



WORK-BASED LEARNING

ACTE Work-Based Learning Section Meeting Friday, January 23, 2020 2 pm CT

34 attended the zoom discussion.

Thank you to Susan Leon for taking notes during the discussion.

Announcements:

- ACTE Work-Based Learning Facebook – *ACTE Work-Based Learning*
- ACTE Work-Based Learning Twitter - @ACTE_wbl
- 578 members in our section
- Membership numbers were shared for each state
- The next ACTE state leaders call will be on **Section Development** on Feb 17, 2020 04:30 PM ET. This will states start work-based learning sections in their state ACTE organization. Encourage your state ACTE leaders to find out more.
- Next ACTE Work-Based Learning / Youth Apprenticeship Section Zoom will be held on **Wednesday, March 25, at 2 pm Central Time**

If you participated in this discussion and see an error in the notes, please email kdiemer@acteonline.org. These notes will not be approved as this is not an official meeting.

Notes in italics came from the Chat box in Zoom.

Discussion notes – Section Communication and Social Media:

1. Joanne Custer from PA-- FB is the number one way to market their school, so she is excited that WBL is jumping into the social media page. Her FB page is her number one way of communicating. Her page tags national companies and takes pictures of site visits. She has 600 followers now. @DCTechWorkBasedLearning (Facebook)
2. Mindy H. from Iowa- Contributing, all coming together as a group to support.
3. Tony Crockett-Atlanta, GA. She spoke to that she struggles with social media. Don't forget emails and other forms of outreach. She tends to go back to email. She found out about this meeting on email versus twitter.
4. Kristi from Oregon. She is presenting at the Oregon ACTE conference on career pathways/apprenticeship/WBLI outside of the classroom. She wants to speak during her conference session to join the section. If we all can help with our state numbers, that would be great.

5. Steve Klein from Oregon. LinkedIn is good, however, its more for people looking for jobs. He is looking to glean ideas from other states. Utilizing shared information will attract people.
6. <https://www.facebook.com/acteworkbasedlearning/>
7. David from Oregon: Works at the Community College, and WBL is required for most CTE programs. Are we talking mostly about high school students? There is a voice around Apprenticeships, but we need to stay grounded on the teacher's focus on performing or having a good/quality program. We want this to be a good foundation of
8. *From maxineareida Might want to start an Instagram page as well?*
9. *From llarsen My suggestion would be to add a LinkedIn account. You can share, create following around a WBL focus area, and set it up to push posts automatically to your other social media platforms*
10. *From Pat Agree that generally FB: already engaged adults, Twitter more professional; LI - professional; Instagram - very general but already engaged.*
11. *From llarsen The strongest platform for students currently, could change tomorrow, is instagram*

Discussion Notes – Section Membership

1. Brian Jackson from Missouri- he did attend the meeting in Anaheim. He has 23 other teachers in his building, should they be in the WBL section? Do we want people in there or do we not want to “flood” the section? Kelli-it depends. The membership would get the newsletter--we don't want to be a division just because we have 750, we want to bring value to our membership. We need to be sure we are bringing to you what we need to.
2. David from Oregon-member of Cooperative experience and Internship Association (CEIA). Attempting to gather information on teachers and what each state is doing. They have created a LinkedIn where people can chat and talk to each other. It is more college-based. He wants to bridge between the community college and high schools. He works with AVID and also is attempting to get students college credit for WBL experiences.
3. Tony Crockett-GA. Their executive director is big on funding-and the message he is sending is on participating in ACTE and includes the WBL section. He stresses joining ACTE, but states with smaller numbers may not get their fees paid for. Their program of work includes them being a part of ACTE. Dwayne Hobbs and other leaders put together a WBL conference each year that is very strong.
4. Mentioned the [ACTE Work-Based Learning Conference](#) in Iowa.
5. *From llarsen With Perkins V Plans due this April, many states are landing on WBL as the measurement. The state CTE Directors, would be a group of individuals that would benefit from, and add value to, the WBL group. Targeting their participation and involvement, might be key*
6. *From laura.dinardo Is there a possibility to have a session around this topic at the national conference in April?*

Discussion Notes – Strategic Planning

1. Not much time left for discussion.
2. This will be on agenda for March zoom.

Call ended at 3 pm CT.