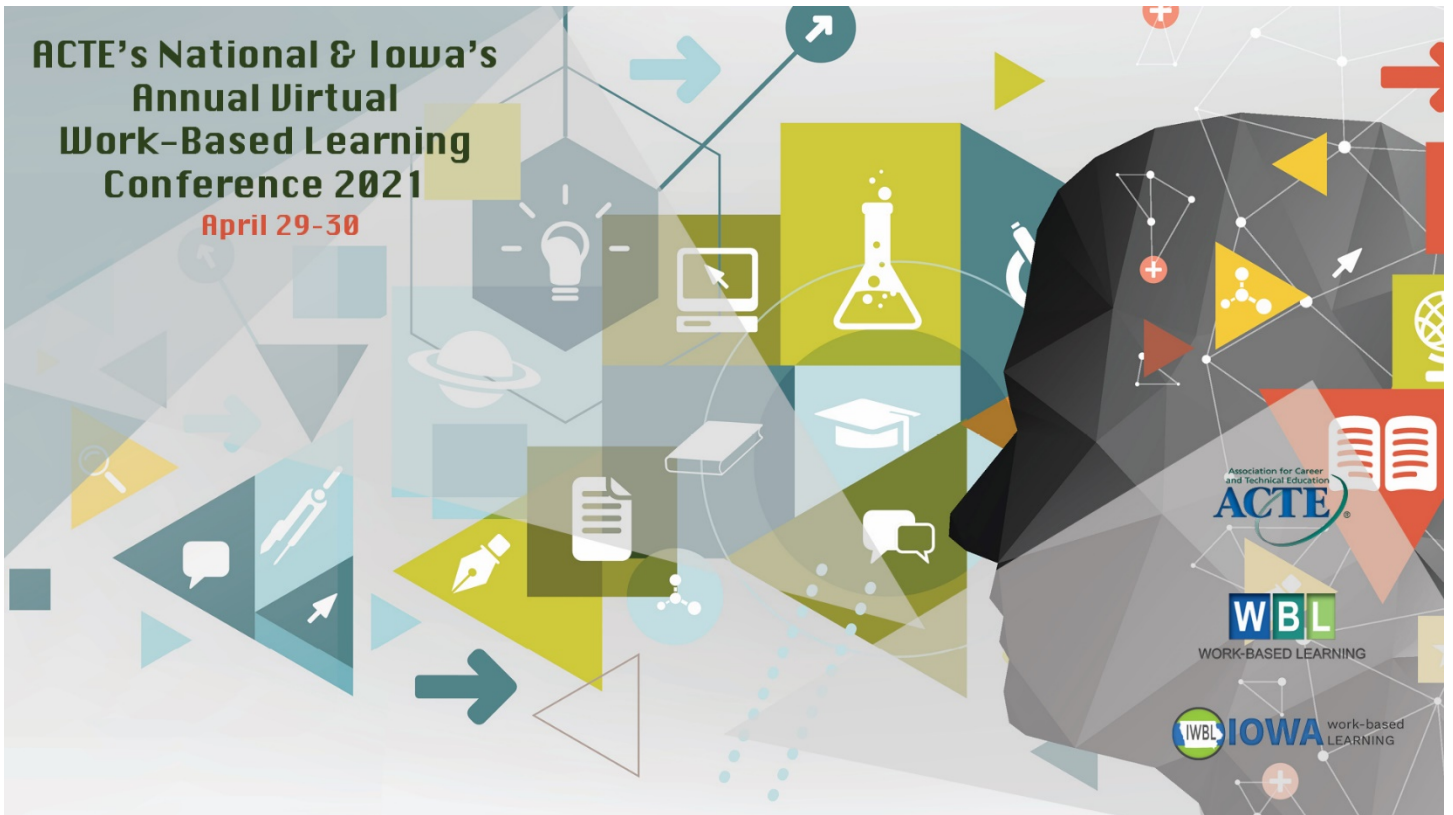


**ACTE's National & Iowa's  
Annual Virtual  
Work-Based Learning  
Conference 2021**

**April 29-30**



# Welcome to ACTE's National & Iowa's Annual Virtual Work-Based Learning Conference!

We have an exciting two days of professional development and networking planned for you including keynote speaker, Danny Rubin, founder of Rubin Education and over 40 sessions presented live over zoom to virtual participants. Be sure to join the Region Hospitality Rooms to network with other WBL professionals in your area. Learn of ways to get involved at the ACTE WBL Committee Meetings and Iowa WBL Business Meeting.

Worried that you cannot make it to all the concurrent sessions you want to attend? All sessions will be recorded and available to registered participants for 3 months on CTE Learn.

Thank you for joining us and we hope you enjoy the conference!

*Ashley Prieksat*

Iowa Work-Based Learning President  
School-to-Work Coordinator  
Norwalk High School  
Norwalk, Iowa

*Jan Jardine*

ACTE Work-Based Learning Section Chair  
Work-Based Learning Coordinator  
Provo City School District  
Provo, Utah



## Special Thanks to the Conference Planning Committee

Ashley Prieksat, President of Iowa WBL, CTE Teacher/School-to-work Coordinator, Norwalk High School

Kristy Volesky, Education Consultant at the Iowa Department of Education

Stacy Ascher, Vice President of Iowa WBL, Work-Based Learning Coordinator for Cedar Valley West

Laura DiNardo, ACTE WBL Professional Development Committee Chair, Capstone Coordinator, Arlington Tech, Arlington, VA

Jan Jardine, ACTE WBL Section Chair, WBL Coordinator and Provo CAPS Director, Provo City School District, Provo, UT

Kelli Diemer, ACTE Director of Membership

### IWBL Executive Board

- Ashley Prieksat, President of Iowa WBL, CTE Teacher/School-to-work Coordinator, Norwalk High School
- Stacy Ascher, Vice President of Iowa WBL, Work-Based Learning Coordinator for Cedar Valley West
- Lexi Shafer, Secretary of Iowa WBL, Business Teacher/School-to-Work Coordinator, Johnston High School
- Tyler Rodgers, Treasurer of Iowa WBL, Mount Pleasant High School



## ACTE WBL/YA Section Policy Committee

- Jan Jardine, Section Chair, WBL Coordinator and Provo CAPS Director, Provo City School District, Provo, UT
- Tony Trapp, Region 1 Representative, Apprenticeship Coordinator, Upper Valley Career Center, Piqua, OH
- Jason Van Nus, Region 2 Representative, WBL/YAP Program Director, Lowndes County Schools, Valdosta, GA
- Jim Michlig, Region 3 Representative, College, Career and Experiential Learning Coordinator, Muskego Norway School District, Muskego, WI
- Charlotte Heinze, Region 4 Representative, Marketing Education Coordinator, Copperas Cove High School, Copperas Cove, TX
- Jason Butcher, Region 5 Representative, Outreach Director, Reach Higher Montana, Helena, MT
- Laura DiNardo, Professional Development Committee Chair, Capstone Coordinator, Arlington Tech, Arlington, VA
- Deana Patterson, Awards Committee Chair, WBL Coordinator, Itawamba Career and Technical Center, Fulton, MS
- Raquel Liaz, Advocacy Committee Chair, CTE Program Coordinator, Portland Public Schools, Portland, OR
- Jim Egenreider, Postsecondary WBL Representative, Engineering and Education Research Faculty and Director, Virginia Tech, Arlington, VA
- Susan Gubing, WBL Educators Representative, Online Instructor for WBL Certification, Buffalo State and Hofstra, Smithtown, NY
- Mee Hee Smith, State Workforce Representative, Regional Director, The Office of Work-Based Learning and Apprenticeship, Indiana Department of Workforce Development, Indianapolis, IN



**Special Thanks to the ACTE-Iowa Work-Based Learning Conference Sponsors and Exhibitors**



# SCHEDULE

## AT A GLANCE

### Thursday, April 29 (Eastern Time)

9:00 - 10:00 am	ACTE WBL Policy Committee Meeting (invitation only)
10:30 - 11:15 am	Virtual Roundtable Sharing Sessions
11:30 am - 12:45 pm	Greetings from Iowa WBL and ACTE WBL Pledge of Allegiance Welcome from Dr. Ann Lebo, Iowa Department of Education Keynote Speaker - Danny Rubin <i>Unlimited Opportunity: How Employability Skills Will Open Any Door and Knock Down Every Wall</i>
1:00 - 1:50 pm	Concurrent Session #1 - 9 options
2:00 - 3:20 pm	Lunch & ACTE WBL Committee meetings (open to all)
3:30 - 4:20 pm	Concurrent Session #2 - 8 options
4:30 - 5:00 pm	ACTE WBL Regional Hospitality Rooms
5:10 - 6:00 pm	Concurrent Session #3 - 8 options

### Friday, April 30 (Eastern Time)

9:30 - 10:20 am	The Success of Iowa Work-Based Learning & ACTE Work-Based Learning
10:30 - 11:20 am	Concurrent Session #4 - 8 options
11:30 am - 12:20 pm	Sponsor Recognition Seamless WBL Educator of the Year Award Celebration Virtual Networking
12:30 - 1:20 pm	Concurrent Session #5 - 7 option
1:30 - 2:20 pm	Lunch & Iowa WBL Business Meeting (Iowa WBL only)
2:30 - 3:20 pm	Concurrent Session #6 - 7 options
3:30 - 4:20 pm	Concurrent Session #7 - 6 options
4:30 - 5:00 pm	Student Success Stories (recorded) & door prizes

## General Sessions

Thursday April 29

### Thursday Virtual Roundtable Sharing Sessions

10:30 am - 11:15 am ET

Welcome to the Iowa Work-Based Learning Annual and ACTE Work-Based Learning National conference! We will start the day with a collaborative conversation on some of the “hot topics” in work-based learning. Participants have the option of joining up to two of the rooms from the list below. The first session will run from 10:30 - 10:50 am ET, and the second session from 10:55 - 11:15 am ET.

- Curriculum - Getting your Interns Ready
- Apprenticeships
- Supporting Students Needing Accommodations with WBL
- Overcoming Transportation Barriers
- Marketing your Program
- Recognizing Your Industry Partners
- Virtual Internship Ideas
- State Leaders Collaboration Session

### Thursday Opening General Session and Keynote Speaker

11:30 am - 12:45 pm ET

- **Welcome** — Ashley Prieksat, Iowa WBL & Jan Jardine, ACTE WBL
- **Pledge of Allegiance**
- **Opening Comments and Welcome** — Director Ann Lebo, Iowa Department of Education
- **Keynote Presenter: Danny Rubin**, Author, speaker and owner of Rubin ([RubinEducation.com](http://RubinEducation.com))

#### **Unlimited Opportunity: How Employability Skills Will Open Any Door and Knock Down Every Wall**

An email is more than a simple message. A phone call is more than a conversation into a rectangular device. And a resume is more than a standard component of a job application. Join Danny Rubin, author and founder of Rubin, as he discusses why the words our WBL students use -- and the employability skills those words contain -- hold the keys to both college and career. Every student has the chance to do something special in the world. But to get there, the student must understand that our reputation is connected to the words we use every day -- in emails, on the phone, on a resume, in Zooms/Google Meets and beyond.



## Thursday Lunchtime Sessions

If you are interested in learning more about volunteer opportunities within the ACTE Work-Based Learning Section, please make sure to visit the committee information sessions during lunch. The information sessions will be held as follows (all times in Eastern Time):

- **2:00 pm ET - Laura DiNardo - ACTE WBL Professional Development Committee Overview**
- **2:30 pm ET - Raquel Laiz - ACTE WBL Advocacy Committee Overview**

The ACTE WBL Advocacy Committee presentation will share its mission, goals, and why it is part of the Policy Committee. It will also include examples of policies and resources that we have shared with members this year to highlight the values that our organization brings to its members.

- **3:00 pm ET - Deana Patterson - ACTE WBL Awards Committee Overview**

The ACTE WBL Awards Committee presentation will share its mission, goals, and why it is part of the Policy Committee. We will discuss the Seamless WBL Professional of the Year Award, the plans we have for adding new awards for the coming year and discuss our section and the power of positivity.

## Thursday Regional Hospitality Rooms

**4:30 - 5:00 pm ET**

Please join us in your Region's hospitality room from 4:30 - 5:00 pm ET for networking and conversation. ACTE's regions are:

- Region 1 - DC, MA, CT, MD, ME, MI, NH, NJ, NY, OH, PA, RI, VT, WV
- Region 2 - AL, FL, GA, KY, NC, SC, TN, VA
- Region 3 - IA, IL, IN, MN, MO, WI
- Region 4 - AR, LA, MS, NM, OK, TX
- Region 5 - AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NV, OR, SD, UT, WA, WY



Friday April 30

Friday Opening General Session

9:30 - 10:20 am ET

- **Welcome - Kelli Diemer, Director of Membership, ACTE**
- **Iowa WBL - Kristy Volesky, Education Consultant & Stacy Ascher, Vice-President of the Iowa Work-Based Learning Coordinators**

#### **The Work-Based Learning Approach in Iowa: A Collaborative Effort**

Communication and collaboration are the keys to Iowa's successful approach to supporting work-based learning. This presentation will provide background information on work-based learning in Iowa and highlight the success of collaborating with the Iowa Work-Based Learning Coordinators.

- **ACTE WBL - Jan Jardine, Section Chair**



## Friday General Session

11:30 am - 12:20 pm ET

- Welcome -
- Sponsor Recognition
- Seamless WBL Educator of the Year Award
- Virtual Networking

## Friday Closing Session

4:30 - 5:00 pm ET

- Welcome - Jan & Ashley? Perhaps Iowa WBL treasurer (Tyler) or Lexie if scheduling allows  
Student success videos
- Save the Date - Iowa WBL Conference 2022 & ACTE National WBL Conference 2022
- Door Prizes



# CONFERENCE SESSIONS

## Thursday Concurrent Sessions

### Concurrent Session 1

Thursday, April 29

1:00–1:50 pm ET

#### **WBL: A New State-wide Approach for Postsecondary Success**

**Presenters:** Stephanie Oppel, Director of Work-Based Learning DMACC, Chris Russell, Iowa Education Consultant, Melinda McGregor, Director of Emerging Workforce Solutions, and Kelly Friesleben, Education Program Consultant - Student Success

Iowa community colleges, in cooperation with the Department of Education, created a statewide steering committee to create a framework for a work-based learning program that provides experiences to students from career exploration through CTE training. The charge to the committee was to increase access to work-based learning experiences for high school and community college students by creating a set of community college courses that promote a greater understanding of careers and the workplace, and to reinforce technical skills through work-based learning experiences reinforced by classroom curriculum. The presentation will provide perspectives from the Department of Education and two community colleges.

#### **Tips and Tricks on Connecting to Employers**

**Presenter:** Susan Gubing, Consultant/Instructor, Buffalo State College/Hofstra University NY

Enhance your current knowledge on how to increase the number of employers you need for a work experience program. You will add ten new ideas to your marketing skills.

#### **Fulfilling the Need to Deliver Equitable Access for Quality Work-Based Learning Opportunities**

**Presenters:** Ann Schlapia, Workplace Learning Network Coordinator SWCC, Terri Hungeford, Iowa Valley CC Coordinator, and Stephanie Dennler, Work-Based Learning Program Manager NICC

The Iowa Intermediary Network pivoted from in-person, regional work-based learning to virtual, state-wide opportunities to fulfill the need to deliver equitable access to services. Through the Iowa Intermediary Technical Assistance Committee, state partners were identified to assist in these efforts to bring in a wide visibility of employers statewide. Tying events to CTE standards increased value to participating educators to these statewide virtual events.

#### **Collaborative Transition Planning with Vocational Rehabilitation in a High School Setting**

**Presenters:** Maggie Haddinger, Boost/4+ instructor, and Alice Castle, Vocational Rehabilitation Counselor

Under WIOA, Local Education Agencies (LEA) are responsible for initial instructional training until a long-term career goal has been identified and agreed upon with the IEP team and VR. To ensure this is occurring, IVRS and the BOOST program have developed a partnership that allows for seamless transition from high school programming to adult services. "Boost" has embedded IVRS into the program to make sure IEP and IPE goals are aligned so that students are provided services in a supported environment to promote a smooth transition from in-school employment skills to supported employment provided by a Community Rehabilitation Provider (CRP).

## **How to Move Your Work Based Learning Program to the Next Level**

**Presenter:** Kristen Bandy, WBL Coordinator Oskaloosa HS Iowa

In my presentation I will explain the importance of having a Work Based Learning Program, not a class. A program entails as much of the WBL continuum within your district as possible. Once a coordinator gets the program up and going, how do they keep adding to it and keep it up to date? How do they get more students involved in career exploration? How do they get other teachers and administrators involved? How do they use distance learning and simulations? How do they address the skills, knowledge and talent needs for today with only 1 or even a part time coordinator? These are some items I will discuss in my presentation.

## **Kansas Work-Based Learning (WBL) Cross-Agency Regional Pilot**

**Presenters:** Natalie Clark, Education Program Consultant/WBL Lead/IPS Coordinator and Stacy Smith, Assistant Director, CTE and IPS

The 2019-2020 Governor's Council on Education recommends that Work-Based Learning (WBL) in Kansas should be implemented as a comprehensive policy approach that ensures Kansas students have equitable access to high-quality, work-based learning experiences designed to prepare each student for postsecondary and workforce success in high-wage, high-demand and critical-need occupations of our state and regions. Ensuring equitable access to WBL tied to the high-demand, high-wage, critical-needs jobs in Kansas will provide for a talent pipeline necessary to fill jobs and drive the Kansas economy. Kansas is currently conducting a state cross-agency WBL regional pilot that will serve as a model to scale high-quality WBL across Kansas and develop a statewide system alignment.

## **5 Best Ways to Teach Students to Handle Failure**

**Presenter:** Danny Rubin, Founder Rubin Education

Do you often worry your students are terrified to make mistakes? Danny Rubin, our conference keynote speaker, will show you how to help students with the following:

- Not to feel rejected when professionals don't reply to your emails and what to do instead
- Stand tall when you don't receive an internship, job or college offer
- Send an email to ask someone you trust for honest feedback on your work

And much more! This is a must-attend webinar for faculty and administrators. Care for students' mental health is ever more critical in the COVID-19 era.

## **Decoding Modern Apprenticeships for Accelerating Cybersecurity Careers**

**Presenters:** Amy Kardel, Vice President of Strategic Workforce Relationships, CompTIA and Wendy Brors, Senior Consultant Maher & Maher

The velocity of digital transformation makes cybersecurity an escalating priority for organizations across the spectrum of the U.S. economy. But cybersecurity skills development is not keeping pace, and the pandemic is exacerbating this challenge, leaving IT talent pipelines bereft of trained candidates.

Join us to discuss how our workforce development ecosystem can respond rapidly to this worsening crisis by updating for the digital age and implementing a time-tested skills-sharpening approach: Apprenticeship. Our presenters – workforce pros with decades of experience – will:

- Explain how to launch a modern apprenticeship program
- Showcase a collaborative Registered Apprenticeship program
- Conduct Q&A

## **Promoting Work-Based Learning Opportunities in Rural Iowa Schools through STEM and Community College Partnerships**

**Presenters:** Holly O'Brien, Success Coordinator and Mike Kuennen, Iowa BIG North Facilitator

NICC's Career Learning Link program, Chickasaw County Sector Board and New Hampton High School and Iowa BIG North have provided connections, growing partnerships and awareness to students, education, businesses and the community.

## Concurrent Session 2

Thursday, April 29

3:30–4:20 pm ET

### Measuring What Matters: Work-Based Learning Data Practices

**Presenters:** Susan Leon, Instructional Specialist and Dick Jones, Education Consultant

In this presentation, Susan and Dick will speak about the impact of data on the whole of a WBL program. Susan is a former WBL practitioner, running a successful Internship program with over 200 students. Dick has a long career in CTE and has done extensive work with data collection and its impact on long-term program success. Using their combined knowledge, this presentation will explore how a more comprehensive look at data can impact and guide a program to enhance work-based learning for all stakeholders.

### Finding, Placing and Maintaining Business Partners for Student Internships

**Presenters:** Ashley Prieksat, President of Iowa WBL/School-to-Work Coordinator, Mindi Heitland, School-to-Work Coordinator and Kristy Volesky, Education Consultant

Do you find it difficult or daunting to find industry professionals to support your high school internship placements? Join three experts to learn how to approach industry partners and what you need to do to ensure you not only find industry partners for student internship placements but keys to maintaining those partnerships for many years to come.

### The Effective Use of LinkedIn to Influence Student Employability and Internship Results

**Presenters:** Mark Hewitt, President and Rachel Mezzatesta, CIO Socially Savvy

Incorporation of a social business program to influence 21st Century employability and professional skills for students will enhance the business communications and career development for students and faculty alike. Simply stated, the social business competency, knowledge and skills will improve career, college, and professional readiness and success.

### Digital Administration: Program Adjustments to Stay Productive while Operating Virtually

**Presenter:** Jason Van Nus, Director of YAP/WBL Programs

Are you looking to keep your program productive during COVID-19? Then this session for you. We will examine creative ways to move Work-based Learning and Youth Apprenticeship Programs into the Virtual World. These techniques will help you learn how to be administratively productive while operating virtually. We will use these techniques to collect all necessary data more efficiently, become more organized, detailed, and productive in managing our WBL/YA programs. This session has something for everyone: valuable for both system- and school-level coordinators, as well as supervising administrators--it will cover topics useful for participants regardless of their proficiency with technology.

### How to Write the Best Email of Your Life

**Presenter:** Danny Rubin, Founder Rubin Education

Are you frustrated with the quality of the emails your students write? Do they address you as, "Hey Miss" or "What's up, Mr. G"? Finish out the year (and plan for next year) with a session that will teach every student to write the best email of their lives. We will cover subject lines, how to address people the right way, email body best practices, email signatures and more! Danny Rubin, the presenter, will provide attendees with a Google folder of activities to teach these same skills to your students. Don't miss out!

## **Increasing Equity and Access Through Quality Virtual WBL**

**Presenters:** Laurie Worden, Workplace Learning Connection Director and Brittany Slaubaugh, Program Specialist-Business Liaison/Communications

Charged with delivering quality work-based learning programs and services to a seven county, mostly rural region in east central Iowa, Workplace Learning Connection, a regional Iowa Intermediary, reinvented programs and virtual options with job shadows, career speakers and mock interviews to meet the needs of educators and students. Those innovative solutions proved themselves as best practice options to help address challenges of access and equity in service delivery.

## **Successful Virtual Partnership Activities**

**Presenters:** Paula Chaon, Community Coach Ford NGL, and Shawn Hinds, Academy Coach Academies of Lexington

Grow and sustain your business partnerships by learning about Ford NGL U's Successful Virtual Partnership Activities! Virtual engagement is here to stay - even though we all look forward to the days that our partners are back in the classroom. What we have learned is that virtual allows us to reach ALL students and can be available to enhance and support teaching and learning. Learn more about Career Conversations, a Virtual Career Exploration Fair, and Virtual Tours. Get resources that you can use immediately to connect your partners and students!

## **Concurrent Session 3**

**Thursday, April 29**

**5:10–6:00 pm ET**

## **Turning Academic Success to Job Experience**

**Presenter:** Aaron L. Smith, Founder & CEO Workplace Readiness Solutions

Human Resource personnel frequently share that there are not enough applicants, but not enough qualified applicants. This session gives participants the perspective of changing their diplomas to dollars through the 3 P approach. In the 3 P approach, audience members will learn three key factors for turning academic success into job experience. Upon completion of the presentation, users will formalize their virtual toolbox based upon the 3 P approach to prepare for a great career. This session will be most helpful for teachers to share what's needed in today's jobs that students are lacking in their skills or experience.

## **Waterloo Career Center: Collaboration Amongst 18 Career Programs**

**Presenters:** Amy Mieke, Administrator, Kyle Kuhlers, Jill Shares, Sam Bass and Mark Aalderks, Instructors Waterloo Career Center

Student-Professionals collaborated from 18 different career programs at the Waterloo Career Center to design and open a student-run school convenience cart (Career Center Convenience-CCC). Students in the Marketing and Finance programs prepared a business plan tied to their classroom curriculum. As they prepared this, they sought input from other career programs we offer such as, Construction, Electrical, Digital Graphics, etc. Students from these programs helped with the design and details in the building of, advertisement, products sold, etc. Students from all programs presented the business proposal to various stakeholders. Students also had the opportunity to participate in a ribbon cutting event. The students ran and operated the CCC for the semester, then the Pandemic hit. Students then experienced what flexibility was necessary to still run their business using modified strategies.

## **The Clearinghouse for Work-based Learning: Exploring a Virtual Connection-Maker**

**Presenter:** Jacob Welchans, Project Manager

The Iowa Clearinghouse for Work-Based Learning connects students and employers through shared projects that give students professional experience. This session will explore the site, its resources, and supporting initiatives available to educators.

## **Researching, Establishing and Maintaining Work Based Learning Opportunities**

**Presenters:** Derek C. Read, CTE Counselor/Career Academy Specialist, Dr. Wayne Rodolfich, Superintendent, and Dr. Melissa DeAngelo, Director of Student Services and Career Academies

Through extensive research that included establishing a partnership with over 70 business/industry & community leaders and interviewing over 100 business/industry leaders across multiple states, the Pascagoula Gautier School District has created and sustained an extensive work-based learning program that benefits both high school students and business/industry.

## **ePortfolios & WBL Pathway Mastery: Showcasing Student Learning**

**Presenter:** Dawn Fregosa, CEO Collaborative Education Advisors

Overlap the elements of a High Quality CTE Pathway through a digital exposition of learning with students creating a digital portfolio that lives beyond the classroom. Students showcase evidence, work and skills, brand themselves for career and college success by showcasing your relevant industry pathway work & student projects.

## **Finding a Pathway to Algebra 1 and Geometry**

**Presenter:** Dr. Joseph Goins, CEO NS4ed

This live, but virtual, session demonstrates the Pathway 2 Algebra and Geometry curricula. The Pathway model places learning in the context of high-value career opportunities and provides real-world application of core subject matter concepts. Throughout the session, participants will experience how a meaningful career, when told in context, will enable students to instantly see purpose in their learning and understand the why behind the what. As a result, students experience increased motivation to learn, and retention increases.

## **Clickable Transition Classroom**

**Presenters:** Samantha Wilson, Mary McLaren, Amy Liddell, Nancy Lindgren and Rebecca Hamilton—GHAEA Transition Team

Virtual presentation of online resources presented in a clickable classroom format.

## **Georgia WBL Model: Standards, Certification, Training**

**Presenter:** Deana Harper, WBL/YAP Coordinator

This session will describe Georgia's WBL Model to include the 24 state standards, coordinator certification requirements, and plan for ongoing professional learning/training.

## **Friday Concurrent Sessions**

### **Concurrent Session 4**

**Friday, April 30**

**10:30 am – 11:15 am ET**

### **BioFab Explorer: The Story of How Industry and Education Created a Pathway into the Emerging Field of BioFabrication**

**Presenters:** Amanda Bastoni, Educational Scientist and Cara Wojcik, Senior User Experience & Instructional Designer

Biofab Explorer is a free Open Educational Resource, filled with career exploration videos, data, and activities CTE teachers in a variety of areas (BioTechnology, Manufacturing, Health Science, etc.) can use to build an understanding of the emerging field of biofabrication. Participants will be introduced to Universal Design for Learning (UDL) the educational framework used to create the tool and learn how the tool was developed in collaboration with industry partners, CTE educators, and student. Participants will leave with a better understanding of best practices for embedding career exploration into their classrooms and the ability to use the tool.

## **Working to Learn and Learning to Work: A State-by-State Analysis of High School Work-Based Learning Policies**

**Presenters:** Julie Lammers, American Student Assistance Senior VP Government Relations & Advocacy and Kelly Robson, Bellwether Education Partners

This session will examine the role state policy can play in encouraging and incentivizing work-based learning (WBL) for high school students. We will present the results of a national audit of all 50 states, examining their youth WBL policies, funding, support infrastructure, program quality, accountability, and promising practices. We will also explore a nationwide overview of student and employer experiences with high school internships and examine a summer 2020 virtual internship program.

## **Scaling WBL with the Indiana Certified State Earn and Learn Model**

**Presenter:** Mee Hee Smith, Regional Director Indiana Department of Workforce Development

The Indiana Office of Work-Based Learning and Apprenticeship was formed in 2018 to expand WBL and apprenticeship activities in the state. The office provides technical assistance, public-private partnership support, and program development to all education entities in K-12, post-secondary, Adult Education, and industry/employer partners. There are over 2,000 participants within 100 certified state earn and learn programs that stack related instruction, on the job learning, paid work experiences, and college credit. Employers utilize the SEAL program to build talent pipelines for new and incumbent employees. We will focus on several SEAL programs in Healthcare, Agriculture, and Manufacturing. The programs can also stack into a USDOL Registered Apprenticeship program.

## **Disrupting Opportunity Gaps through Experiential, Profession-Based Learning**

**Presenters:** Dr. Corliss Brown Thompson, Associate Teaching Professor Northeastern University, Ellen Stoddard, Research Associate, Dr. Lydia Young, Director of NExT, and Chad Ralston, Director of Blue Valley Center for Advanced Professional Studies

This presentation will be a conversational format between researchers and a leader of the Center for Advanced Professional Studies describing a National Science Foundation-funded study exploring profession-based learning and the ability of the program to prepare and motivate students for STEM careers. The presentation will introduce participants to opportunity gaps that are specifically applicable to profession-based learning, as well as explain the potential (and detractors) of experiential learning to address opportunity gaps. The presentation will end with an opportunity for the audience to discuss ways to address opportunity gaps in profession-based learning along with sharing recommendations from the research team.

## **STEM BEST: Providing Funding & Resources for your CTE Program**

**Presenters:** Tanya Hunt, Iowa STEM BEST Project Coordinator, Carrie Rankin, Associate Director, Jennifer Boyd, Curriculum and Instruction Specialist Davenport Schools, and Greg Smith, Industrial TEchnology and PLTW Teacher Davenport West High School

The heart of the STEM BEST® Program model is the relationship of business or industry partner(s) who with educators define curriculum and workspace. Topics and projects are driven by real world learning opportunities through community partner(s) in collaboration with educators. Learning spaces are separate and distinct from the standard school environment—ideally at the community partners' location.

## **Delivering Virtual Pre-Employment Transition Services**

**Presenters:** Anna Engler, Team Leader Easterseals TEAM Program and Heather Wilhelm, Employment Specialist

How our program adapted to Covid to continue to provide quality pre-employment transition services to students in Des Moines who are eligible for Vocational Rehabilitation services, what did we do, what worked well for us, and what didn't work.

## **Measuring and Improving the Competencies Employers Value Most: Enhancing Students' Career Readiness through Self-Reflection and Personalized Learning Opportunities**

**Presenters:** Michael Brownstein, Director of Strategic Growth Virtual Enterprises International and Ilya Zeldin, CEO/Founder 2gnoMe

How do students know they have in-demand workplace competencies when they graduate from high school? Currently, they largely rely on their teachers' feedback. However, many in-demand competencies are internal processes (e.g., self-direction) and other hard to measure skills (e.g., professionalism). In this session, we will provide an overview of evidence-based, work-based competencies that define what it means for students to be career-ready. Participants will see how self-reflection and technology enable students to take ownership for developing their workplace skills. The panel discussion will highlight the power of this approach in terms of youth career exploration/development, at scale.

## **Integrating Business & Industry Work Based Partnerships and Pre-Apprenticeships and German collaboration for CTE Student Exchange Program**

**Presenter:** Tony Trapp, Apprenticeship Coordinator Upper Valley Career Center

Under the leadership of Tony Trapp, Apprenticeship Coordinator, the Upper Valley Career Center (UVCC) 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.

## **Concurrent Session 5**

**Friday, April 30**

**12:30 pm – 1:20 pm ET**

## **Developing a Quality High School Internship Program**

**Presenter:** Kristy Volesky, Education Consultant

Offering high school students a quality internship experience will not only maximize student learning growth but also increase industry partner satisfaction. Join this how-to presentation to learn the various components of a high-quality high school internship program to ensure you take your internship program to a quality level. The presentation will provide practical steps for attendees to take and provide practical resources to guide local conversations and decisions.

## **Partner Engagement: The Golden Ticket to Student and Program Success**

**Presenters:** Stephen Casa, Workplace Learning Coordinator and Peter Harris, Director of Learning & Design for Career Pathways Programs Ulster BOCES

One of the most effective elements of school redesign is partnering with members of industry and the community. While this is an integral component of career & technical education, it is something that many educators and educational institutions struggle with. This presentation will afford participants real methods and resources to identify, cultivate, implement, and sustain the types of partnerships that will benefit ALL stakeholders but most importantly, students. Authentic examples will be shared so that participants will have these in their toolbox for success.

## **A Skills-Based Approach to Pathway Alignment Incorporating Work-Based Learning**

**Presenter:** Jarlath O'Carroll, CEO Jobspeaker Inc.

Session will describe and discuss an approach to career/guided pathways that incorporates work-based learning. The goal of this approach is to ensure a student's learning, retention and confidence along a pathway while minimizing the paperwork, hurdles and inconveniences involved. Help students, faculty and employers focus on the learning and training so that the student can see themselves in the role.

## **Cardinal Manufacturing, Eleva Strum Schools, "Earn While You Learn"**

**Presenter:** Craig Cegielski, Technology Instructor Eleva Strum High School/ Innovator of Cardinal Manufacturing

Mr. Cegielski along will be explaining how to implement a student run manufacturing business into your technology education department. We will showcase how he teaches technical skills, employability skills, soft skills, and professionalism, while raising money to support the Tech Ed department. This model of education allows schools to run a much higher-level program at no additional cost to the school.

## **Work Based Learning for Students with Disabilities: Does it Really Matter?**

**Presenter:** Kirsten Varnum Lane, Secondary Transition Program Facilitator

The research is clear: work-based learning really does make a difference in outcomes for students with disabilities. Join us in this session to learn about research-based practices, including work-based learning, to improve student outcomes. Get ideas for collaboration and partnerships that may help you to provide new opportunities.

## **A Treasure of Benefits from an ACTE Membership**

**Presenter:** Kelli Diemer, ACTE Director of Membership

Have you ever been on a treasure hunt? Come along to discover the treasure of benefits of an Association for Career and Technical Education membership. Are you interested in networking, professional development, career advancement, member recognition, leadership, resources--we've got that. There is something for everyone!

## **Expanding Work-Based Learning Opportunities for Youth: Insights from the Field**

**Presenter:** Adam Flynn-Tabloff, Chief Program Administration and Accountability Branch, OCTAE US Department of Education

What are the barriers to expanding work-based learning opportunities for youth and how might we remove them? Are there exemplars in the field that are succeeding in supporting extensive work-based learning participation by CTE students from which we may learn? How has the COVID-19 pandemic impacted participation in WBL? Join this session to get answers to these questions and to learn about key insights from OCTAE's recent Request for Information published in the [Federal Register](#) on December 2, 2020.

## **Concurrent Session 6**

**Friday, April 30**

**2:30 pm - 3:20 pm ET**

## **How to increase your Work Based Learning Experiences by 200% in the next 12 months!**

**Presenter:** Jim Michlig, College, Career & Experiential Learning Coordinator Muskego Norway School District

In this presentation, we will discuss how to brand your work-based learning program for different experiences. This will include tailoring your curriculum to meet the needs of educational staff, students, families, business partners and/or your community. We will discuss ways to streamline your work-based learning experience, how to develop a systematic approach to increase participation at all levels, and brainstorm strategies to identify opportunities for growth.

## **Fun Fridays from the Field: Middle School Career Chats**

**Presenters:** Gena Gesing, Manager of Work-Based Learning & CTE Initiatives, Bev Berns, School Improvement Consultant/Recruitment, and Stephanie Dennler, Work-Based Learning Program Manager

Recognizing we need to expand career awareness opportunities for earlier grades, Northeast Iowa Community College's Career Learning Link (a member of the Iowa Intermediary Network) and Keystone Area Education Agency created virtual Fun Fridays from the Field: Middle School Career Chats as an accessible, equitable format for middle school students and classrooms to participate in career learning.

## **Implementing LinkedIn at the High School Level**

**Presenter:** Mike Hassler, Work-Based Learning Coordinator

You will never reach your destination driving down dead-end streets. This presentation will teach you how to identify dead end roads and implement LinkedIn to strengthen your Work-Based Learning efforts. Help your students get more scholarship money, better job offers and a stronger network.

## **High School Registered Apprenticeships in Iowa- Taking Work Based Learning to a New Level!**

**Presenters:** Lauren Hargrave-LaMaack, CTE Work-Based Learning Coordinator and Jennifer Boyd, CTE Curriculum Specialist Davenport Community School District

Davenport Community School District is taking work-based learning to a whole new level with High School Registered Apprenticeships. Hear everything you need to know about setting up an apprenticeship; from requirements, working with partners, framework, and tips for success!

## **Reinvigorating Supervised Agricultural Experiences (SAE) to demonstrate WBL Qualifications**

**Presenter:** Matthew Eddy, Agriculture Consultant

*Agriculture Consultant*

Arriving with the implementation of SAE For ALL, it was easy to see that Agriculture Education needed to reinvigorate it's 100-year love affair with experiential learning. Utilizing the Work Based Experience spectrum and a storied 80-year history with work experience projects, Iowa worked to align our experiences and continue to innovate while also demonstrating the obvious integration within the Agriculture Education model.

## **Education & Industry - Building a Successful and Sustainable Workforce!**

**Presenter:** Bright Nichols-Stock, K12 SWP Pathway Coordinator and Marie Caldwell, Director SiskiyouWorks

SiskiyouWorks & SiskiyouCOE implementing our RoadMap, a workforce development plan utilizing the collective impact model. Career exploration, job training, WBL, job placement & retention integrate to create a qualified labor pool in Siskiyou county. Learn strategies to link Education and Industry to build a successful and sustainable workforce.

## **Starting a Student Interest Driven Internship Program: Lessons Learned from the New York Internship Pathways Project**

**Presenters:** David Berg, Director of Technology and Casey Lamb, NY CDOS Pathway Director Big Picture Learning

Join fellow practitioners to explore how to launch and grow a student interest driven internship program, and to consider technological solutions to support your work. We will share lessons we have learned from our work supporting a cohort of diverse schools across New York as they implement work-based learning programs aligned with the Career Development and Occupational Studies graduation pathway. We will also feature ImBlaze, a dynamic tech platform designed to support students as they identify, pursue, and participate in powerful real world learning experiences supported by a mentor.

**Concurrent Session 7**  
**Friday, April 30**  
**3:30 pm – 4:20 pm ET**

**Using Universal Design for Learning (UDL): Building Relationships with Industry and Business Partners that Work**

**Presenters:** Amanda Bastoni, Educational Scientist and Abraham Ewing, Wood Shop and Manufacturing CTE Educator  
Universal Design for Learning (UDL) is a framework educators can use to design curriculum, materials, and learning environments that support access and engagement for all students. UDL appears in all legislation governing education - including most recently in Perkins V. In this workshop we will discuss how a former CTE Director, Amanda Bastoni and a current CTE Teacher, Abraham Ewing have used UDL to support student success in work-based learning situations and build robust connections to industry partners - resulting in jobs and post-secondary enrollment. This presentation will include tangible strategies educators can start using right away.

**How Xello's Work-Based Learning Module Supports All Pathways for All Students**

**Presenter:** Monica Biesok, Xello Director of Marketing

Giving students opportunities for meaningful interactions with industry and community professionals is critical for a high-quality career guidance program. When students have the chance to experience responsibilities associated with occupations of interest they can get a real feel for a career field and what it entails. In this session you'll learn how Xello's Work-Based Learning (WBL) module can support your program's requirements and how other districts have implemented the module to streamline their workflows to make every student future ready.

**Rural Collaboration: Successfully Sharing a Coordinator Across Districts**

**Presenter:** Stacy Ascher, Vice President of Iowa WBL/Work-Based Learning Coordinator for Cedar Valley West

Are you wanting to incorporate work-based learning in your district or region but just do not have the ability to do so individually? Have you considered working with other districts to meet your needs? This presentation will offer details on how four rural districts have joined forces to provide multi-level work-based learning opportunities for students.

**Essential Elements of Customized Employment**

**Presenters:** Margie Webb, Customized Employment Program Specialist and Josh Dean, Customized Employment/Small Business Development

This Power Point Presentation will provide educators an overview of Customized Employment, define Customized Employment, and show potential outcomes Customized Employment has for students with significant impacts of disability.

**Lessons in Scaling Work-Based Learning**

**Presenters:** Dr. Lazaro Lopez, Associate Superintendent for Teaching and Learning and Cherie Clark, Manager Career and College and Control Tower WBL

Focusing on scaling work-based learning, our presentation will include real-life lessons learned in scaling WBL from two practitioners -- one who has been at scale for a number of years and another who is currently scaling capacity across a region of schools. Participants will gain valuable takeaways from this presentation no matter where they are in their WBL journey. Participants will hear how both regions use Transeo Jobs to empower the work of industry/community partners and educators, and, at the same time, seamlessly track all things CTE — WBL, pathways, plans of study, industry credentials, and Perkins V indicators. Participants will come away with samples of toolkits and planning materials to support scaling WBL.

## **The AEs & WBL: A Three-Pronged Approach Toward Meaningful Student Experiences**

**Presenters:** Jacob Welchans, Project Manager and Laura Williams, 21st Century Learning Specialist

This session will present efforts in three different areas, all focused on meaningful WBL experiences: - The Iowa Authentic Learning Network - Career Investigative Learning online modules (presented by Craig Mohr, AEA Learning Online) - The Clearinghouse For Work-Based Learning Hear three unique approaches to WBL, with different lenses but the same goal - and leave with actionable ideas and resources you can tap into immediately (and for free!)



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Save the Date!



**Iowa Work-Based Learning Coordinators' State Conference 2022**

**April 5, 2022**

*Location TBD*

*For the latest information and updates, visit [Iowa Work Based Learning Coordinator's website](#).*

**Save the Date!**

ACTE-Utah Work-Based Learning Conference