



Guidance and Career Development Division

Educate. Advocate. Lead.

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



Welcome back to school! I hope that you have had a delightful summer and that you're excited to return to your school, career academy, or career center ready to provide guidance to your students. On behalf of all your colleagues in ACTE's Guidance and Career Development Division we celebrate your professionalism and your commitment to prepare your students for exciting global careers.

As we begin the school year, I want to take this opportunity to tell you how much we appreciate your membership in the Guidance and Career Development Division. I encourage you to begin making plans to join your colleagues in Atlanta for **VISION 2012**. Now is the perfect time to renew your membership and take advantage of the discounted **VISION 2012** registration fee. Doing so assures that you'll become involved in four days of exceptional professional networking, fellowship, and a new and exciting professional development format at ACTE's annual conference, now called **VISION 2012**.

Atlanta is a delightful city filled with diversity, history, and the spirit of a vibrant 21st century global workforce. All of us in the Guidance and Career Development Division look forward to welcoming you to your professional home within ACTE while in Atlanta...the Guidance and Career Development Division.



Please let me know if you I can assist you in taking an active role in our dynamic division. Your input and involvement has never been more important to ACTE, your profession, and to the stakeholders you serve.

Have a great school year and hope see you in Atlanta at **VISION 2012!**

Ray

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ACTE VISION 2012 Q&A
ATLANTA, GA
GEORGIA WORLD CONGRESS CENTER
NOVEMBER 28-DECEMBER 1, 2012

What is VISION 2012 and why should I attend?

VISION 2012 is a dynamic new event in the world of CTE. It's replacing the annual ACTE Convention because the format is so new and different that it isn't even the same event anymore. We're really excited about it!

VISION 2012 is centered on the needs of the CTE professional. It's all about you! We've reached out to form exciting new partnerships with business and industry, and this means additional training opportunities and certifications for you. It's all part of our greater focus on giving you the practical tools and training you need. So when you attend VISION 2012, you'll be able to take full advantage of these new business and industry connections.

VISION 2012 also features over 200 exhibitors showcasing the latest curricula, products, and services to meet your needs. There will be demonstrations and hands-on "trial runs" (what is happening in the booths and in the exhibitor workshops) where you can try the materials for yourself and choose the product that's best for your organization. You can interact with the latest innovations in CTE materials, *before* you make a purchasing decision!

Of course, networking is a huge part of VISION 2012. We're all stronger when we work together, and this is a great opportunity to make new connections and strengthen existing relationships.

And don't forget the professional learning! Part of the new format is our focus on getting you all the professional learning you need—both for your organization and for you personally—in one place. At VISION 2012 you'll get your CEUs in a fresh, stimulating setting. And everything is designed to work with your organization's overall strategic development plan. It's going to really simplify things for a lot of people.

How is VISION 2012 different from the ACTE Convention of past years?

Well, the new format is the biggest change. The ACTE Convention has always been a great event, but when we started tweaking it, there were so many good ideas and solutions that came up, that we decided to really commit to a new direction. We're evolving with the times and making sure that we're not just having a convention because we've always had a convention, you know? We want every piece of VISION 2012 to have meaning and value to every CTE professional who attends.

One of the most exciting new features of VISION 2012 is our partnership with **ICLE Model Schools** and **SREB High Schools/Tech Centers That Work**. We are partnering with them to deliver full-day, comprehensive tracks that are *included* in your VISION 2012 registration fee. There is no extra charge to attend these tracks at VISION 2012! I don't know if you are familiar with ICLE Model Schools and SREB High Schools/Tech Centers That Work, but they are among the best in their field and we're thrilled to have them aboard as part of VISION 2012.

In the past, the ACTE Convention has really drawn on members of our own community to provide the content and training, but with our new focus, we are now pulling in business and industry contacts from across the nation to bring new value and insight to our profession. There will be a much greater emphasis on the best practices in the world of CTE—and how you can take those best practices home and put them to work in your organization.

Why is it more expensive to attend VISION 2012?

There are a couple reasons for this. We worked very hard to keep costs down and make this accessible to as many people as possible. The cost did go up somewhat, but I think the benefits have increased dramatically. The business and industry partnerships are going to really make a powerful impact, and the exhibitors we have lined up are offering truly world-class materials.

Another reason for the higher cost is the total professional learning solutions we've put together. You have to think in terms of the whole picture. If you were going to several different events every year to get all your professional learning, you have the cost of each of those events to add together. At VISION 2012, you get it all in one place—and, depending on what your needs are, you could actually end up saving money, both individually and as an organization. And time is money, too. It's just easier to do it all at once!

As of this year, we have formed partnerships with ICLE Model Schools and SREB High Schools/Tech Centers That Work, two of the most prestigious organizations in their field. When you register for VISION 2012, you get access to their full-day, comprehensive tracks at no extra charge. It's all part of your VISION 2012 registration fee, so there's a ton of value packed into that number.

Who should attend VISION 2012, and why?

Well, guidance counselors and career development professionals, like yourself, should plan on attending because ultimately VISION 2012 is going to improve the learning experience and success of your students. At VISION 2012 you'll learn about the latest innovations and best practices in education and how you can implement them in your school.

We've got some exciting sessions planned, like the 60-minute **Idea Labs** that will kickstart your thinking and explore new models and partnerships that produce proven results. And then there's the two-hour **Deep Dive Sessions**, where you will get inspired with fresh ideas and practices that target the goals of your strategic improvement plan.

Plus, with our huge group of top-quality exhibitors, you'll get to interact with new curricula and products, so you know exactly what will work best in your school.

And then there's the professional learning. You can earn your CEUs in a new, thought-provoking context that will make a real difference in your knowledge base. You'll get the certifications you need and much, much more!

It's going to be a really value-packed event that you don't want to miss.

Guidance/Career Development Division Deep Dive Sessions

Deep Dive Session 1

Achieving Student Engagement and Success through Comprehensive Guidance and Counseling Programs

Panel members include Dr. Norman Gysbers, Judy Petersen, Steve Beutler and Dr. Bragg Stanley, nationally recognized leaders who will share their best practices from conception to development, implementation and evaluation. The two-hour session will include a PowerPoint handout as well as other take-aways. Following the panel presentations, an interactive discussion regarding the future direction of guidance and counseling will conclude the session. You won't want to miss this in-depth look at the role of quality guidance and counseling programs!

Deep Dive Session 2

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

This Deep Dive session focuses on the Vision 2012 theme of *student engagement and success* as it pertains to measuring career guidance effectiveness. This deep dive session provides 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. Time will be given to open discussion concerning the issue of building evaluation capacity at the state and local levels and how a strong evaluative system of accountability supports CTE programs.

This session will be of particular interest to state guidance leaders and district directors of guidance as well as practitioners and are encouraged to attend.

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 will kick off with a review of strategies for implementing career and college planning in a school or district setting. Following this review, attendees will have 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.

This sharing session will be done through small groups using a round-table format and time will be set aside for each group to share their Best Practices with all attendees. Ideas from this sharing session will be posted on the ACTE website for all membership to access. Attend this session and take home a plethora of ideas and resources that work for CTE.

ACTE Recognizes Division

At a recent ACTE Board of Director's meeting at ACTE Headquarters in Virginia the Guidance and Career Development Division was recognized!

ACTE commends Dr. Lee Bunch's fine leadership and Guidance and Career Development Division's great work on membership. Our Division received the Board's Division Membership Award for "Greatest Membership Gain" AND "Greatest Percentage Membership Gain." Kudos to each of you who stepped up and provided outstanding leadership contributing to these two awards!!!

Why is this year such an important year for guidance professionals in our nation?

Foremost on our minds is the reauthorization of the Carl D. Perkins Career and Technology Education Act as well as the Elementary and Secondary Education Act. With the future of our profession in the balance of these two acts, our division has planned three new two-hour professional development seminars at **VISION 2012** called “Deep Dives.” These **Deep Dives** are a product of ACTE’s new conference format and promise to provide participants with an interactive and timely exploration of the “state of affairs” of guidance, the critical challenge of accountability, and a cornucopia of classroom guidance best practices you can use in 2012-13. Lead by the nation’s leading experts in guidance and career development, these Deep Dive sessions will enable our division’s members to fully understand the challenges and successes that our profession faces in this critical year. For a full description of these participatory sessions, see the article in this newsletter.

No previous year in the history of our profession demands that the guidance profession create the capacity of advocacy and understanding of the issues we face. I want to encourage you to get involved in the Guidance and Career Development Division. There are numerous and diverse opportunities for involvement. Our division’s Policy Committee needs you! Take time now to visit our Guidance and Career Development Division’s webpage on the ACTE website. You’ll learn more about our leadership, committees, task forces, and discover a variety of helpful links that can help you enhance your effectiveness with our stakeholders.

I also want to encourage you to be sure that your contact information is updated with ACTE’s membership services. Our division will be sharing eBlasts and updates on a timely basis leading up to **VISION 2012** as well as the national Policy Seminar in March 2013 and you’ll want to be aware of legislative issues, resources, involvement opportunities, and colleagues who are available to collaborate with you to help you reach your personal professional goals.

Ray

ACTE National Career Guidance Award

Sponsored by Kuder, Inc.

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.

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.

Application Procedures

Each ACTE awards nominee must compete in their state and Regional competitions prior to being considered for this ACTE member award. All materials must be submitted electronically through the regional awards committee chairs to the ACTE awards committee (Items 1-6 in one single PDF file, photo in separate JPG file). Regional awards committee chairs can provide application deadlines and other details.

Each nominee shall be evaluated on the following components:

1. ACTE Excellence Awards Program Application
2. **[Section A]** Description of innovative programs and/or significant accomplishments in career and technical education; Maximum two pages; Written in 1st or 3rd person; Paragraph format
[Section B] Description of career and technical education membership and/or affiliations (to include leadership responsibilities and activities); Maximum one page; Written in 1st or 3rd person; Paragraph or list format
[Section C] Description of community involvement (to include industry/business partnerships, community activities and/or contributions); Maximum one page; Written in 1st or 3rd person; Paragraph or list format
[Section D] Share a personal story of significance in career and technical education; 500 words or less; Written in 1st person; Paragraph format
[Section E] Letters of Support (2); Supervisor; Student or Parent; Photo. Digital photo should be high resolution, JPG format and separate attachment from the ACTE Excellence Awards application. (The photograph is used for publicity purposes only); Interview

All procedures must be followed for an application to be considered. The completed materials should be submitted to the [Regional Awards Committee Chairperson](#) no later than the dates indicated by the Region.

Interview

The interview specifications will be provided to the Region winners/ACTE national nominees.

Deadline

Check with your state and Region representative for application deadlines. State and Region competition information is listed on the [state/Regional page](#).

Guidance and Career Development Division Policy Committee and Committee Chairs

(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
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What is a Global Career Development Facilitator (GCDF)?

Have you heard the terms CDF and/or GCDF? Have you wondered what these mean – or have you thought about how they might apply to you? Career Development Facilitator (CDF) training provides individuals with relevant skills and knowledge to assist others in planning careers and obtaining meaningful work. It is offered through the National Career Development Association (NCDA), a membership organization established in 1913. NCDA is the recognized leader for establishing standards for the career development profession and a premier provider of professional development in the career field. NCDA's CDF training provides 120+ hours of in-depth instruction in 12 career development competencies.

The Global Career Development Facilitator (GCDF) is a credential for individuals who have completed CDF training and who have a combination of education and experience in the career development field. It is issued by the Center for Credentialing and Education and is recognized internationally. CDF training and preparation for the GCDF credential is provided by a national network of qualified instructors. Training is available in both classroom settings and through online courses (with limited face to face hours). The competency areas addressed in CDF training include Helping Skills, Labor Market Information and Resources, Assessment, Diverse Populations, Ethical and Legal Issues, Career Development Models, Employability Skills, Training Clients and Peers, Program Management /Implementation, Promotion and Public Relations, Technology, and Consultation.

What does this mean for you? As Guidance and Career Development professionals working with Career and Technical Education students, you focus on preparing youth and adults for career success. Whether you are a CTE teacher, a school counselor, or other guidance professional, you're interested in helping students access career information, formulate achievable career plans, prepare themselves academically and vocationally, and achieve success. CDF training is a tool that can help you achieve your goals. By building on existing competencies, developing new skills, and learning about new resources, you can increase your confidence and competence in providing career services to your students. You may also find that the GCDF credential opens additional professional opportunities to you! You can learn more about CDF training and the GCDF credential at www.ncda.org or by contacting Mary Ann Powell with NCDA at mpowell@ncda.org.

Article submitted by
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