



1001 Presidio Square, Costa Mesa, CA 92626 · (714) 979-1955 · [www.coastlinerop.org](http://www.coastlinerop.org) Brian K. Dozer, D. Mgt.

## **Press Release**

### **FOR IMMEDIATE RELEASE**

#### **Coastline ROP Unveils New Mission, Vision, and Logo to Enhance Student Success**

Costa Mesa, CA – [August 1, 2024] – Coastline Regional Occupational Program (ROP) is proud to announce the launch of its new mission and vision statements, along with a refreshed logo, reflecting its commitment to providing exceptional career technical education (CTE) and staying aligned with current labor market demands and societal trends.

**New Mission Statement:** "Empowering students with skills and experiences to ensure success in college, career, and life."

**New Vision Statement:** "We connect classroom learning with industry skills to bridge the gap between education and employment so individuals can thrive in their chosen careers, drive innovation, and make meaningful contributions to our community."

The updated mission and vision statements emphasize Coastline ROP's dedication to equipping students with practical skills and real-world experiences. These updates are part of a broader strategic initiative to ensure that Coastline ROP remains at the forefront of CTE, effectively preparing students for their future endeavors.

Dr. Brian Dozer, Superintendent of Coastline ROP, shared his excitement about the updates: "Our new mission and vision statements are not just words; they are a reflection of our unwavering commitment to our students' futures. We are dedicated to providing them with the skills and experiences they need to succeed in college, their careers, and life. This update ensures that we remain responsive to the evolving needs of the job market and society."

Dr. Dozer acknowledged the dedicated efforts and leadership of the Coastline ROP Board of Trustees and their school district partners at Irvine Unified, Newport-Mesa Unified, Saddleback Valley Unified, and Tustin Unified School Districts, noting that their collaboration and support were crucial in driving this initiative forward, ensuring that Coastline ROP continues to provide top-notch educational opportunities to their students.

The new logo, which will be prominently featured across all Coastline ROP materials and communications, symbolizes Coastline ROP's renewed commitment to excellence in education and their forward-thinking approach to career readiness.

This strategic refresh was led by Ms. Sonia Ramirez, Founder and CEO of Sonychelle Media and Communications LLC.

For more information about Coastline ROP and our programs, please visit the website at [www.coastlinerop.org](http://www.coastlinerop.org).





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**About Coastline ROP:**

Founded in 1971, Coastline ROP is a leading provider of career technical education, serving high school students and adult learners in the Irvine Unified, Newport-Mesa Unified, Saddleback Valley Unified, and Tustin Unified School Districts. With a diverse range of programs in various industries, Coastline ROP equips students with the skills and certifications needed to succeed in their chosen careers. By combining academic rigor with real-world experiences, Coastline ROP prepares students for success in the workforce and higher education. Courses are taught by experienced professionals who provide students with the latest industry knowledge and techniques. Students also can gain real-world experience through internships, job shadows, and field trips. The mission of Coastline ROP is to prepare students to be contributing members of their communities by providing an innovative career technical education focused on college and career readiness. For more information, please visit Coastline ROP's website or contact Superintendent Dr. Brian Dozer at [bdozer@coastlinerop.org](mailto:bdozer@coastlinerop.org).

