

# Best Practices Agenda

## Sept. 29-Oct. 1

### Tuesday, Sept. 28

Noon -9:00 pm NCLA Board Meeting and Dinner

### Wednesday, Sept. 29

8:30 am–Noon **Engineering Explosive Growth in Recruitment, Retention & Performance**  
Presenter: Mark Perna

Today is the single greatest opportunity in education history to shift the paradigm in career-focused education. In this exciting preconference workshop, bestselling author Mark C. Perna will show you how to engineer explosive growth by reenergizing your CTE recruitment and retention strategies. You'll discover the tools, tactics, and truths to attract and retain more of the right students, in the right programs, for the right reasons. Countless organizations and educators across North America are using Mark's insights to optimize their results and significantly increase program completers. Now, it's your turn to experience the strategies that are shifting the paradigm in CTE. Get noticed by students, parents, and communities—and start exploding your results for success in a post-pandemic world!

1:00–4:30 pm **Crisis Mastermind: Moving from Adversity to Advantage**  
Presenters: Andrea Golden-Pogue, Mark Wilson

Kick off your NCLA Best Practices Conference with “Heart” by joining Emotional Intelligence experts Mark Wilson and Andrea Golden-Pogue from EQ World, USA. Mark and Andrea have worked with many companies, educational entities, and organizations to create a people focused workplace experience that moves beyond communication to connection. We will discover and deepen our awareness as we discuss: the characteristics and principles that distinguish leaders who successfully harness adversity to gain an advantage. CTE leaders who thrive in the face of adversity are a different breed from those who flourish when resources are unlimited. Join us as we share the mindset and truths on how you can turn any adversity into an advantage. Every participant will receive a Crisis Mastermind certificate

1:00–5:00 pm **Hays CISD Tour- Moe and Gene Johnson High School**

Moe & Gene Johnson High School is Hays CISD's third comprehensive high school located just south of Austin. The 413,500 square-foot campus opened in August 2019. The school is designed to offer state-of-the-art educational opportunities to 2,250 students in grades 9-12. The three-story high school puts the spotlight on career and technical education courses on the first floor of the campus. You will see the cosmetology and broadcasting programs as soon as you enter the building. Walking down the main corridor, you will observe students in action in culinary arts, vet tech, ag mechanics and auto tech labs. On the second and third floor, you will have an opportunity to visit our Teaching & Training, Law Enforcement, Biomedical, Aerospace, Graphic Design, Business Ed, Marketing and Computer Science classrooms before culminated the tour at our rooftop garden.

6:00–8:00 pm Welcome event

**Thursday, Sept. 30**

7:00–8:00 am Continental Breakfast

8:00 am **General Session**

Keynote: Prepare for Impact!  
Presenter: Rachael Mann

The future of humanity is in our learning spaces and educators are the key to facilitating opportunities for students to innovate, share their ideas, and to prepare for the world that ultimately, they will create. Through a thoughtful narrative on the role of influence to develop meaningful connections and relationships, this keynote will unveil successes to emulate and failures to avoid. Regardless of your job title, or the subject area or grade level you teach, we are all here today for one reason- to equip students for their future in a “post-pandemic” era. It takes all of us to make this work happen. Get ready to put your oxygen mask on, as this presentation will breathe fresh air into your practice. Prepare for Impact!

9:45–10:45 am Breakouts

10:45–11:15 am *Exhibitor visitation and refreshment break*

11:15 am–12:15 pm Breakouts

12:30–2:15 pm **Lunch and General Session:**

Keynote: Workforce Development: What’s the Future Got to Do with It?  
Presenter: Joyce Malyn-Smith

Concern over the future of work is creating a maelstrom of dialog and debate over what skills and knowledge are needed for success in future work and how prepared the CTE community is to deliver those skills. In this presentation participants will learn what employers from organizations working at the Human-Technology Frontier expect of their current and future workers, what core skills should be developed in K-12 to help our students prepare for success and explore examples of forward thinking CTE programs making strides in delivering those skills.

2:30–3:30 pm Breakouts

3:30–3:45 pm *Exhibitor visitation and refreshment break*

3:45–4:45 pm Roundtable presentations

**Friday, Oct. 1**

7:15–8:30 am **General Session and Breakfast**

Keynote: Building Work Ethic in a Post-Pandemic World: 5 Strategies to Develop Essential Soft Skills

Presenter: Josh Davies

The COVID pandemic has forever changed the workplace as we know it. Millions of jobs are being lost as others have been radically transformed. While technical skills are still important, the biggest concern employers have are the diminishing soft skills of the emerging workforce. Nearly 9 out of 10 hiring managers in the U.S. report that the lack of these soft skills are THE most important factor in their hiring, and yet less than 20% of today's employees demonstrate these crucial work ethic behaviors on a consistent basis. Even more alarming is that most, if not all, of an employee's on-the-job training is focused on their technical skills. But there is a viable solution to the growing work ethic gap that can improve the employment outcomes for our students.

In this workshop Josh Davies, the CEO of The Center for Work Ethic Development, will provide 5 key strategies for developing the essential work ethic skills that employers demand. These proven strategies are already being used by leading schools and organizations to improve performance, retention, and job satisfaction of their graduates. Discover how you can build work ethic and set your students up for success in this post-COVID world.

8:45–9:45 am Breakouts

9:45–10:00 am *Exhibitor visitation and refreshment break*

10:00–11:00 am Breakouts

11:10 am–12:10 pm Breakouts