



## **Game-Changing Strategies for Dynamic Enrollment, Retention and Performance Results**

**Presenter: Mark Perna, CEO, Tools for Schools**

**Sept. 27, 8:30 a.m.-4 p.m.**

Discover how CTE delivers the single most important competitive advantage in today's workforce through the synergy of academic knowledge and technical skills. Mark Perna's revolutionary Education with Purpose® philosophy will boost your enrollment, retention, and performance results as students and parents experience the incredible value of purpose-driven learning. You'll gain key insights on today's generation and how you can connect your offerings with their goals.

### **Mark C. Perna**

*Author, Founder, and CEO*

Mark C. Perna is the founder and CEO of TFS, a full-service strategic communications and consulting firm whose mission is to share and support every client's desire to make a difference. As a noted generational expert, Mark has devoted his career to empowering educators and employers to unleash the tremendous potential of today's young people.

Mark's best practices have helped parents, schools, districts, businesses, and state organizations nationwide to connect more effectively with the younger generations. He frequently delivers keynote speeches at national and statewide events and recently spoke at Harvard University by special invitation. At TFS, Mark's team of talented professionals share his vision of helping organizations of all sizes experience significant gains in recruitment, engagement, retention, and performance rates.

Mark's first book, *Hearing the Branch Creak: How to Motivate and Empower Today's Younger Generations—And You!*, was written to help parents, employers, and educators understand Generations Y and Z and inspire them to greater performance in all areas of life. Mark is the father of two successful Millennials and resides with his wife Anne Marie in Cleveland, Ohio.

**Dr. Kevin J. Fleming, Ph.D.**

Producer of the viral animation video “Success in the New Economy,” and author of the bestseller, *(Re)Defining the Goal*, Dr. Fleming is a passionate advocate for ensuring all students enter the labor market with a competitive advantage. He supports over 40 Career & Technical Education programs as a Dean of Instruction, CTE at Norco College (part of Riverside Community College District, California). He also serves as the Principal Investigator for the National Science Foundation’s National Center for Supply Chain Automation (Washington DC). Previously, he analyzed industry trends and workforce needs while providing customized geospatial labor market research for the largest higher education system in the world: the California Community Colleges.

Dr. Fleming is a faculty member, national speaker, and recovering academic elitist. A true life-long learner, he has earned two Bachelor’s degrees from Loyola Marymount University (Psychology & Philosophy); a Master of Arts from The Ohio State University (Educational Policy & Leadership), a MBA from the University of Redlands, and a Ph.D. in Education from Claremont Graduate University...but it was his CTE industry certification in geographical information systems (GIS) that lifted him out of working poverty. He is a proud Eagle Scout, father, has completed 5 marathons, and won a spelling bee in the third grade.