Best Practices

September 28-29
North Falmouth, MA
AGENDA

Wednesday, Sept. 28

7 a.m. – 5 p.m. .......... Registration
Location: Nobska

8:30 – 11:30 a.m. .......... Addressing the Rise in Concerning Student Behaviors: How to prevent harm to self and others (separate registration required)
Presenter: Thom Jones, Senior Vice President, Threat Assessment, Navigate 360
Location:

8:30 – 11:30 a.m. .......... Opening Doors: Post-Secondary CTE Access & Equity (separate registration required)
Presenters: Michelle Conrad, University of Central Missouri
Location:

1 – 4 p.m. .......... Tour: Cape Tech (separate registration required)
Meet in hotel lobby for bus

1 – 4:30 p.m. .......... Maximizing Completers: How to Grow Recruitment, Performance & Community Buy-In (separate registration required)
Presenters: Mark Perna, CEO, TSF Results
Location:

5:30 – 6:30 p.m. .......... Welcome Event, Sponsored by Lincoln Tech

Thursday, Sept. 29

7 a.m. – 5 p.m. .......... Registration
Location: Nobska

7:30 a.m. .......... Continental Breakfast
Location:

8 a.m. – 4 p.m. .......... Exhibits
Location: Ballroom 1

8 a.m. .......... General Session, Sponsored by Microburst Learning
Presenter: Jill Siler
Location: Nauset Center
Thursday, Sept. 29  continued

9:45 – 10:45 a.m. ..........................  Session I  (see pgs 10-11)

10:45 – 11:15 a.m. ..........................  Break & dedicated time to visit Sponsors & Exhibitors  
Sponsored by iCEV  
Location: Ballroom 1

11:15 a.m. – 12:15 p.m.  ....  Session II  (see pgs 11-12)

12:30 p.m. – 2:15 p.m. ............  Lunch & General Session, Sponsored by MBA Research  
Presenter: John Mulcahy  
Location: Nauset Center

2:30 – 3:30 p.m. ......................  Session III (see pgs 12-13)

3:30 – 3:45 p.m. ......................  Break & dedicated time to visit Sponsors & Exhibitors  
Sponsored by Pearson  
Location: Ballroom 1

3:45 – 4:15 p.m. ......................  Session IV: Roundtables  (see pgs 14-16)  
Location: Nauset Center

Friday, Sept. 30

7:15 a.m. – 12 p.m. .................  Exhibits  
Location: Ballroom 1

7:15 – 8:30 a.m. .....................  Breakfast General Session, Sponsored by Schoolinks  
Presenter: Jaime Casap  
Location: Nauset Center

8:40 – 9:40 a.m. .....................  Session V (see pg 17)

9:40 – 9:55 a.m. .....................  Break & dedicated time to visit Sponsors & Exhibitors  
Sponsored by Eduready360  
Location: Ballroom 1

9:55 – 10:55 a.m. .....................  Session VI (see pg 18)

11–11:55 a.m. .......................  Session VII (see pg 19)

12noon ...............................  Conference Ends
Thursday Opening Keynote Speaker

**Jill Siler**
Leader, Author, Speaker

*Thrive Through the Five: Leading Through Challenging Times*

These past two years, in the midst of a global pandemic, have brought about some of the most challenging work in education - whether in leading through shifting and complex information or in teaching in a multitude of ever-changing learning environments. While the work we do as leaders is incredible, it is not without cost. Dr. Jill Siler, former superintendent and author of *Thrive Through the Five: Practical Truths to Powerfully Lead through Challenging Times* will share strategies to not just survive difficult seasons, but to truly thrive!

Sponsored by: Microburst Learning

**Thursday Luncheon Keynote**

**John Mulcahy**

*CTE and the Pursuit of a More Perfect Union*

We live in challenging times, times that call for a more robust education system suited to providing all learners with the skills they need in order to pursue the careers they want. CTE can and must play a more prominent role in American education. It is only by doing so that we can address long standing issues of inequality and poverty. The answer to much of what ails society, in general, and education, in particular, is an education system focused on careers. John is passionate about telling the story of the value and importance of CTE. His presentations include a strong helping of educational statistics mixed with humor and inspiration. Audiences love the fact that he provides them with the facts they need to “make the case” for expanding access and opportunity in CTE. He makes a strong case for ensuring that all learners in America have access to quality CTE programs.

Sponsored by: MBA Research & Curriculum Center
The Future of Work is Human

We are living in extraordinary times. As the world gets more digitalized, it also gets more complicated. Learning can happen faster today than at any time in history, and this is both exciting and critically important to get right. The idea of “lifelong learning” has been around for a generation, but we haven’t ever really put it into practice to make this idea a reality. Today, not only do we have the tools and technology to bring this idea to life, workers will not survive the future without the ability to learn new skills continually. The most important skills we will need are human skills. Jaime Casap served as the Chief Education Evangelist at Google for 15 years and was the second member of the Google for Education team. In that time, Jaime launched Google’s GSuite tools into higher education and K12. He also launched Chromebooks into education and was the creator of the Google for Education Transformation Framework, a holistic approach to education transformation. Now Jaime is partnering and collaborating with higher education institutions, school systems, and businesses around the world, helping them build transformational policies and practices to elevate education and bring equity, diversity, and inclusion into their policies and practices.
**Addressing the Rise in Concerning Student Behaviors: How to prevent harm to self and others**

**Presenter:** Thom Jones, Senior Vice President, Threat Assessment, Navigate 360  
8:30 - 11:30 a.m.  
Location:

Reports of concerning student behavior have significantly increased over the past two years. The reasons for these behaviors can range from the impacts of COVID-19 – isolation, depression, anxiety and aggression – to bullying, cyberbullying, substance abuse and lack of coping skills. Educational leadership programs don’t prepare teachers and administrators to help students cope with mental health issues, yet you are in schools every day with students who have experienced trauma and are in despair. You have the opportunity — and the obligation — to help them. This session will address how multidisciplinary teams can identify, address and manage threats of harm to self and others within their schools.

**Opening Doors: Post-Secondary CTE Access & Equity**

**Presenters:** Michelle Conrad, University of Central Missouri  
8:30 - 11:30 a.m.  
Location:

This workshop will explore challenges for special populations in post-secondary CTE programs and develop plans to address these challenges. The presenters will share their experience in the development of a new initiative to open doors for students with disabilities in a community college in rural Missouri. Through this example, however, participants will also identify their own challenges working with special populations and collaborate to develop a plan to address these.

**Maximizing Completers: How to Grow Recruitment, Performance & Community Buy-In**

**Presenters:** Mark Perna  
1:00 - 4:30 p.m.  
Location:

In a changing world, we have a pivotal opportunity to shift the paradigm with students, parents, community leaders, legislators, boards, districts, and other stakeholders. Join bestselling author Mark C. Perna to discover the latest tools, tactics, and truths to attract more of the right students, in the right programs, for the right reasons—and help them complete. More people need to know how CTE empowers students with the academic knowledge, technical competency, and professional skills that the modern workforce demands. Across North America, countless administrators, teachers, and support staff are using Mark’s acclaimed best practices to spread the word, build community buy-in, and significantly improve program completion. Now, it’s your turn. Start shifting the CTE paradigm, engaging your community, and maximizing completers like never before!
Wednesday, Sept. 28

Tour of Cape Tech

1:00 - 4:00 p.m.

Cape Cod Regional Technical High is conveniently located in Harwich, Massachusetts a quarter of a mile from exit 82 off Route 6 at 351 Pleasant Lake Avenue. Established in 1975, the district recently entered their new facility at the same location for the 2020-2021 school year. The new Cape Cod Tech was designed around an academy model to serve 650 students within five academies: Freshmen: Transportation, Construction, S.T.E.A.M., and Hospitality, Health & Human Services. Students have the following fifteen programs to choose from: Auto Technology, Marine Services Technology, Auto Collision & Repair, HVAC, Plumbing, Carpentry, Electrical, Horticulture, Information Technology, Engineering Technology, Design & Visual Communication, Culinary Arts, Cosmetology, Health Technologies, and Dental Assisting. The new project enhanced the campus as well with two new fields, bleacher/pressbox, concession building, and new track. In partnership with the Massachusetts School Building Authority (MSBA), Cape Cod Regional Technical High School has been equipped to deliver twenty-first century technical education to students from Provincetown to Mashpee for the next fifty years and beyond.

Welcome Event
5:30 - 6:30 p.m.

Join your CTE administrator peers from across the nation for a networking event designed to welcome you to Cape Cod.

Sponsored by LINCOLN TECH

Thursday, Sept. 29

Clam Bake (Additional fee Required)
6:00 - 8:00 p.m.

Upper Cape Cod Regional Technical School is excited to be welcoming attendees of the national Best Practices and Innovations in Career and Technical Education (CTE) Conference to their campus in Bourne, MA overlooking the Cape Cod Canal for a classic New England Clambake on September 29, 2022. A classic clambake consists of a native hardshell lobster, homemade clam chowder, Cape Cod steamers, mussels, linguica, red bliss potatoes, corn on the cob, coleslaw and freshly sliced watermelon.

Beach Bonfire and Smores
8:30 - 10:00 p.m.

Join your CTE administrator peers from across the nation for a networking event designed to welcome you to Cape Cod.

Sponsored by Microburst Learning
Thursday, Sept. 29
SESSION I—9:45 to 10:45 a.m.

Women in the Trades: Forging a Path Forward
Presenter: Amy Ballard
Location: Race Point
This presentation focuses on the demand for trades workers and the special needs of women wishing to enter this career path.

Let’s Get Outrageous: Building Student Relationships
Presenter: Nora Zollweg
Location: Chatham
Student success begins with positive relationships. Now, more than ever, the social and emotional benefits of engaging with students has come to the forefront of student success. This presentation explores the importance of relationships, the neuroscience behind positive interactions and includes best practices used to build student/teacher/counselor relationships. Remember - this is where it all begins.

Why CTE is on a Roll—And How to Maximize the Momentum
Presenters: Mark Perna
Location: Ballroom II
The world has changed. As America faces a record-breaking talent shortage, this is the greatest moment in CTE history to shift the paradigm in career-focused training. Join education visionary Mark C. Perna for this fast-paced session that will cover the current landscape in education and employment, with actionable strategies to capitalize on CTE’s forward momentum. To inspire the next generation to fill in-demand talent pipelines, stakeholders in education, workforce, and economic development must come together like never before. Mark will reveal how to start the dialogue and bring communities together around a shared vision of purpose-driven education and career pathways. It’s time to drive home the value of CTE for maximum impact and change the way people think about career-focused education—forever.

Collaboration for Success: Arizona’s Administrators Working Together for High-Quality CTE
Presenter: Jayme Fitzpatrick
Location: Ballroom III
COVA, Arizona’s CTE Administrator’s professional organization, supports data-driven decision making and provides support through innovative means for district and regional CTE Administrators. Through a panel discussion, we will explain the organization’s role in statewide collective efficacy, data-driven training, and mentoring for CTE Administrators.
Greenbrier High School: Impacting Every Student, Every Day...Through CTE Data Systems
Presenter: Kelli Martin
Location: Shutter
Greenbrier High School’s mission is to “impact every student, every day,” and GHS is using data in innovative ways to do just that. From stakeholder perceptions, to student enrollment data, to career practicum partners, to becoming clear on the skills our CTE students must master….there is data everywhere for the CTE staff of Greenbrier School District! Learn about our data systems within our school culture that grow and improve all things Career and Technical Education!

Thursday, Sept. 29
SESSION II—11:15 a.m. to 12:15 p.m.
Utilizing Industry Partnerships to Meet Regional Workforce Demands
Presenter: Tara Shepard
Location: Race Point
Learn how Apollo Career Center partners with state and county agencies to provide customized training to meet regional workforce development demands. Explore how to collaborate and leverage existing partnerships and see an example of customized training firing on all cylinders.

What is the Oklahoma Statewide Marketing & PR Committee?
Presenter: Mandy Mayberry
Location: Chatham
CareerTech training is just that. Training. It takes practice, day in and day out. It turns amateurs into experts. At CareerTech we believe that nothing teaches like experience, which is why we are pleased to announce the revision of the Statewide Marketing and Public Relations Committee made up of fourteen individuals working together to ensure that the assets provided are nothing but the best.

DeSchoolify - Transform Your Students Into Professionals and Your Campus Into A Workplace
Presenters: Rhonda Rhodes
Location: Ballroom II
Provide high-quality work-based learning experiences by transforming your campus into a workplace. As students operate as professionals while serving real customers and clients in the community, they acquire the professional (or soft) skills needed for success. Learn how the Career Technical Education Center (CTEC) in Salem, OR, uses authentic work in 10 CTE programs of study to achieve a graduation rate of 99% and a positive placement rate of 92%. CTEC’s innovative model features robust industry partnerships, a professional skills rubric, integrated curriculum, and work-based learning to create immediate success for students and long-term contributions to the local workforce.
It Takes a Village! How an Equity Mindset Builds a Stronger Talent Pipeline and Work-Based Learning Community

Presenter: Sheri Bryant
Location: Ballroom III

Join Sheri Bryant and Marna Messer with Jeffco Public Schools, Colorado’s 2nd largest school district, to hear about how a village of people, including local economic development, community college, educational foundation and chamber of commerce leaders have engaged in “being the village” to fund and expand the existing work of the Jeffco Career Links Team, Jeffco’s district work-based learning leadership team. With a primary focus on inclusive programming and equitable access for all students this session will give you the ins/outs of writing grant proposals, pitching your program vision to key stakeholders and school board members that landed our team a resolution for work-based learning, but also a framework and timeline for unveiling site-based career hub managers to lead and organize WBL events, both in and out of the classroom. In addition to the key presenters, the audience will also hear directly from members of the “village”, in addition to student/teacher/administrator/industry impact videos.

Creating a Lifetime for the Healthcare Industry

Presenters: Ann Rush
Location: Shutters

This session will allow participants to explore the various ways that the lines between secondary and adult education can be creatively blurred to meet the increasing needs of the healthcare industry, at various levels. Through innovative collaboration the opportunities for customized training that bridge secondary and post-secondary may be endless.

Thursday, Sept. 29

SESSION III—2:30 to 3:30 p.m.
Best Practices for a Culturally Responsive Learning Community

Presenters: Erica Hart
Location: Race Point

We find ourselves in a moment where the dialogue about racism - both systemic and interpersonal, is happening across the nation. As we prepare for addressing these conversations about race and equity in our classrooms, it is important to equip ourselves with a framework and strategies to help feel prepared. Educators will leave this session with an awareness of the Culturally Responsive Teaching framework as well as strategies to create opportunities for deeper classroom conversations to help all students thrive. Attendees will also gain access to digital resources complete with lessons, activities, and relevant articles. To get the most out of this session, bring a device and be prepared to share experiences in a collaborative setting.

The Economic Benefits of Career Technical Education on the State of Ohio

Presenter: Brad Evans
Location: Chatham

This presentation will discuss the approach, data, methodology, and findings of this research project to provide a conceptual framework for evaluating the economic benefits of career technical education. This framework can be applied to illustrate the statewide impacts or the impacts of an individual career technical center.
**Breakout Sessions**

**Soft Skills for Hard Numbers: Look up and See what I See**

**Presenters:** Kelli Lancaster  
**Location:** Ballroom II  
Picture this: Students taking responsibility for their actions, working through conflict and communicating effectively! We will walk through a journey of self-discovery that changed how my students think about themselves and each other. Experience activities and exercises that bring about student behavior changes and build soft skills that employers demand!  

**Training for Oklahoma’s Film Industry: Perspectives from Key Leaders**

**Presenters:** Tava Sofsky, Director, Oklahoma Film + Music Office  
Jenn Loren, Director, Cherokee Nation Film Office, Cathy Story, Coordinator and Liaison to deadCenter University, Metro Technology Centers, Harrison Wolohon, Film Director and Digital Cinema Instructor, Metro Technology Centers  
**Location:** Ballroom III  
Metro Tech has been at the forefront of training for the Film and Television Industry in Oklahoma since 2010. Focusing on strategic partnerships with Oklahoma Film + Music, The dead Center Film Festival, local production studios and expert industry professionals has enabled Metro Tech to establish a solid foundation as an integral resource in the multi-million dollar film industry. COVID has impacted Industry's investments to increase content on streaming platforms such as Netflix and Disney+, and Metro Tech invested funds in critically needed filming and editing equipment to provide training for three cohorts of the workforce: secondary students, postsecondary students and short term training programs for the film industry. Subsequently, MTC instructor Harrison Wolohon used this equipment as an incentive to collaborate with industry training both students and industry professionals on set and in the editing rooms.  

**Inspiring Transformative Learning**

**Presenter:** Stephanie Freeman  
**Location:** Shutters  
A collaboration between Fort Smith Public Schools, the University of Arkansas Fort Smith, regional business partners, and other partnering organizations created PEAK Innovation Center, a state of art, multimillion dollar facility designed specifically for career-focused programming.
**Thursday, Sept. 29**  
**SESSION IV: Roundtables—3:45 to 4:45 p.m.**  
**Location: Nauset III, IV and V**

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Friday, Sept. 30

SESSION V—8:40 to 9:40 a.m.
How Maine Township High School District 207 prioritizes getting it right for every student through individualized goal setting and career planning
Presenter: Samantha Archer, Sabrina Benjamin and Erica Tuke
Location: Race Point
At Maine 207, we ask, “how can we get it right for every student?” We start with that question in order to help students figure out where to begin and how to prepare for their postsecondary planning. By leveraging students’ lived experiences, cultures, and values, we help students create career goals using personalized individual learning plans. From course planning conversations with counselors to helping students understand their “return on investment,” hear how we create a culture of excellence by connecting youth to real-world experiences to better determine a personal career path.

Is Your Career Tech School the Best Kept Secret? It Shouldn’t Be
Presenters: Becka Mayr
Location: Nauset I
Career tech’s relevance is dominating not just the present but it’s where the future is firmly headed. But do your communications match the future and innovation that’s happening in your schools or are you stuck in time? Social media is the biggest driver of relevance, enrollment, retention, community perception and pride. And your decision makers live on these platforms. Put them to good use and start tooting your own horn.

Manufacturing Engineering Technology Associate Degree Program
Presenter: Mike Parry
Location: Ballroom II
U.S. Grant Career Center has a unique partnership with the University of Cincinnati to offer an Associate Degree program in Manufacturing Engineering Technology to both high school and college students simultaneously on the Grant Career Center campus.

Community Built: Designing Future Ready CTE Facilities Through Meaningful Engagement
Presenters: Scott Krenner
Location: Ballroom III
By engaging the community, including industry, students, teachers and administrators, Grand Forks School District created a groundswell of support for the construction of a new regional CTE center. Learn the best practices for the creating meaningful investment, fundraising, program, curriculum exploration and grant development for Future Ready CTE for students.
Using Post-secondary Partnerships to Enhance your Teaching as a profession Program

Presenters: Natasha McMurray

Location: Shutters

In this session, we will discuss how Maryville High School has capitalized on an existing post-secondary partnership with Maryville College in order to design and implement a seamless Teaching as a Profession pathway. It is more important than ever to build a program that encourages passionate and well-rounded students to consider a career in education. With our implemented model, we have adopted a “grow your own” philosophy starting at the high school level and continuing through the student’s post-secondary pathway. We are hopeful to see these young educators as the future of our school system!

SESSION VI—9:55 to 10:55 a.m.

Best Practices for Implementing a Community Oriented Career & Technical Program

Presenter: Donna Butler

Location: Race Point

Session will include a panel discussion on best practices for implementing a successful Career & Technical Education Program, including dual credit considerations. Panel members include a Community & Technical College Academic Dean, Division of Professional and Technical Studies, Department Head of Advanced Manufacturing and Skilled Trades/Professor, and the Department Head Humanities and Fine Arts/Professor.

Employability Resources and Micro-credentials

Presenter: John Foster

Location: Nauset I

How do we prepare students for the workplace? How do credentials, micro-credentials, and a good resume help? We start with quality CTE instruction, sprinkle in an understanding of the world of work and we finish things off with some great resources! This session will discuss 2 new tools, NOCTI's Resume Builder and NOCTI's micro-credentials. Come find out how these services could enhance your program, benefit your students, and program stakeholders. Lastly, learn how these tools are being applied in the classroom.

The Power of Rural Secondary and Post-Secondary Partnerships

Presenter: Majalise Tolan

Location: Ballroom II

In recent years, declines in state funding have limited the ability of rural community colleges to launch CTE programs that respond to local workforce needs. Many state legislatures, recognizing the need for CTE investment on a state level, have increased funding to k-12 education, leaving school districts to determine how to best utilize this funding to promote local workforce education.

In this presentation, we describe a model in which the school district allocates a portion of its state funding to jointly support corresponding faculty positions at the community college when launching new CTE programs at the high school: Certified Nursing Assistant, Rural Teacher Education Programs, Maritime Trades (Welding), Computer Science, and Business.
As enrollment-based state-funding often lags behind actual enrollment by a one or more years (depending upon the state), this initial financial support between public educational entities provides the up-front investment needed to launch new programs. Support from local governments, industry, WIBs and private philanthropy round out the financial model. This model of funding CTE program startup through multiple public and private funding streams is replicable and translatable. The workshop will explore a range of conditions in which partner motivations can align for a successful launch of new CTE programs and ways of generating alignment in vision between the community colleges and school districts. A sample Memorandum of Understanding between community colleges and school districts will be shared that outlines multiple years of planned funding support.

Session participants will explore common purposes between organizations in their community, describe why partnerships may be necessary to accomplish their CTE training goals, and evaluate methods of avoiding duplication of effort and resources.

Implementing a Strategic Plan to Meet Workforce Needs
Presenter: Jill Sawyer
Location: Ballroom III
Meeting workforce needs through post secondary CTE initiatives, innovated programs and collaboration.
Friday, Sept. 30

SESSION VII—11:00 to 11:55 a.m.

Powering Your Work-based Learning Programs with Data
Presenter: Katherine Shields
Location: Race Point

Work-based learning (WBL) helps start youth on pathways to career success. But how do you know whether your programs are reaching all students? Are there gaps in the continuum of WBL activities in your schools? Drawing from their experience developing an improved system, EDC researchers and district administrators will present a process for improving WBL data collection systems, tips for collecting more complete and reliable data, and guidance on using the data for program improvement.

Partnering for Student Success: How Post-Secondary, Secondary, and Industry Create High Quality CTE Programs
Presenter: Leah Melichar
Location: Nauset I

Eaton Regional Education Service Agency (ERESA) has a long history of partnership-based model for the delivery of high quality secondary CTE programming. These partnerships with local post-secondary institutions and industries enable students to seamlessly transition to both college and the workforce well prepared with college credit and industry credentials. This session will describe this unique model, partner benefits and challenges, student outcomes, and student success stories.

Workforce 2030: Graduating Students Who Are Future Ready
Presenter: Mona Yanacheak
Location: Ballroom II

Workforce 2030 requires a new vision and commitment to what it takes for our districts to graduate students who are truly Future Ready. This session will provide participants with WHY we need to shift our thinking, our learning environments, instructional practices, and student outcomes to prepare each student PK-12th grade for a globally competitive labor market that requires new knowledge, skills, and dispositions for success in life, career, and academics. All three are necessary and need to be part of an all-inclusive learning experience for each student, noting that success is personalized and looks different for each of our graduates. Learn about the forecast for 2030 workforce and get an overview of more than 5 different tools and the professional development we provide throughout northwest Iowa and across our state to build the capacity of our schools to be Future Ready. You won’t want to miss this session!

Panel Discussion - How one Urban School District Transformed STEM-based CTE to Engage and Empower Students Living in Poverty
Presenter: Catherine Rickert
Location: Ballroom III

Central Falls School District is a small, urban district with a predominantly minority population, most of whom are at or below the poverty level. Like most urban districts, enrollment and retention in to STEM based CTE was low. Through this lively and interactive panel discussion you will learn how one district went from poorly sequencing, non-credential CTE programs to having fully enrolled, highly functioning STEM based CTE programs that are engaging students in high wage, high demand fields.