



CONCURRENT SESSIONS

Session Title: [58 Million Jobs: Preparing Business and Marketing Students for 2028](#)

Speaker: Lisa Berkey

Session Description: By 2028, 58 million jobs will be in the occupational areas of management, business and financial operations (including marketing), sales, and office and administrative support. Many of these are high-skill, high-wage. It's long past time to focus on building high-quality modern business and marketing education programs in our schools. Aligned with all tenets of Perkins V, High School of Business is an intellectually demanding, project-based program of study for students interested in college and careers in all areas of business: entrepreneurship, finance, marketing and management. Learn how this program is building business leaders; students are earning college credit (an average of 9.5 hours) and raising the bar in schools across the U.S.

Session Title: [Acing the Career & Technical School Accreditation Review: Using Accreditation and Other Standards as a Gauge of Quality for Continuous Program Improvement Planning and To Satisfy Accountability Expectations](#)

Speakers: Gaylen Smyer, Andy Wiseman, L.T. Erickson, Dale Kleinert

Session Description: Program accountability in part utilizes formative measures to compile a summative report. The quality of the summative report is largely a function of: understanding which pieces of data to collect; determining the appropriate measures for each; and conducting analyses to identify program improvement strategies along with appropriate indicators to fulfill accountability expectations.

Session Title: [Answer Their Why: Using a Powerful CTE Narrative to Engage Students Like Never Before](#)

Speaker: Mark C. Perna

Session Description: Take a dive into the innovative strategies and best practices that are changing the game for career and technical education nationwide! At this exciting breakout session, education and performance expert Mark C. Perna will present the dynamic ideas that educators around the country can't stop talking about. Find out how you can put these powerful tools to work in your organization. Your perspective on the younger generations will be transformed by the incredible passion, purpose and performance they are capable of. By challenging our preconceptions, Perna will reveal new opportunities to get more of the right students, in the right programs, for the right reasons — right now. This value-packed session will empower and equip you with the insights to change course, set new goals and experience real results. Take the first step toward becoming an enrollment, retention and performance powerhouse with the knowledge to make a bigger difference!

Session Title: [Apprenticeship: Our State's Snapshot Reveals National Trends & Best Practices in Surprising New Career Paths](#)

Speaker: Dawn Hamby

Session Description: Apprenticeship has fast become a hot topic in workforce development. My presentation will share the latest research and trends seen at the state level, which, in turn, can be applicable on a national scale. As we develop relationships with business and industry, we also help

create opportunities for students, at the secondary and postsecondary levels, by partnering with those institutions and serving as the comprehensive apprenticeship office. We are the liaison between the apprenticeship schools and the United States Department of Labor, resulting in wage increases for our apprentices throughout their study and a national credential upon completion. I will also share some interesting statistics and success stories from the schools and employers we work with.

Session Title: [Are You Recruiting Quality CTE Teachers or Just Taking Applications?](#)

Speakers: Christine Gardner, Glen Gardner

Session Description: Career and technical education administrators know that the right teacher in the right program leads to student success. But there are many challenges educators face when recruiting teachers from business and industry. This presentation will address some of the main challenges and provide recruiting principles to help administrators meet these challenges and improve their recruiting process — to hire teachers who will genuinely make a difference.

Session Title: [Beyond Employability Skills: How to Design and Assess WBL Experiences to Measure Technical Skill Attainment for All Students](#)

Speakers: Amanda Bastoni, Eric Feldborg, Sam Johnston

Session Description: Join this experienced group of educators for a facilitated discussion and interactive presentation. They will outline the need for work-based learning (WBL) experiences that not only target to increase employability skills — but those which foster and support specific skill attainment as well. Learn how the Universal Design for Learning (UDL) framework can be utilized to design and assess these experiences, thereby increasing student access and success.

Attendees will leave this presentation with better understanding of why WBL and skill attainment are essential; how barriers to quality WBL experiences lead to equity concerns; and how those can be addressed using UDL. Attendees will leave with handouts, online resources and funding pathways that leverage UDL for WBL.

Session Title: [Beyond Soft Skills: Activating the Entrepreneurial Mindset in Every Student](#)

Speaker: J.D. LaRock

Session Description: With economists predicting that the jobs of tomorrow don't even exist today, it is becoming more apparent that entrepreneurial skills are essential for success in the workforce and life. Both anecdotal and academic research support the premise that entrepreneurs approach challenges and tasks in a unique way — with an entrepreneurial mindset. NFTE's approach to work-based experiential learning includes a number of experiences designed to activate the mindset, including:

- Student-driven, project-based learning curriculum
- Industry-authentic work products
- Multiple meaningful interactions with business professionals

Through engaging demonstrations of NFTE's experiential approaches, along with a look at pioneering efforts around its Entrepreneurial Mindset Index (EMI), NFTE hopes that session will inspire others in the career and technical education admin space to think beyond traditional coursework, field trips, internships and employability assessments.

Session Title: [Career Development for All: Laying the Foundation in Middle Grades](#)

Speakers: Misty Wolfe, David Cross

Session Description: Research consistently shows that career exploration and development should begin at an early age in order to get students career ready. This session presents best practices for developing and implementing a systematic career development program for middle school students.

Session participants will discover the impact of personalized career development at an early age and uncover best practices for implementing an effective career development program as early as fifth grade.

Session Title: [Confronting CTE Misperceptions Hands-on!](#)

Speaker: Thomasine F. Graf

Session Description: The popular idiom, “walk a mile in someone else’s shoes,” presents a new approach to one of career and technical education’s (CTE) key challenges — overcoming negative stigma. At the CABOCES event, The CTE Experience, role reversal dramatically transforms misperceptions when district teachers and administrators become CTE students and CTE students become the teachers.

This event is a proven model in delivering a compelling message to the school district community. Key players in school districts — guidance counselors, teachers, principals and superintendents — experience, firsthand, rigorous CTE curriculum, dedicated teachers, as well as passionate and confident students. This event has the power to transform participants and gain a more powerful understanding of CTE like no other approach so far.

Session Title: [Credentialing Multilingual Learners Across CTE Pathways: The Seal of Biliteracy and the Global Seal of Biliteracy](#)

Speakers: Dina R. Yoshimi, Paul Sakamoto

Session Description: National workforce data shows that proficiency in languages other than English is consistently in demand across industry sectors. This presentation will discuss an innovative approach to incorporating language proficiency into a range of career and technical education (CTE) pathways as an additional workforce credential (e.g., a state Seal of Biliteracy or the Global Seal of Biliteracy). We introduce the Hawai'i Career Explorer, an online tool that directly identifies how a skill, such as multilingualism, aligns with job opportunities in a given career pathway, with a breakdown for education attainment and a presentation of actual job posts. We present resources for guiding learner self-assessment of language skills as viewed from a career pathway’s performance standards, and strategies for “pushing up” their proficiency for maximal performance on the credentialing assessment. We close with examples of how credentialed language proficiency can enhance employability and increase wage-earning potential across a broad range of employment opportunities for CTE completers in diverse career pathways.

Session Title: [CTE Research Network Practitioner Training Modules: Free Resources to Better Understand and Use CTE Data and Research](#)

Speakers: Katherine Hughes, Marjorie Cohen

Session Description: The CTE Research Network’s mission is to expand the evidence base on career and technical education (CTE), and to strengthen the capacity of researchers and practitioners to conduct, use and share rigorous CTE research. We have created seven online Practitioner Training Modules that can be used to train state and district CTE policymakers and practitioners to use data and research to inform decision-making and support continuous improvement efforts. This session will provide an overview of the modules and information on freely accessing and using them.

The modules cover best practices for building data systems to support longitudinal, cross-agency research; methods for collecting data and using extant data to monitor CTE program implementation and evaluate program success; understanding research evidence; and communicating and using research. Each module has been designed for independent training and is accessible through the CTE Research Network website.

Session Title: [Culture of Change Through the Equity Lens](#)

Speaker: Sebastian Kapala

Session Description: The presentation will provide participants with a fundamental understanding of how to cultivate an equity-driven culture in their building. The interactive, audience-driven presentation will cover the process that is currently used by the Lake County Tech Campus administration to create and sustain organizational change through the lens of cultural proficiency. The process includes, but is not limited to, the superintendent and board vision and values focused on equity, leadership and social capital focused on equity, professional learning, teachers, staff and community engagement.

Session Title: [Data, CLNA and Student Success: Making Connections!](#)

Speaker: John Foster

Session Description: Perkins V requires a comprehensive local needs assessment that is designed to meet local education and economic needs. Key components of this process include program evaluation, and recruitment, training and retention of career and technical education (CTE) teachers with an overall focus of providing high-quality CTE programs of study for all students. Industry credentials, professional development and data are key components of the needs assessment.

As an ISO-accredited organization, NOCTI is an expert in CTE credentialing and focuses on providing detailed data for use by students, teachers and administration. Join this session to learn how education agencies are working with NOCTI to plan and meet the requirements of Perkins V. Participants will leave the session with actionable ideas based on model examples as well as through valuable discussion with colleagues.

Session Title: [De-Schoolify: Transform your students into professionals and your campus into a workplace](#)

Speaker: Rhonda Rhodes

Session Description: Learn how Salem-Keizer's Career and Technical Education Center (CTEC) increases student achievement for a diverse population by transforming their campus into a dynamic workplace where students operate as professionals. By removing "school for school's sake," CTEC provides students with an authentic education in which they earn industry certifications while performing real work for customers and clients in the community. The career and technical education content is integrated with core subjects (English, math, science) and learning is immediately applied in context. Students from diverse backgrounds come together to create a professional culture of success; the result is a 98% graduation rate and a 92% positive placement rate into high-wage careers, apprenticeships, training programs and the university.

Session Title: [Developing Business Partnerships and Internships](#)

Speakers: Laura Sage, Jon Graft, Marni Durham

Session Description: Learn how to develop effective business partnerships that lead to enriching internships.

Session Title: [Do All Your Students have Equal Access to CTE? OCR Best Practices](#)

Speaker: Lisa Harrison

Session Description: In this presentation, attendees will draw on practical ideas and examples from the Office of Civil Rights to help ensure their programs are in good standing and all students have appropriate access to career and technical education.

Session Title: [How to Make Sure Your Social Media Is Aligned with Your Targeted Messaging/Marketing](#)

Speakers: John Gagne, Carole Dorn Bell

Session Description: Social media and common messaging for your district

Session Title: [Initial Findings from Phase I. Replication Efforts Toward a CTE Administrator Training National Knowledge and Skill Core Competencies Skill Set: Data from Pennsylvania, Wisconsin and Missouri.](#)

Speakers: Michael Harvey, Deanna Schultz, Michelle Conrad, Joey Fleck

Session Description: The recently developed Pennsylvania set of career and technical education (CTE) administrator knowledge and skill core competencies (KSCC) for CTE leadership is being replicated in a Phase I State Replication effort. Wisconsin and Missouri have been working with Penn State initial replication efforts to establish:

- Their own state KSCC based on research with the CTE administrators across each state (supported by their State Department of Education)
- Work focused on developing a national KSCC based on common indicators from states' findings and cross-articulation

Initial findings of Phase I survey results will be presented. In addition, comparisons and contracting factors associated with the CTE administrator role in each state will be discussed. This session reports the KSCC methodology and replication efforts in Wisconsin and Missouri as initial steps to potentially establish a CTE Leadership Common Core National Skill Set. Implications for CTE leadership training will be central to the discussion.

Session Title: [Innovative Ways to Use Technology to Unify CTE and Counseling](#)

Speaker: Jeff Harris

Session Description: In this session, attendees will learn how they can effectively leverage technology to unify career and technical education and counseling in their approach to creating career-ready students.

Session Title: [Making Hires That Stick](#)

Speakers: Jamie A Lupia, Joey Fleck

Session Description: While hiring the right person for the right job is essential in any profession, it is especially critical for teacher recruitment and retention in career and technical education (CTE). First finding, then successfully recruiting and, most importantly, retaining good CTE instructors are essential skills that all administrators and their teams must hone to precision. Join us by learning and sharing in a roundtable discussion aimed at those who recruit, hire and work to retain qualified and dynamic individuals destined to be the outstanding, motivated and inspirational CTE teachers you need.

Session Title: [Manufacturing Engineering for Today's Workforce](#)

Speaker: John Crow

Session Description: Katy ISD implemented a new manufacturing engineering program out of the growing need for entry-level employees in the local manufacturing industry. Walk through the design and development of the program, as it aligns with Texas Essential Knowledge and Skills and incorporates industry certifications.

Session Title: [Measuring What Matters in Work-based Learning](#)

Session Description: Work-based learning (WBL) has the potential to be a valuable part of every student's learning experience. To advocate for and support high-quality WBL programs requires the thoughtful collection and analysis of essential data on WBL results and practices.

Speakers: Richard Jones

Session Title: [Preparing High School Students for Real-life Situations](#)

Speakers: Jason Lemley, Paula Cooper, Whitney McPherson, Billy Kirk

Session Description: The Lumpkin County Schools system engages their community in preparing students for life after high school graduation. Senior Capstone Day brings together educators, high school seniors, and more than 50 business and community partners to provide applicable experiences in writing effective resumes, interviewing with prospective employers, meeting with bankers, networking with community professionals and making tough life decisions in a simulated reality environment. If that wasn't enough, Senior Adulting Day brings together career, technical and adult education (CTAE) teachers and all students, including AP students who do not normally take CTAE courses, in a day of "adulting." From learning how to change a flat tire, sew a button, cook a gourmet meal, iron a shirt and perform life-saving first aid, seniors finish Adulting Day with the knowledge to be successful on their own. Lumpkin County High School seniors graduate with the tools, the expertise and the preparedness to be productive members of society whether joining the workforce, entering the military, or continuing their education in a technical college or college university.

Session Title: [Strategies to Increase Enrollment in CTE and Dual-credit Courses](#)

Speaker: Joe Belsterling

Session Description: Dual enrollment and career and technical education (CTE) programs are becoming increasingly important for career readiness and postsecondary success. This session will walk through highlights from various district case studies on how they achieved all-time enrollment highs in dual-credit and CTE courses, best practices for integrating career exploration and academic planning to aid in this effort, and more.

ROUNDTABLE SESSIONS

Session Title: [Access For All: Integrating a Districtwide CTE/STEM Center Within an Alternative School](#)

Speakers: Darrell Cheers, Daniel Richardson

Session Description: This session will explore the lessons learned through the process of implementing a districtwide career and technical education (CTE)/STEM center within an existing alternative school. The presentation will focus on efforts to increase access to relevant CTE course offerings via implementation of a share-time facility integrated within an alternative school.

Session Title: [An Uphill Climb: Developing Vertical Perkins Consortia in Montana](#)

Speaker: Katy Brooke

Session Description: This presentation will take a close look at Montana's process to pilot a vertical consortium model between secondary and postsecondary agencies, in order to better leverage Perkins funding across the state.

Session Title: [Applying Location Intelligence to Identify Workforce Needs, Enrollment Strategies and Business Partnerships](#)

Speakers: Brian Bontempo, Bennett A. Fierman

Session Description: Our primary goal was to grow enrollment that was resonant with regional workforce needs. A location Intelligence platform was used to identify demographic groups based on where families live and work, and the type of work that they do. This was then integrated with identifying the jobs, businesses and industries in our region. Real-time data and analytics allowed us to build strategic plans and tactics around enrollment and recruiting, program development and curriculum modifications, marketing and branding, facility planning, and resource allocations.

Session Title: [Behind the Scenes: Successfully Managing a Large CTE Department](#)

Speakers: Kristi Archer, Ashlee Laird

Session Description: Is your career and technical education staff growing? What about your administrative roles and responsibilities? We know firsthand that managing all parts of a multifaceted organization or program can be overwhelming. Implementing the right tools, behind the scenes, can ensure team cohesion and program success, and will increase efficiency in any department or team. Explore solutions that we have successfully implemented; transform your department or organization into a highly efficient and productive team.

Session Title: [Career Connect Washington](#)

Speakers: Dennis Conger, Anna Nikolaeva

Session Description: Career Connect Washington works statewide to combine classroom learning with practical career experiences for youth and young adults. The framework for Career Connect Washington was established by legislation in 2019, and ensures that our youth have multiple pathways toward economic self-sufficiency and fulfillment, strengthened by a comprehensive statewide system for career connected learning. This presentation will describe the framework (including definitions, policy and funding), discuss the roles of partners, and provide examples of successful Career Launch programs. Attendees will gain a complete picture of this state innovation, lessons learned, and practices to implement at home.

Session Title: [Celebrations \(and Confessions\) of Community College CTE Deans](#)

Speakers: Dana King, Carol Ash

Session Description: Join us for a roundtable discussion of pressing topics that face postsecondary career and technical education administrators! We will offer a short presentation as a conversation starter, but ultimately we want to create a space where we can learn from each other. Possible topics of conversation: program successes and challenges, working with faculty, dual credit concerns, creative and innovative program ideas, how to deal with data, and how could we forget... Perkins V.

Session Title: [CTE STEM Maker Camp](#)

Speaker: Sarah Martin

Session Description: Hosting a summer camp to engage students in career and technical education (CTE) has a huge return on investment. Summer camp provides an opportunity to educate parents and students about career clusters, programs of study and CTE opportunities.

Session Title: [EPICS: A Different Kind Of Career Exploration](#)

Speakers: Kathryn Breisch, Karen Anderson

Session Description: EPICS Career Finder has innovated a different kind of career exploration: one that is deeply intuitive, individualized and insightful. The EPICS method leads participants through a series of hands-on activities to unlock their most fulfilling postsecondary pathways. Attendees will experience research-based career exploration based on personal intuition, visual processing and brain science. After learning about the research and engaging in two exploration activities, walk away ready to use the EPICS method for postsecondary planning in your own schools and districts. EPICS is best suited for working with students and adults alike.

Session Title: [Implementing a Virtual Reality-based CTE program](#)

Speaker: Andy Hartzell

Session Description: This session will lay out a step-by-step program for getting a virtual reality-based lab up and running at a school or training facility.

Session Title: [Integrating Business & Industry Work-based Partnerships, Pre-Apprenticeships and German Collaboration for CTE Student Exchange Program](#)

Speakers: Tony Trapp, Roger Voisard

Session Description: Under the leadership of Tony Trapp, apprenticeship coordinator, and Roger Voisard, career technical supervisor, the Upper Valley Career Center provides opportunities for qualified students to participate in a state recognized pre-apprenticeship, additional work-based learning programs and a German/American career technical apprenticeship exchange in Hannover, Germany.

Session Title: [Planning & Implementing Inclusive Practices in the CTE Classroom](#)

Speakers: Naaman Gambill, Hana Ayele

Session Description: Students with disabilities can participate and succeed within your career and technical education classroom. Teachers will learn to implement three basic concepts into their lessons, whereby you will be able to provide your students with special needs: accommodations and modifications, engagement with multiple outlets of communication, and instructional supports.

Session Title: [Program Adaptability: Doing Whatever It Takes](#)

Speakers: Jenny Kelly, Sydney Dickerson

Session Description: Windward Community College recognizes the importance of growing and sustaining its veterinary technology program. Learn about the only veterinary technology training program in the state of Hawaii, and how it has adapted and changed to meet local needs. The program grew out of a grassroots request by local veterinarians for trained paraprofessionals, and serves not only the local community, but also Hawaii's large military population.

To meet the needs of Hawaii's rural and island geography, the program is launching a statewide online hybrid component in collaboration with the University of Hawaii system campuses and veterinary medicine community partners. Efforts have been implemented to recruit prospective students, including nontraditional students, and to provide retention support services to increase program completion.

Session Title: [P-TECH 535: How the Rochester, Minnesota, Community Addressed Workforce Demands](#)

Speakers: Brandon Macrafic, Matt Bissonette, Guy Finne, Heidi Kraemer

Session Description: Join panel members from Rochester Public Schools, Rochester Community and Technical College, IBM and the Mayo Clinic as they share how they are addressing local workforce demands in healthcare and technology sectors. The session will also cover college and career readiness for underrepresented students in a new school model for grades nine through 14.

Session Title: [Students with Disabilities in CTE: What Do IDEA and Perkins V Require? And How Can We Accomplish the Task? Practical Suggestions for CTE Administrators and Policymakers](#)

Speakers: Michael Harvey, Michelle Conrad, Jamie Lupia, Joey A. Fleck

Session Description: This roundtable follows up on webinar series on career and technical education (CTE) for students with disabilities, conducted by Penn State University, National Technical Assistance Center on Transition (NTACT) and ACTE in fall 2019, and also on the presenters' recent *Techniques* article. Participants will discuss the implications of IDEA and the Perkins V legislation concerning students with disabilities in CTE. We will dive deep into best practices for effective communication, classroom supports and classroom management. CTE administrators and policymakers are the target audience.

Session Title: [Survival Strategies for Active Shooter Events](#)

Speaker: Jerry McConnell

Session Description: This presentation will demonstrate strategies based on real-world experience. This will be accomplished through hands-on activities, practice and collaboration. Participants will gain an

understanding of how to utilize best practices for developing a protection plan for classrooms and work areas. The participants will receive a certificate from Texas State University at the end of the presentation.

Session Title: [Teaching Social–Emotional Learning within a Jam-Packed Curriculum](#)

Speaker: Kaley Esselborn

Session Description: What skills, qualities and attributes would you like your students to possess at age 25? During this session, educators will discuss core competencies, challenges and solutions for implementing social–emotional learning strategies within their classroom and school. Educators will learn how to support students to ensure they are healthy, secure, challenged, engaged and supported from K–12. Whether it’s organic teaching opportunities, dedicated classroom time or creating a classroom culture, you’ll learn best practices and take home digital and offline resources to use tomorrow.

Session Title: [To Post or Not to Post: Building Accountability Through Communication Skills](#)

Speakers: Ann Brown, Jordan "Jordy" Johnson

Session Description: Social media posts by middle and high school students have landed them in both the headlines and hot water. In a survey of more than 400 students, 65% spent 3.5 hours or more per day on social media. Let's make sure this is time well spent! Our interactive session focuses on three game-changing tips to encourage students to reimagine how they use social media and communicate with others. Participate in hands-on activities that build employability skills vital to communication for team projects, positive relationships and the workplace. (YES! Take these activities back to your classroom!)

Session Title: [Using Two Models of Career and Technical Education to Increase Access and Equity for English Language Learners](#)

Speakers: Michelle Sylvaria, Jennifer Smith

Session Description: The presentation will inform attendees of two flexible models of career and technical education that work well for English language learners while meeting Perkins V criteria.

Session Title: [Utilizing the Commercial Space Industry to Attract CTE Students](#)

Speakers: Stephen Bennett, Sarah Martin

Session Description: Increase student enrollment in your career and technical education programs by adopting the burgeoning influence of the commercial space industry.

Session Title: [Wheels in Motion: Mobile Access to Possibilities](#)

Speakers: Eric Frauwirth, Jeff Beard

Session Description: It is our M.A.P.s (Mobile Access to Possibilities) mission is to create access for all students in New Hampshire. Mobile Access to Possibilities (MAPs) expands depth of knowledge in career and technical education programs and strengthens statewide community partnerships.