October 8, 2020

Pre-Conference Sessions – *Additional Fees Required*

10:30 am – 12:30 pm

Session Title: Elite Training to Achieve Significant Enrollment, Retention, and Performance Results

Speaker: Mark Perna

Session Description: Supercharge your conference experience with this intensive, fast-moving boot camp with education and performance expert Mark C. Perna. You'll discover the advanced strategies and best practices that are shifting the education paradigm nationwide. Find out how to use CTE's exclusive competitive advantage to engage your students with the relevance, motivation, and passion to perform at a higher level. Mark's insights and best practices have helped thousands of educators nationwide connect more meaningfully with the younger generations, leveraging proprietary tools like the Three Pillars, Education with Purpose®, the Career Tree®, and many others. Now, your team can join the thousands of high school, adult education, and college administrators, teachers, and staff who are using these cutting-edge best practices to make a bigger difference. It's time to achieve elite enrollment, retention, and performance results — motivating students like never before with proven strategies you can put into action immediately!

Session Title: Recognizing and Supporting Students' Mental Health Needs Across School Setting

Speaker: Shannon Barry

Session Description: This session will focus on supporting students' mental health needs within and across all school settings. It will include common warning signs of and behaviors related to prevalent mental health conditions (e.g. depression, anxiety, ADHD, trauma, oppositional/defiant behaviors), and ways for all school staff to respond to such signs, as well as informally assess the need for more intervention. It will also discuss strategies, best practices, and systems for school staff to implement so as to create supportive school environments for the mental health and social-emotional-behavioral needs of all students. The main focus of this session will be the role of administrators in creating and maintaining systems that address mental health supports in schools.

Opening General Session – Ken Shelton

1:30 – 2:30 pm

Q&A Session with Ken Shelton – 3:13 – 3:45 pm

Dedicated Expo Time

2:45 – 3:45 pm

Breakout Session 1
4:00 – 4:30 pm

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: Culture of Change Through the Equity Lens
Speaker: Dr. 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: 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: 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, Ph.D., 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: 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: The Five Network: No cost Virtual Mentoring & Career Prep Platform for High School Students
Speaker: Rob Lake
Session Description: The FIVE Network connects talented high school students to a team of 5 mentors and daily learning content digitally through the FIVE mobile app. FIVE mentors are experienced business professionals who help students to develop life & workforce skills, expose them to career pathways, expand their professional networks, and serve as a positive and consistent presence in their lives for 5 years starting in the 9th grade. This is a FREE resource for high school students thanks to FIVE's corporate partners. FIVE is already partnering with CTE departments and community organizations across the U.S. and has availability for more students to apply this school year. Join this session to gain access to this free resource for your students and to discuss the benefits of virtual mentoring in our new digital world. You can learn more about The FIVE Network at www.thefivenetwork.com.

Breakout Session 2
4:45 – 5:15 pm

Session Title: To Post or Not to Post
Speakers: Dr. 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 over 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 3 game changing tips to encourage students to re-imagine how they use social media and communicate with others. Participate in a hands-on activity that builds employability skills vital to communication for team projects, positive relationships and preparing students for the workplace. (YES! Take this activity back to your classroom)!

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: 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: Findings from Replication Efforts Toward a CTE Adminstrator Training National Knowledge and Skill Core Competencies Skill Set: Data from Pennsylvania, Wisconsin, and Missouri
Speakers: Michael Harvey, Ph.D., Deanna Schultz, Ph.D., Michelle Conrad, Ph.D., Joey Fleck, Ph.D.
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: Preparing High School Students for Real-life Situations
Speakers: Jason Lemley, Paula Cooper, Whittney 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: 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

Breakout Session 3
5:30 – 6:00 pm

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: Data, COVID, 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 techincal 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: Apprenticeship: Our State's Snapshot Reveals National Trends & Best Practices in Surprising New Career Paths
Speaker: Dr. 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: 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: 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.

CTE Jeopardy—The Social Event of the Season!
6:15 – 7:00 pm

October 9, 2020

Dedicated Expo Time
11:00 am – 12:00 pm

Networking Event
12:15 pm – 12:45 pm

Breakout Session 4
1:00 – 1:30 pm

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.

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: Cutting Through the Noise: Aligning Your Social Media to Target Your Message and Marketing
Speaker: Carole Dorn-Bell
Session Description: Social media and common messaging for your district

Session Title: Beyond Soft Skills: Activating the Entrepreneurial Mindset in Every Student
Speaker: Dr. 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: 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.

Breakout Session 4
1:45 – 2:15 pm

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: 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: 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: 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.

Closing General Session – Peyton Holland
2:30 – 3:30 pm