)



Bruce Emerson  
Consultant  
[Emerson Strategies LLC](#)

# ABOUT PCCAPS

## A Member Of



A member of the national CAPS Network, and supported by Park City Education Foundation, the Park City Center for Advanced Professional Studies (PCCAPS) is an elective for Park City School District 11th and 12th graders. Student experience is guided by the principles of Project-Based Learning (PBL), a teaching method in which students learn by actively engaging in real-world and personally meaningful projects. In combination with fundamental knowledge, PBL models facilitate growth in: collaboration, problem solving, self-management, effective communication, perseverance and good work habits. PCCAPS provides a supportive environment where students self-discover how real-world teams function to produce solutions and deliverables. Volunteer mentors from a wide range of professions serve to support program goals by offering project feedback throughout the semester. More information about PCCAPS can be found at [parkcitycaps.com](http://parkcitycaps.com)

## Generously Supported By



We're changing the equation