

CTE Month: ACTE and Schools Celebrate the Value of CTE

STUDENTS DISCUSSED THE IMPORTANCE OF CTE AND ITS IMPACT ON THEIR LIVES, NOTING HOW MUCH THEY APPRECIATE THE HANDS-ON LEARNING AND EXPERIENCE THEY RECEIVE IN AND OUTSIDE THE CLASSROOM.



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THE ASSOCIATION FOR CAREER AND TECHNICAL EDUCATION (ACTE) and Career and Technical Student Organizations DECA and FCCLA toured career and technical education (CTE) programs and academies at Falls Church High School in Arlington, Virginia, in February. Each year, to celebrate CTE Month, ACTE visits a local school to gain a better perspective of how students are learning in the classroom; this helps staff to better advocate for CTE on Capitol Hill by providing anecdotal information that can be used to highlight CTE's successes to policymakers and the media.

During the tour, the visitors got a firsthand view of a number of programs, including marketing, auto tech, business, technology, culinary arts, criminal justice, dental careers, EMS, practical nursing, pharmacy tech, and other health careers. Students discussed the importance of CTE and its impact on their lives, noting how much they appreciate the hands-on learning and experience they receive in and outside the classroom.

During the marketing class, four students talked about their experience learning how to write business plans, developing communication and creativity skills, and gaining experience in the real world. Students in the marketing class worked with culinary students to create their own coffee, which they have marketed to the community and along the East Coast. In three years, the students have made more than \$10,000 selling coffee, with the profits going into their technology fund and other projects at the school. The teachers talked about how these courses are provid-

ing students with the knowledge and skills to be competitive in the job market, but also how they give students a leg up when they enter their postsecondary education.

Becky Trkula, nursing teacher, told the group that students have written her letters letting her know that they have more knowledge about nursing than some of their counterparts in college because of their experience with CTE.

ACTE Job Shadow Day in Fairfax, Virginia

On March 27, ACTE staff welcomed eight high school students from South County and Robinson Secondary Schools in Fairfax County to participate in Job Shadow Day. Students shadowed ACTE staff to learn about their duties and roles in the organization. All of the students were members of DECA and wanted to learn more about marketing and how nonprofit organizations operate. ACTE Executive Director Jan Bray provided a welcome and overview of ACTE, and staff provided insight into how they arrived in the nonprofit world and offered advice for the students on how to succeed in high school and postsecondary education.

Students also worked on different projects, including developing a video of the job shadow experience, writing copy for the Web site, creating marketing materials for the ACTE Annual Convention, discussing creative ways to package the strategic goals of the organization, and brainstorming ways to market programs to ACTE members. At the end of the experience, students helped staff come up with CTE Month themes, ideas for the PSA contest and better ways to market the



▲ Falls Church High School senior Ana Sandoval is listening to senior Santigue Turay's heartbeat during Practical Nursing Level 1 class.



▲ Students from the Business and Technology Department at Norcross High School engage in mock interviews with businesspeople who volunteered to interview them.

Association to outside audiences. ACTE and students enjoyed the experience, and ACTE will continue to reach out to students and utilize their talents as the organization develops new marketing and distribution programs.

CTE Month Celebration Around the Nation

Around the country, CTE institutions celebrated CTE Month. Here are a few examples of how they did so as submitted to ACTE:

Lee's Summit High School Students Make Presentation to Board of Education

Several students from all three Lee's Summit R-7 high schools, located in Lee's Summit, Missouri, were part of a special presentation at the Feb. 18 board of educa-

tion meeting. The students' presentations, which focused on entrepreneurship, called attention to CTE Month. Patrick Stoddart, a Lee's Summit High School senior and Future Business Leaders of America (FBLA) member, developed a new calendar system after he saw a need to more effectively communicate school events, activities and reminders. Stoddart wrote a Web-based program that sends e-mail and text messages from the school's calendar of events. To help Stoddart get his business off the ground, he teamed with Ryan Denish, a third-year DECA member, to develop a marketing plan and a financial plan for Stoddart's business, which is called RED (Real-time Events Delivered).

At Lee's Summit North High School, DECA members Michael Iseman, Taylor Blakely and McCall Christopher organized a successful public relations project

to raise awareness about teen pregnancy. The team chose Rachel House as their beneficiary and hosted a teacher-versus-student basketball game.

Zach Treece and Austin Moughler, Lee's Summit West High School DECA members, completed a market research study for an investment brokerage firm. Treece and Moughler took on the role acting as officers of the brokerage firm in order to write a strategic plan for the improvement of a training program.

Norcross High School, Georgia, Celebrates CTE Month with a Variety of Activities

February 3

The Business and Technology Department at Norcross High School, located in Norcross, Georgia, held its first Mock Interview Fair for the students in the department. There were more than 21 business partners who volunteered their time and efforts to interview more than 200 juniors and seniors. Students were required to bring completed job applications and resumes to the interviews. Not only were the students asked questions, but they were also given the opportunity to ask the interviewers' questions. As a means of feedback, students were given rating sheets that critiqued their resumes, checked their professional dress, and rated the whole interview process.

February 5

Beverly Mayes and Sonya Neilson, from the Business and Technology Department, chaperoned a group of students to Georgia Gwinnett College for the College Pipeline Tour. This was an event designed to encourage students to start thinking about their career plans after high school. The college's vice president welcomed the students and gave information about the institution. Students also attended career-related workshops led by Junior Achievement volunteers. After lunch, students were given information from Admissions

and Financial Aid counselors about the college admissions process.

February 16

FBLA sponsors Diane Brackman and Beverly Mayes chaperoned a group of CTSO members to Rock Tenn Corporation for a job-shadowing experience. Students were given a tour of the Digital Design and the Advertising Design departments. Knowledgeable department managers explained how everything works in their departments and reiterated how creativity and teamwork among employees are very valuable to the success of the corporation.

Upper Valley JVS, Piqua, Ohio, Honors its Star Alumni

In celebration of CTE Month, Upper Valley JVS, Piqua, Ohio, hosted a Distinguished Alumni recognition banquet/program on February 18. Nominations were made via an application process posted on the school's Web site and were selected by a committee that evaluates specified criteria. Nominees must have graduated at least 10 years prior and be individuals who have distinguished themselves both personally and professionally.

Rep. Richard N. Adams, former Upper Valley JVS superintendent, was the keynote speaker for the event. This year there were 11 alumni recognized and one "honorary" award was given. Instructional Supervisor Deb Holthaus noted, "As the JVS celebrates its 35th anniversary, it seems appropriate to honor those graduates who have distinguished themselves since leaving the JVS. There are many former students from past classes who have experienced many successes in their chosen field. We wish to recognize those who are outstanding."

Colorado ACTE (CACTE) goes to State Capitol

As part of CTE Month, 36-year veteran CTE educator Darrell Green, who is also executive director of CACTE, planned

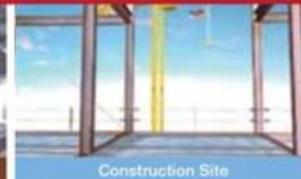
a February 25 "Day at the Capitol," in which the impact of Colorado CTE programs was showcased to state legislators. For those who are living in the dark ages of thinking CTE is just for remedial "grease-monkeys," Darrell wanted to enlighten them about CTE's role in giving

computer and math-savvy automotive technicians lucrative careers, and its ability to synthesize vocations (e.g., engineering and biology) to create biomedical parts and nanotechnology innovations that can improve the quality of life of people with diseases like diabetes. **I**

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