



Greetings from your Division Vice-President—Dr. Raymond Davis, Jr.



Greetings and Happy New Year! I hope that your holidays were filled with good food, family time, and restful days!

With the arrival of 2013, we find ourselves at a time when we can look back in celebration of our accomplishments and look forward to the excitement of our leadership of ACTE's guidance and career development research, development and delivery.

The Guidance and Career Development Perkins Reauthorization Position Paper, expertly written by Dr. Norm Gysbers and Dr. Bragg Stanley with assistance from the Policy Committee, was presented at our Business Meeting and also to the ACTE Board of Directors in Atlanta at VISION 2102. This well-written and researched document represents the division's stance on the role of comprehensive guidance within the reauthorization of the Carl D. Perkins Act, as well as the Workforce Investment Act, and the Elementary and Secondary Education Act. It calls for the support, delivery, and accountability of comprehensive guidance in all future legislation involving our association's members.

I want to be sure to call your attention to our G&CD Members' Needs Survey that will be sent to you soon to gauge your individual needs as a member of our division. Dr. Anne Sourbeer-Morris has lead our Policy Committee's work on this important "futures survey." I urge you to complete this survey when it arrives and become involved in shaping the services, resources, and programming you need as a member of our division.

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Thanks for making Atlanta a great conference. I invite you to join us in Las Vegas, December 5-7, 2013 for an exciting VISION 2013. Don't forget to get your nomination for "Career Guidance Award Sponsored by Kuder" to your ACTE Region representative by March 1.

Ray

CareerTech VISION 2012: Dynamic Professional Development Event from the Association for Career and Technical Education for Over 3,000 Career and Technical Educators

The Association for Career and Technical Education held its newly restructured annual professional development event, CareerTech VISION 2012, in Atlanta, Georgia Nov. 28-Dec 1st, 2012. Over 3,000 career and technical education (CTE) professionals attended the three-day learning event.

The Association for Career and Technical Education held its reformatted professional learning event, CareerTech VISION 2012, in Atlanta, Georgia Nov. 28-Dec 1, 2012. Over 3,000 career and technical education (CTE) professionals attended the three-day learning event, which featured guest speakers from education and industry to discuss pressing issues around CTE and over 200 educational sessions on topics such as Common Core State Standards implementation with CTE programs, teaching strategies for the CTE classroom, program and teacher assessments, new technologies CTE programs can utilize to enhance student learning and much more. A combination of one-hour Idea Labs and two-hour Deep Dive sessions provided attendees access to hands-on learning unparalleled in the profession!

CareerTech VISION 2012, which took place at the Georgia World Congress Center, drew CTE professionals from across the country. Attendees browsed the newest classroom technologies and tools in the CareerTech Expo which showcased over 200 companies, and had the opportunity to benefit from exclusive partnerships with High Schools That Work and Model Schools which offered attendees a chance to explore best practices, instructional models and tactics for integrating rigorous academics and CTE that have been identified by these groups.

The Opening General Session at CareerTech VISION brought a panel of education and business leaders together to discuss the role of CTE in education. The panel comprised of state superintendents and industry executives spoke candidly about the challenges in the U.S. education system, the new focus CTE must employ and the need for greater industry and education connection.

Attendees at the Closing General Session heard speaker Roland Fryer, award-winning Harvard economist, education activist and collaborator on the bestselling book *Freakonomics*, discuss his work in education reform, his project EdLabs, conducting research on best practices in schools and his own experience as a beneficiary of CTE. As Fryer emphasized the need for strong career and technical education programs in schools, he declared, "This isn't about helping a couple of kids beat the odds; this is about changing the odds." To read more about the general session from the audience perspective, visit the [CareerTech VISION 2012 Storify](#).

On Wednesday evening, ACTE honored its 2013 national award winners at an awards banquet. U.S. Department of Education Assistant Secretary, Office of Vocational and Education Education, Brenda Dann-Messier participated in the Banquet to help honor the nominees and winners. ACTE honors both educators and business and industry leaders each year for their exemplary work in CTE. ACTE was pleased to work with new sponsors for two awards this year; [Cisco](#) which sponsored the Teacher of the Year award and [Kuder Inc.](#) which sponsored the Career Guidance award. The awards banquet was made possible thanks to the generous support of sponsors ASVAB, Cengage Learning, Home Builders Institute (HBI), Snap-on, Trane and USA TODAY Education.

ACTE is proud to announce the following [award winners for 2013](#):

2013 Business Leader of the Year -Brandon Pelissero, Chief Executive Officer, Ecolink

2013 Business Advocate of the Year- Jim Ryan, Chairman, President and Chief Executive Officer, Grainger

2013 Teacher of the Year, Sponsored by Cisco- Robin C. McLean, Agriscience Teacher, Northern Burlington Country Regional School District, Columbus, NJ

2013 Career Guidance Award, Sponsored by Kuder, Inc.- Sharon Ann Hetherington

2013 Outstanding Career and Technical Educator- Diana Plummer, Career Counselor, Central Technology Center, Sapulpa, OK

2013 Outstanding New Career and Technical Teacher- Lavyne Rada, Agricultural Teacher, Hutchinson School District, Hutchinson, MN

2013 Outstanding Teacher in Community Service- Jeff Eppen, Agricultural Teacher, Sibley East School District, Arlington, MN

2013 Lifetime Achievement - Rebecca Cox, Family and Consumer Sciences Teacher, Alpine School District, Highland, UT

2013 Award of Merit -Kentucky Jump\$tart Coalition, Frankfort, KY

2013 Image Award -West-MEC Interactive Media Department, Glendale, AZ

For those who missed the event, you can catch up on the highlights by visiting the [CareerTech VISION blog](#). For media looking for additional images, please visit the [Flickr photo set for official press images](#).

ACTE will be hosting CareerTech VISION 2013 in Las Vegas, NV, Dec. 5-7, 2013.

Guidance/Career Development Division Deep Dive Sessions

**To obtain power point presentations and handouts of the Deep Dive Sessions go to https://www.acteonline.org/vision_sessions/
<http://pages.minot.k12.nd.us/votech/image/careerplanning.pdf>
<http://pages.minot.k12.nd.us/votech/ACTE2012.pptx>**

Deep Dive Session 1

Achieving Student Engagement and Success through Comprehensive Guidance and Counseling Programs

Panel members included Dr. Norman Gysbers, Leigh Ann McCann, Steve Beutler and Dr. Bragg Stanley, nationally recognized leaders who shared their best practices from conception to development, implementation and evaluation.

Deep Dive Session 2

Measuring Student Engagement and Success through Building an Evaluation Capacity System for Comprehensive Guidance and Counseling Programs

Dr. Bragg Stanley and Dr. Norman Gysbers provided an in-depth analysis of the basic elements of a state wide evaluation system and accountability. The presentation focuses on the framework of the system and emphasis will be given on the necessary steps to fully implement this system at the state, district and building levels.

Deep Dive Session 3

Creating and Enhancing Student Engagement and Success through the use of Career and College Readiness Plans

Best Practices!! This Deep Dive session kicked off with a review of strategies for implementing career and college planning in a school or district setting by Steve Beutler and Leigh Ann McCann. Following the review, attendees had the opportunity to share their success stories . . . approaches to career & college planning, techniques, resources, and marketing strategies used to promote CTE Programs as a gateway to career success.

VISION 2012 Guidance & Career Development Division Highlights

VISION 2012 in Atlanta was nothing short of spectacular for guidance professionals in the Guidance and Career Development Division (G&CD). A special "thanks" to the Policy Committee for their work, their professionalism, and their gracious hospitality extended to our division members in Atlanta. They truly extended themselves in ensuring a high-quality conference for our members. Career Cruising sponsored the G&CD Policy Board luncheon and an international update by Phil Jarvis was provided.

Thanks to Policy Committee member Beth Bronkar. Our traditional Guidance and Career Development (G&CD) "Blue Book" once again provided our members with a special "guidance" orientation to the myriad of excellent professional development and guidance events at VISION 2012. It was an exceptional honor to represent you as your vice-president throughout the week we were together.

Our G&CD Policy Committee meeting and G&CD Business Meetings welcomed many new members to the division. Numerous attendees filled out interest involvement forms which our respective Regional Reps will use to ensure the rich contributions of our new members.

The G&CD Division Awards Luncheon was like a family homecoming for our members. We all are grateful to our luncheon speaker MG David Mann and the U.S. Army for sponsoring this delicious meal and providing us with insight into many career pathways in today's U.S. Army. This event also gave our division a chance to celebrate our first "Career Guidance Award Sponsored by Kuder" winner and nominees. Sponsored by Kuder, this award honors outstanding school-based guidance achievement at the ACTE Awards Banquet. Congratulations to Sharon Hetherington from Waco, Texas!

Our new Deep Dives offered attendees three exceptional two-hour workshops on issues relevant to not only our division members but numerous attendees from a cross-section of CTE professional. Much thanks to Dr. Norm Gysbers, Dr. Bragg Stanley, Past-President Dr. Lee Bunch, Leigh Ann McCann, and Steve Beutler for their months of preparation and delivery of these great sessions.

The Guidance and Career Development Perkins Reauthorization Position Paper, expertly written by Norm and Bragg with assistance from the Policy Committee, was presented at our Business Meeting and also to the ACTE Board of Directors. This well-written and researched document represents the division's stance on the role of comprehensive guidance within the reauthorization of the Carl D. Perkins Act, as well as the Workforce Investment Act., and the Elementary and Secondary Education Act. It calls for the support, delivery, and accountability of comprehensive guidance in all future legislation involving our association's members.

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Our Guidance and Career Development Hospitality Room at VISION 2012 was an "oasis" for all of our division members needing a delicious snack, beverage, and some quality networking time. A special "thanks" goes out to Kuder's (and Policy Committee member) Scott Vandever for creating this unique treat throughout the conference. It certainly was the pause that refreshed us!

As we begin a new year, I want to urge you to become involved in our division. No other time in our professional lives will be as important as the next couple of years. We must advocate for guidance to have "a seat at the table" in the aforementioned legislation. Plan on joining us at ACTE's National Policy Seminar in March 4-6, 2013. Your state legislative delegation needs to have you and our Guidance and Career Development Perkins Reauthorization Position Paper present to ensure that guidance is fully represented in advocacy efforts.

We are collecting material from the VISION 2012 workshops for the G&CD website. These resources will be the beginning of our efforts to provide members with timely and useful resources you can use in your school to deliver high-quality guidance and career development. In addition, Policy Committee member and Career Cruising representative Dr. Phil Jarvis is leading our efforts to provide year-round dialogue on issues relevant to our profession through ThoughtStream. We are thankful to Phil for his work to provide professional enrichment throughout the year.

Thanks for making Atlanta a great conference. I invite you to join us in Las Vegas, December 5-7, 2013 for an exciting VISION 2013. Don't forget to get your nomination for "Career Guidance Award Sponsored by Kuder" to your ACTE Region representative by March 1.

On behalf of our entire Policy Committee, I want to thank you for being a member of our division and invite you to contact me with your ideas, feedback, or requests to become involved in our open and receptive Guidance and Career Development Division!



ACTE Guidance and Career Development Policy Committee to Survey Membership

The mission of the Guidance and Career Development Division is to provide leadership and advocacy for school counselors, career development personnel and other guidance professionals.

The Guidance and Career Development Division of the Association for Career and Technical Education values your membership. We believe that candid feedback is critical to helping the Division provide meaningful and relevant professional development opportunities. The leadership of the ACTE Guidance and Career Development Division (G/CD) is committed to addressing requests for professional growth and development. Therefore G/CE Policy Committee will survey the membership to assure that the committee is serving its membership.

Click here for a direct link to our private Survey Monkey account. All responses will be aggregated. Therefore, individual responses will remain confidential. However, individuals requesting specific information about the G/CE or ACTE will be asked to share contact information. The requests will not be reported with survey responses. Your assistance and support in completing the membership survey will be sincerely appreciated. Individuals with specific questions related to the ACTE G/CE survey may contact Anne Sourbeer Morris, Ed.D. at amorrisconsult@aol.com

Or copy and paste in your web browser: <https://www.research.net/s/2013ACTEGCDEvaluation>

Book Series ... Unexpected Pathways: The Journeys of Women in the Workforce

Anne Sourbeer Morris, Ed.D.

Research is underway to support the upcoming book series ***Unexpected Pathways, The Journeys of Women in the Workforce***. The series will tell the multi-generational stories of diverse groups of women. Inaugural volumes will address women pursuing nontraditional occupations, STEM occupations, and women entrepreneurs. To date, women from 30 states; Australia, Canada, Guam, Pakistan, and The Netherlands have taken the survey. Of these women 70% are or have been entrepreneurs, 50% are working in the field in which they were originally trained, and 60% consider their career journeys to be "Unexpected." All women aged 20 -120 regardless of current or past work status are encouraged to participate in the brief Unexpected Pathways Survey and to consider sharing their story. To participate, please visit: www.futuresinspired.com



The CareerTech VISION 2013 call for presentations is now open! Take advantage of this exclusive opportunity to submit to present at the premier annual event for career and technical educators. Please [read these instructions](#), check out the [walkthrough](#) ... and [submit today!](#)

2012 Guidance/Career Development Division Award Winners



Dr. Ray Davis is surrounded by the 2012 Division award winners at the Division Luncheon which was sponsored by the U.S. Army Recruiting Command.

Ted Hagert-ASVAB was recognized as the 2012 *Friend of Guidance/Career Development* award winner!

Dr. Bragg Stanley and Dr. Norman Gysbers were recognized as the 2012 *Outstanding Service* Award winners!



Dr. Ray Davis is with the *Above and Beyond* award winner Steve DeWitt!

Congratulations!



Diane Plummer,
2013 ACTE Outstanding
Career Technical
Educator,
Career Counselor,
Sapulpa OK

For more award winner's photos please visit
CareerTech VISION at Pinterest!

ACTE National Career Guidance Award Winner

Sponsored by Kuder, Inc.

Inaugural Career Guidance Award Winner, Sharon Ann Hetherington

Purpose

The purpose of the **ACTE Career Guidance Award** is to recognize school counselors and career development professionals who are currently making significant contributions in career and technical education programs in their communities and/or states. Recipients of this award must have made significant contributions to advocate, educate and communicate the value of CTE as a viable career option to a variety of audiences, including students and adults. They must also demonstrate exemplary efforts in helping students and/or adults evaluate their abilities, interests and talents that encourage them to develop academic and career goals aligned with career and technical education. **Congratulations to Sharon Hetherington, Coordinator of Counseling WACO ISD, Waco, Texas!**



Click Here to Hear the thoughts of the Inaugural Career Guidance Award winner, Sharon Ann Hetherington!

Eligibility

Individuals who are currently employed as full-time baccalaureate school counselors and/or career development professionals involved in career and technical education. A nominee should have been involved in Association for Career and Technical Education activities at the state, Regional and/or national levels, and must have been a member of ACTE and a state association at the time of nomination to the Region level.

Promoting Equity in Career and Technical Education: Supporting Students in Pursuit of Nontraditional Career Pathways

ACTE Guidance and Career Development Policy committee member Anne Sourbeer Morris, Ed.D., presented a review of her doctoral dissertation *Exploring Career and Technical Educator Attitudes: The Participation of Girls in Nontraditional Programs of Study* during the Vision Tech 2012.

Did you know?

Nontraditional occupations = Occupations in which women or men make-up 25% or less of the total employment in a career

Non-traditional careers help to create economic self-sufficiency and enable girls to attain high-skills and earn high wages

Women in non-traditional jobs typically earn 20%-30% more than women in traditional jobs

Over a lifetime, women in nontraditional occupations will earn 150% more than women in traditional occupations

For the first time in history, Women make up 50% of the Workforce (Shriver Report, 2009)

Women work an average of 34 years outside the home

Girls have over an 90% chance of being the sole support of their families (California Department of Education)

Overall women earn 83 cents for every dollar a man earns (2011)

Educators are the catalysts in America's schools with the influence and the power to ensure equity and opportunity for students in all academic and career-related disciplines. The findings of Dr. Sourbeer Morris' study, including a survey of CTE educators and a national Delphi panel, identified factors related to the participation of girls in nontraditional Program of Study (POS) and suggested solutions to challenges related to the participation and completion of girls. Four themes emerged including educator bias, supporting girls, systemic issues in CTE, and state and national issues. The study found:

The issue of recruitment and retention of girls is complex

Counselor/educator attitudes influence the participation and completion of girls in nontraditional career and technical Programs of Study (POS).

Teacher/counselor awareness, learning, and knowledge are tied to student awareness, learning, and knowledge Educational leaders may address organization-wide issues and design a targeted organizational plan.

Recommendations for CTE administrators included:

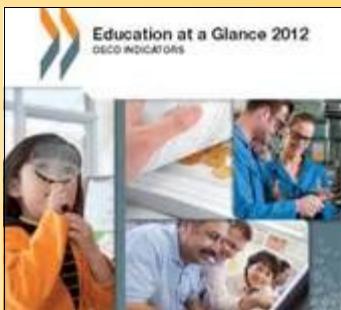
Explore the "root causes" underlying the limited participation of girls in nontraditional POS;

Offer educators ongoing professional development opportunities and information regarding the impact of attitudes, bias, or stereotyping on student decision making;

Develop specific strategies designed to create an organization/school-wide climate of acceptance and inclusiveness;

Create school-specific forums intentionally designed to promote dialogue between educators to address systemic issues related to the recruitment and retention of girls in nontraditional POS;

The Vision 2012 presentation also included findings from a survey of CTE students specifically related to experiences as nontraditional students. A survey of 90 girls and boys from three CTE centers in Southeastern Pennsylvania found that 18% were bullied or harassed as the result of their status as a student pursuing a POS. Individuals interested recommendations associated with the four themes emerging from study findings or resources in support of girls pursuing nontraditional POS may access the presentation PowerPoint via the ACTE website or via the resource section at www.futuresinspired.com



Education at a Glance 2012

Now Available

In late 2012, the Organization for Economic Cooperation and Development (OECD) published its annual report on education in the member countries, [Education at a Glance 2012](#). Much of the data included in this report comes from the Programme for International Student Assessment (PISA) and CTE received substantial attention in the report. While OECD is made up of 34 nations, data from eight additional nations are also included in this report. OECD's mission is the promotion of policies to improve the social and economic well-being of people around the world. Education is one of those policy areas. The report provides a wealth of interesting comparative education data and analyses. Readers should be aware, however, that comparisons of national education systems along these dimensions are notoriously difficult to make, and they can be misleading.

This overview draws from the lead editorial of the report authored by Angel Gurria, OECD secretary-general, "Investing in People, Skills, and Education for Inclusive Growth and Jobs." Gurria begins with the observation that global education and global economies have been in a "state of rapid transformation" for some period of time because of two key changes: (1) the continued growth of the knowledge economy and (2) the explosive growth of higher education worldwide. The global recession of 2009 and 2010 has been a major factor influencing these transformations.

Within this context of change, one significant finding is that "having more education helped people to keep or change their jobs during the recession." In addition, the report notes that "For all OECD countries together, the unemployment rate in 2010 was roughly one-third less for men with higher education than for men with upper secondary education [roughly the equivalent of the American high school]; for women with higher education, it was two-fifths less."

Secondly, the "gaps in earnings between people with higher education and those with lower levels of education not only remained substantial during the global recession, but grew even wider."

A third general observation is that "the demand for highly-skilled employees to meet the needs of the knowledge economy in OECD countries has continued to grow, even during the crisis" and even as the percentage of adults who have attained higher education has grown rapidly (from 22 percent in 2000 to 31 percent in 2010).

Finally, "as long as societies continue to need more high-level skills, it's likely that the benefits of having advanced skills will remain solid not only in the short term, but over the long run."

In addition to the points Secretary-General Gurria chose to emphasize in his introduction, the great value of this report is in its details. These data points are essential background material for anyone wishing to understand the international context and outcomes of education, including CTE.

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(July 2012)

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Interested in sharing an article with the
Guidance/Career Development
Division? Submit your article and
pictures to Beth Bronkar at

Want to Discuss Ways to Get Students and Industry in Workforce Education Partnership?

SRI International, an independent, 501(c)(3) nonprofit research institute conducting client-sponsored research and development for government agencies, commercial businesses, foundations, and other organizations, has been studying workforce partnerships with funding from the National Science Foundation and will present its preliminary findings through a panel discussion via a webinar on **Feb. 25, 2013 at 1 pm EST**. The panel will comprise researchers, community college policy leaders, and an experienced industry partner. Ultimately, the webinar will lead to a white paper about education in the workforce from the perspective of engaging industry and from that of engaging students and will feature case studies from Harvard Business Review about challenges and solutions in this engagement endeavor.

The webinar will begin with a 30-minute presentation of findings about these two perspectives by principal investigator Louise Yarnall, co-principal investigator Raymond McGhee. The webinar will also present a framework for identifying and addressing challenges in industry and student engagement in workforce education.

Next there will be a 30-minute discussion of the framework by experts in workforce education: two researchers Debra Bragg of the University of Illinois and Al Phelps of the University of Wisconsin will be joined by an American Association of Community Colleges workforce leader, Kathryn Mannes, and an industry representative, Nicholas Xenos of Juniper Networks.

For the final 30 minutes, there will be a Q&A and request for "war stories" from the webinar participants.

To register, visit <http://sri-workforce-webinar.eventbrite.com>.



Celebrate and promote the great work of CTE!

[Check out the CTE Month resources by clicking here!](#)