Transforming Tomorrow’s Workforce: The New Reality

Annual Mid-Winter Conference

February 4 - 7, 2013
Antler’s Hilton
Colorado Springs, Colorado
Greetings from Your CACTA President: Lezlie Shirk

Welcome to Colorado Association for Career and Technical Administrators (CACTA) 2013 annual conference in lovely Colorado Springs. This year’s theme is “Transforming Tomorrow's Workforce: The New Reality”. It promises to provide a variety of sessions that will keep you informed on current challenges that face career and technical education both at the secondary and postsecondary levels.

We all have been affected by the recession in one way or another, in Colorado, the employment recovery is at 70% of jobs lost with the Department of Labor indicating that we should be at a full recovery by the end of 2013. As we continue to provide Colorado with career and technical training and our focus changes from recovery to labor growth, it is important to keep our focus on the changing needs of the labor market as we support our programs in our institutions and schools.

As the acting President of CACTA, I would like to encourage you to consider becoming more involved in the leadership at the state level of career and technical education with serving in a leadership role with CACTA. This opportunity has provided me with a valuable experience that has helped me in my growth and knowledge at a state level of both the challenges and successes that are going on at other institutions and school districts.

We hope that this year’s conference will continue to provide you with tools, strategies and insights for your benefit and for the success of CTE students throughout our state.

Sincerely,

Lezlie Shirk
CACTA EXECUTIVE BOARD
2012 - 2013

President...............................................................................Lezlie Shirk
President-Elect..............................................................................Ted Seiler
Past President.................................................................................Lezlie Shirk
Secretary.........................................................................................Mimi Leonard
Treasurer..........................................................................................Ed Rice

CACTA BOARD
2012 - 2013

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Hotel Logistics..................................................................................Teina McConnell
Legislative..........................................................................................Mimi Leonard
Membership........................................................................................Janet Renden
Nominations.........................................................................................Steve Alkire
Social/Exhibits..................................................................................Joan Root & Steve Alkire
AVS Liaison.........................................................................................Brad Vickers
CCCS Liaison......................................................................................Scott Stump
CSU Liaison.........................................................................................Dawn Mallette
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CACTA Task Force Liaison...............................................................Ted Seiler
CACTE Executive Director & Board Liaison.......................................Darrell Green
Secondary Education Liaison............................................................Judy Morr
Web Master Liaison............................................................................Judy Morr
# Conference Agenda

**“Transforming Tomorrow’s Workforce: The New Reality”**

**MONDAY, February 4, 2013**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 10:30 - 12:00 am | *CACTA Board Meeting and Lunch: Conference Logistics  
Board Members Only  
Room: Executive Board Room |
| 11:00 am - 1:00 pm | CACTA Registration                                                   |
| 12:00 - 1:45 pm (*by invitation only) | * Perkins Consortia Directors Luncheon  
Room: Stratton |
| 1:00 pm - 1:00 pm | Lunch On Your Own                                                     |
| 12:30 pm - 1:00 pm | Check-In for Field Trips/Pre Conference Sessions  
Check in at Main Hotel Entrance to Board Bus by 1:00 pm |
| 1:00 pm - 5:00 pm | Field Trip: USAF Academy or Olympic Training Center                   |
| 2:00 pm - 5:00 pm | Dean’s Council                                                        
Room: Carson |
| Evening Activities 5:30 pm - 7:30 pm | General Session #1  
Dinner  
Opening General Session  
President’s Welcome  
*Lezlie Shirk, CACTA President*  
*Introduction - Ted Seiler, CACTA President-Elect*  
*Keynote: Eric Chester*  
*“Dude, Where’s My Work Ethic?”*  
Room: Heritage C & D |

**Notes:**

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*CACTA: Colorado Association for Career and Technical Administrators*
<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>6:00 am - 8:00 am</td>
<td>Breakfast On Your Own (Breakfast Coupon at Antler’s Grill for CACTA Members Who Pre-Registered)</td>
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<tr>
<td>7:30 am - 9:00 am</td>
<td>Vendor/Exhibitors Set Up</td>
</tr>
<tr>
<td>9:00 am - 9:30 am</td>
<td>Conference Registration</td>
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<tr>
<td>9:30 am - 10:30 am</td>
<td>General Session #2</td>
</tr>
<tr>
<td>10:30 am - 10:45 am</td>
<td>BREAKOUT SESSION I</td>
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<tr>
<td>10:45 am - 11:45 am</td>
<td>BREAK/SNACKS/EXHIBITS/VISIT WITH VENDORS</td>
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<tr>
<td>11:45 am - 1:00 pm</td>
<td>LUNCH - Room: Heritage C and D</td>
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<tr>
<td>1:00 pm - 2:00 pm</td>
<td>BREAKOUT SESSION II</td>
</tr>
<tr>
<td>2:00 pm - 2:15 pm</td>
<td>BREAK/EXHIBITS/ VISIT WITH VENDORS</td>
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### BREAKOUT SESSION III
2:15 pm - 3:15 pm

- **Redesign of Perkins at the Postsecondary Level**
  - Matthew McKeever - Dean
  - Community & Workforce Partnerships ACC
  - Freemont

- **Concurrent Enrollment in CTE: Postsecondary Partnerships and Pathways**
  - Tammy Ward - ACC
  - Tim Wilkerson - CCA
  - Carson

- **CTE Assessments and Teacher Effectiveness**
  - Scott Stump - CCCS
  - Heritage A

- **Academic Instruction in CTE**
  - Mary Stecklein
  - Jay Moore
  - Heritage B

### BREAKOUT SESSION IV
3:15 pm - 3:30 pm

- **Geometry in Construction**
  - Scott Burke, Tom Moore
  - Loveland High School
  - Freemont

- **CTE Credentialing**
  - Paul Hammeme, Scott Stump - CCCS
  - Carson

- **Men in Early Childhood Education**
  - Practical Steps for Recruiting and Retaining Men in ECE
  - Soren Gall - Men in Early Childhood Education
  - Heritage A

- **Worlds Collide - Learning Communities for Tomorrow’s Workforce**
  - FRCC - Matt Stilwell, Shawna Van
  - Heritage B

### Break/Snacks/Exhibits/Visit with Vendors

### Evening Activities
5:45pm - 7:30pm

- **Experience The Wine Industry**
  - Room: Heritage E
<table>
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<tr>
<td>9:30 am - 10:00 am</td>
<td><strong>BREAK/EXHIBITS/VISIT WITH VENDORS</strong></td>
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| 10:00 am - 11:15 am| **General Session #4**  
*Panel Discussion*  
*Higher Education Reality Check*  
Panel Members: Division of Higher Education - Beth Bean, Tamara White, Emmy Glancy, Maria Elena Rivera  
Panel Members: Colorado Department of Education - Jo O’Brien, Misty Ruthven  
Moderator: Scott Stump  
*Room: Heritage C and D* |
| 11:45 am - 1:00 pm | **AWARDS LUNCHEON**  
**VENDOR/EXHIBITOR RECOGNITION AND DOOR PRIZES**  
*Room: Heritage C and D* |
| 1:30 pm - 2:30 pm  | **BREAKOUT SESSION V**  
*Middle School Programs*  
*How Can CTE Support Student Transformation*  
Lauren Jones, Freemont  
*Career Pathways are Working in Greeley Schools*  
Steve Alkire, Scott Holcomb, Dr. Stacie Datteri, Dr. Ranelle Lang  
Superintendent Carson  
*Project Lead the Way (PLTW)*  
Trish Bobst, Heritage A  
*Common Mistakes on the CTA Report*  
Julie McWilson, CCCS  
Heritage A  
Heritage B|
| 2:30 pm - 2:45 pm  | **BREAK/EXHIBITS/VISIT WITH VENDORS**  
*This is the last opportunity to visit vendors/exhibitors* |
| 2:45 pm - 3:45 pm  | **BREAKOUT SESSION VI**  
*Creative Careers Festival and CTSO’s*  
CJ Juleff, Freemont  
*Women in STEM - Really?*  
Jennifer Jirous, CCCS  
*CEV Pathways for Student Success*  
Kelly Adams, CEV Multimedia  
*CEV Pathways for Student Success*  
Kelly Adams, CEV Multimedia  
*Heritage A*  
*Heritage B*  
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| 2:45 pm - 3:45 pm  | **PPCC Downtown Campus Tour** |
| 5:00 pm - 7:00 pm  | **President’s Reception/Food/Cash Bar**  
CACTA Support Fund Prize Drawings (must be present to win)  
*Room: Heritage C and D* |
### Thursday, February 7, 2012

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| 6:00 am - 8:00 am | Breakfast On Your Own  
(Breakfast Coupon at Antler’s Grill for CACTA Members Who Pre-Registered) |
| 8:00 am - 9:00 am   | CACTA Business Meeting  
Presiding: Lezlie Shirk, CACTA President  
Room: Heritage C and D |
| 9:00 am - 10:00 am  | General Session #5  
Colorado State Legislative Update  
Salazar & Associates  
Room: Heritage C and D |

**Conference Keynote Speakers:**

**Eric Chester**

No one in America is dialed-in to the challenges of school-to-work transition quite like Eric Chester. As a former CTE teacher and coach-turned motivational speaker for youth, Eric has visited thousands of high schools and colleges to help prepare students for success in part-time jobs all the way though to full-time careers. He’s been a fixture at leading CTE conferences, keynoting more than a hundred state, regional, and national CTE events, and Eric’s Master’s degree is in (you guessed it) Career and Technical Education. To be sure, Eric’s walked a mile or two in our moccasins.

In 1998, Eric founded Generation Why, Inc., a training and consulting company. As the author of the bestselling books *Employing Generation Why* and *Getting Them to Give a Damn*, Eric quickly developed a reputation as the premier expert on post-Generation X’ers and he was the first to explain the differences teens and young adults brought to the workforce. Leading employers (i.e. Dairy Queen, Harley-Davidson, Wegmans, Alcoa, Wells Fargo, Toys-R-Us, among many others) brought Eric to their meetings and conventions to help their leaders and managers learn how to effectively recruit, train, manage, motivate, and retain the emerging workforce.

In 2010, Eric founded the Center for Work Ethic Development, designed to help leaders develop work ethic in the emerging workforce. He is also the creator of *The Bring Your A Game to Work* program, a work ethic training and certification program for teens and young adults built on the foundation of seven essential workplace values (Attitude, Attendance, Appearance, Ambition, Accountability, Acceptance, and Appreciation) that are prerequisites to success in any field, any job, and any industry. At the centerpiece of this training initiative is his book for youth, *BRING YOUR A GAME TO WORK – Seven Values That Will Make Every Employer Want to Hire You and Fight to Keep You*. He has written the first book on developing work ethic since 1904, *Reviving Work Ethic, A Leader’s Guide to Ending Entitlement and Restoring Pride in the Emerging Workforce*. 
Dr. Bruce Vandal

Bruce Vandal provides key leadership at Complete College America as Vice President where he leads the remedial education reform strategy and provides key policy leadership on CCA’s completion agenda. Before his role at CCA, Bruce was the Vice President of Development and Outreach as well as the Director of the Postsecondary Education and Workforce Development Institute at the Education Commission of the States. Vandal directed Getting Past Go, a Lumina Foundation project that leveraged investments in remedial and developmental education to increase college attainment. Getting Past Go has a comprehensive set of resources for state, system and institutional leaders who are committed to reforming the delivery of developmental education to increase student postsecondary attainment. The project provides in depth technical assistance to states that are engaged in reform processes. He also directed Boosting College Completion for a New Economy, a two-year project supported by the Bill & Melinda Gates Foundation, which is working with state legislators to spur economic growth in states through increased college attainment rates. BCC has developed a database of recent legislative enactments associated with college completion and workforce development. In addition, the project provides technical assistance to higher education committee chairs on these issues. He was the co-director of the Tennessee Developmental Studies Redesign Initiative, which was a partnership with the Tennessee Board of Regents (TBR) to reform developmental education courses at TBR institutions funded by the U.S. Department of Education’s Fund for the Improvement of Postsecondary Education. Vandal also has directed projects on aligning education and workforce development policy, teacher preparation, and college access. As Vice President of Development and Outreach he works closely with other national education policy organizations and heads up fund development activities at ECS. Bruce has published several reports on higher education policy and regularly contributes to two blogs associated with the Getting Past Go and Boosting College Completion projects. He earned his Ph.D. in Education Policy and Administration with an emphasis in Higher Education Administration from the University of Minnesota.

Tim Taylor

Tim Taylor is the founding president of Colorado Succeeds bringing a unique background of executive, non-profit and public policy experience. He began his career on Capitol Hill as an assistant to Congressman Richard Burr (NC) and advanced to serve as the Senior Legislative Assistant to U.S. Representative Saxby Chambliss (GA). After relocating to Colorado in 1998, Tim served as an independent political consultant and Director of Public Relations and Government Affairs for the Colorado Health Care Association. He is the Founder of Open Fairways, a non-profit organization dedicated to improving the lives of at-risk and underprivileged children through the game of golf and its core values of honor, etiquette and respect. Immediately prior to launching Colorado Succeeds, he served as the Director of Marketing for Colorado AvidGolfer Magazine. Tim is a founding board member of the Policy Innovators in Education (PIE) Network and serves on the board of Highline Academy Charter School. He is the founder and co-chairman of the Coca-Cola Politics & Pros charity golf tournament in Washington, DC featuring Members of Congress and PGA Tour professionals which benefits America’s Promise Alliance and The First Tee.

Tim is a graduate of Randolph-Macon College in Virginia, and studied at the Goethe-Institute in Bonn, Germany. He earned a Master’s degree in International Affairs from The George Washington University. He lives in Denver with his wife Clare, son Macon, daughter Ellie and a Boykin Spaniel.
Breakout Presentations:

CTE Assessments and Teacher Effectiveness - Scott Stump, CCCS
With Colorado moving quickly toward full implementation of Senate Bill 191, many questions remain about how CTE instructors will be evaluated on student growth and what assessments will or will not work for that process. This session will cover the work done by CTE instructors and the state office over the past 9 months to move Colorado CTE toward a comprehensive assessment system that benefits programs, teachers and most of all the students we serve.

Postsecondary Developmental Education Redesign - Casey Sacks, CCCS
The Colorado Community College System Board has charged a group of faculty, staff, and administrators with redesigning delivery of developmental education. Looking at assessment, placement, enrollment, course sequences, and completion the group is taking a comprehensive look at how we can best deliver developmental education to students in a more effective way. Come hear an update about the status of the recommendations and changes on the horizon.

Engaging the Core Values of Work Ethic - Josh Davies, Josh Castro, The Center for Work Ethic Development
Having challenges delivering the outcomes you want with the budget you have? Is there a gap between your school’s values and the behavior of some teachers and students? Despite your best efforts, are you not being able to clearly communicate expectations? Based on research from The Center for Work Ethic Development, the nation’s only institution focusing on work ethic to drive organizational profit and individual success, this engaging and interactive workshop uses the core values of work ethic as the vehicle to get leaders and administrators into organizational alignment. By looking at best practices, the latest research, and conducting a personal analysis, participants leave with real-world tools to get in alignment from the top all the way to the front line. By the end of the session, participants will be able to: See the impact of the alignment gaps in organizations, understand the core work ethic value, and apply at least three strategies to improve their organizational performance.

The New Focus for Adult Education within the Workforce Investment Act - Jessie Hawthorn, CDE
There are 32 federally funded adult basic education programs throughout the state of Colorado. These programs help adults improve their English language proficiency, basic skills in reading, writing and numeracy and/or earn the GED. Many of these thousands of adults would like to improve their employment opportunities by earning a certificate and/or postsecondary degree. Participants will learn about adult basic education services in Colorado and consider how adult basic education and CTE can partner to help transform Colorado’s workforce.

The PoWeR of ICAPs Realities for Tomorrow’s Workforce - Lauren Jones, Gully Stanford, Misti Ruthven
The ICAP generation has arrived and evidence is piling up that intentional planning positively impacts students’ academic success, persistence, motivation and PostSecondary and Workforce Readiness(PWR). Yet many administrators continue to have questions on ICAPs--“best practices“ in implementing them - and how to discover the connections with all other secondary initiatives including SB 191, with the entire school participating in their development. For this session three agencies – CDE, Career and Technical Education and the CDHE’s College In Colorado Division have joined forces to bring you the answers you seek: current policies and practices, online resources and examples of and links to the state’s most effective ICAP processes.

Poudre School District Managing CTE standards in an Academic World - Kathy Hanson, Tanya Alcaraz
How does your district manage the large volume of the excellent new CCCS standards? Which standards do your teachers use in their courses and how are students assessed on those standards? Join us to learn Poudre School District’s model of “picking and choosing” standards for all CTE content areas. The template we use mirrors CDE’s standards template including academic integration and CCNS (Common Course Number System) for concurrent enrollment.

STEM: Where are we and Where are we heading? Jennifer Jirous CCCS
This session will provide recent statistics on the STEM education pipeline both nationally and in Colorado. Discussions will include current enrollments in STEM, expected employment growth, and if the STEM education pipeline can meet the expected demand in the future. Other topics will include recent state level initiatives related to STEM education.

Redesign of Perkins at the Postsecondary Level - Matthew McKeever - Dean Community & Workforce Partnerships ACC
Imagine that you are an experienced higher education administrator but have little experience in the community colleges and no CTE experience. In a new job at a community college, all of the sudden you are asked to administer the Perkins Grant for your college. What do you do? This session will explore ideas and concepts for a complete redesign of how Perkins is administered at the campus level; what pitfalls and barriers a newbie administrator is experiencing; how to try to overcome those challenges; and what ACC is doing to change the way Perkins Grant dollars are requested, approved, and allocated.
Concurrent Enrollment in CTE: Postsecondary Partnerships and Pathways - Tammy Ward ACC, Tim Wilkerson CCA
Arapahoe Community College and Community College of Aurora are leaders in concurrent enrollment (CE) in Colorado. Under the 2009 Concurrent Enrollment Programs Act, these two CE programs have grown exponentially in CTE as well as general education. The concurrent enrollment representatives from ACC and CCA will share what they have learned from their challenges and successes. They will also discuss ways they have worked with their secondary partners to develop CTE pathways through high school, community college and beyond.

Academic Instruction in CTE - Mary Stecklein, Jay Moore
Learn about the AICTE model of partnering your core academic instructors with CTE instructors to work together. Strengthen academic content of math, LArts and science in CTE classrooms and career relevancy in academic classrooms. Demos of lessons will be provided by two instructors who have participated in AICTE. This model is approved by the Colorado Department of Education to meet the criteria for the Integrated Math, Science and LArts credentials. Learn more about how you can have your instructors credentialed in the future.

Geometry in Construction - Scott Burke, Tom Moore Loveland High School
Since 2005, CTE and math teachers joined forces to design rigorous mathematics courses taught through project-based CTE curriculum. To date we have trained administrators, counselors, teachers, and industry leaders about HOW to replicate similar success in all CTE and math areas. For more information, plan to attend or visit: www.geometryinconstruction.org

CTE Credentialing - Paul Hammeke, Scott Stump CCCS
Secondary and Postsecondary credentialing have remained relatively unchanged since the move to Clusters and Pathways in 2009. Over the past few months, it has become necessary to make adjustments at both the secondary and postsecondary level. This session will focus on discussing those changes and soliciting feedback on how to improve the process.

Men in Early Childhood Education Practical Steps for Recruiting and Retaining Men in ECE - Soren Gall - Men in Early Childhood Education
With the percentage of male early childhood varying from 2%-5% in the United States, depending on the study that you read, there is a need to develop strategies to support current male ECE professionals as well as brainstorm and create ideas how we can recruit more men in the ECE field. Come to this session and you will learn some quick and easy practical and logical strategies for these two concepts, support men who work in the ECE field and recruit men to work in the ECE field.

Worlds Collide - Learning Communities for Tomorrow’s Workforce - Matt Stilwell, Shawna Van, FRCC
There have been many surveys conducted in our current work and education environment that continue to reveal that today’s college graduates are shown to be lacking in interpersonal skills, problem solving, effective written and oral communication skills, teamwork, and the ability to think critically and analytically. The learning community is an effective pedagogy in which to model the skills and abilities students are expected to possess when they enter a competitive job market. Whether it is a certificate or degree, learning communities that pair CTE courses with CTE courses and CTE courses with General Education courses can improve student success and address the needs of local and global employers.

Middle School Programs - How Can CTE support student transformation - Lauren Jones, CCCS
Learn what a Middle School CTE program looks like, how it works, what needs to be done to create one and what the experts can say about it. Panelists will be present to share their experiences.

Career Pathways are Working in Greeley Schools - Steve Alkire, Scott Holcomb, Dr. Stacie Datteri, Dr. Ranelle Lang, Greeley Public Schools
The development of pathways in Greeley Schools has been very successful. Middle school students clamor for admission to the Health Science Academy which begins in 9th grade. The Northridge Academy of Engineering, which is a member of the National Academy Foundation, has a high level of rigor requiring 9th grade students to be at Algebra II level. Other pathways include Agriculture, Culinary, Criminal Justice, Teacher Prep, Arts, Accounting, Technology, and Marketing. The pathways include postsecondary articulation with both two and four year schools as well as student field opportunities. Examples of marketing materials, website presence, and pathway course scheduling will be presented.
Project Lead the Way (PLTW) - Trish Bobst
Project Lead the Way (PLTW) benefits parents, teacher, the fields of math and science, and most importantly, students. Students receive enriched education, understanding of applications of math and science, useful career skills, college credit, and jump start on a successful future. Come learn more about our materials and resources for this curriculum.

Common Mistakes on the CTA Report - Julie McWilson, CCCS
Are you maximizing your district’s CTA reimbursement? This session will discuss the most common CTA reporting mistakes and how they affect your district reimbursement. There will also have a Q and A session.

Creative Careers Festival and CTSO’s - CJ Juleff
Discover what this amazing one-day festival is all about. Learn how your students can participate in a variety of interactive workshops taught by industry professionals and educators. Find out how your students can submit projects for evaluation and how they can bring portfolios for a professional review. Learn how your students can actually facilitate roundtable discussions and present workshops. In addition, come find out how to set up a creative arts CTSO in your school. Hear success stories about new CTSOs that have recently been established. Walk away with practical tips for providing leadership opportunities for your creative arts students. This workshop offers a proven way to transform creative arts students’ futures.

Women in STEM - Really? Jennifer Jirous, CCCS
This session will provide information on data driven research related to women in STEM education and STEM careers. Participants will come away with a sense of where women and girls are in the STEM education pipeline and if they actually end up in STEM careers. Possible barriers to entry and reasons for leaving will be discussed. Current state-level initiatives related to the topic will also be discussed.

CEV Pathways for Student Success Kelly Adams, CEV Multimedia
Looking for a curriculum resource which accommodates today’s learning styles and at the same time is accessible on numerous devices – smartphones, tablets, laptops, desktops, etc.? Then come and learn about CEV’s NEW division iCEV. This online, curriculum-on-demand delivery model allow for “anytime, anyplace” access to CEV’s entire library. With more than 30,000 minutes of video, the subscription-based product is organized by subject area and all content is broken into small segments, or learning objectives (i.e., 37 seconds to 18 minutes). It sophisticated search feature makes searching for content very easy.

STEM for students of all abilities at Englewood Schools - Diana Zakhem, Bill Gillmore, Jeanne Timmons
Englewood High School implemented their first STEM SmartLab and a Mobile Video Console studio in August 2011. By February of 2012 they were one of only four high schools from across the U.S. invited to participate in Digital Learning Day 2012, a nationwide celebration of innovative learning strategies. A variety of CTE classes are offered using the SmartLab and studio. In this session, Englewood administration and facilitators will share how their STEM learning environment engages students of all abilities and keeps them coming back for more. Presenters: Diana Zakhem, PWR Coordinator and Bill Gillmore, STEM Facilitator

General Session #4
Panel Discussion

Higher Education Reality Check
Panel Members: Division of Higher Education - Beth Bean, Tamara White, Emmy Glancy, Maria Elena Rivera, and CIC: Gully Stanford
Panel Members: Colorado Department of Education - Jo O’Brien, Misty Ruthven
Moderator: Scott Stump