

CTE Monthly

February 2014

CTE Quick Facts

Did you know?

- ▶ Students in programs that blend basic skills and occupational training for more contextualized learning are far more likely than similar adult students to improve basic skills and earn college-level credits.ⁱ
- ▶ Research has found that students' self-reported enrollment in career pathways had a significant positive relationship with their final 12th grade GPAs.ⁱⁱ

Happy CTE Month, March Events on the Hill

It's February, which means it's [CTE Month](#)™! During the entire month, CTE professionals across the country have been raising awareness in their communities about their programs and celebrating the positive impacts of CTE for students, schools, communities and the country's economic success. Learn more with ACTE on [Facebook](#) and [Twitter](#)—use hashtag #CTEMonth or #CareerTechEd—and look for a resolution on CTE Month coming from the Senate floor this week!

In early March, CTE advocates from around the country will converge on Capitol Hill for ACTE's [National Policy Seminar](#). Below are a few highlights of the event. To learn more, contact [Catherine Imperatore](#) at ACTE:

- **March 4, 10am-12pm ET:** A panel session at the Capitol Visitors Center will address the latest updates on key legislation affecting CTE.
- **March 3-5:** CTE advocates will be on Capitol Hill visiting their state legislators.

i Jenkins et al., [Educational Outcomes of I-BEST, Washington State Community and Technical College System's Integrated Basic Education and Skills Training Program: Findings from a Multivariate Analysis](#), CCRC Working Paper No. 16, 2009.

ii Stone & Aliaga, [Career and Technical Education, Career Pathways and Work-based Learning: Changes in Participation 1997–1999](#), National Research Center for CTE, 2003.

iii Georgetown Center on Education and the Workforce, [Career Clusters: Forecasting demand for high school through college jobs: 2008-2018](#), 2011.

iv CTE Trailblazers, [Employment Projections for Marketing, 2010-2020](#), May 7, 2012.

v Ibid.

vi Georgetown Center on Education and the Workforce, [Career Clusters: Forecasting demand for high school through college jobs: 2008-2018](#), 2011.

Career Spotlight



The Marketing Career Cluster[®] is the second largest Career Cluster and encompasses a vast array of occupations. Overall this Career Cluster is expected to grow by 11 percent to 22.4 million jobs by 2018, putting it on pace with the national average for employment growth.ⁱⁱⁱ Most

of this increase is derived from retail sales positions, which are expected to have approximately 3.7 million job openings between 2010 and 2020.^{iv} However, market research analysts and marketing specialist positions are expected to grow by an impressive 41 percent during that same period, making it the fastest-growing occupational area in this dynamic Career Cluster.^v

The educational requirements for many positions in the Marketing Career Cluster will continue to increase as consumers become more sophisticated in their shopping and purchase habits. Nearly 60 percent of all jobs within this Career Cluster will require some form of postsecondary education and nearly a quarter will require at least a bachelor's degree.^{vi}

The [Advanced Technology Center](#) (ATC), located in Virginia Beach, Virginia, is an area CTE center and partnership between Tidewater Community College and Virginia Beach City Public Schools. The center offers a great variety of CTE programs, including a two-year Program of Study in marketing management. Located off-site in a nearby commercial center, students have the opportunity to take a series of courses in marketing with content ranging from the fundamentals of advertising to project planning and entrepreneurship. The close proximity to area businesses provides students the opportunity to observe firsthand how their experiences in the classroom translate to the workplace.

According to course instructor Kim Creame, approximately 70 percent of students enrolled in the program go on to a two- or four-year degree program. Moreover, students have the ability to earn industry-recognized certifications from the National Retail Federation upon completion of the program. Virginia supplements these certifications with Workplace Readiness credentials that assess the employability skills of students. Taken together the program prepares students not only for rewarding careers within the Marketing Career Cluster, but also for further postsecondary education where students can continue to hone their skills in this vibrant field of study.

Join the Senate CTE Caucus

Senators Tim Kaine (D-VA) and Rob Portman (R-OH) have announced the formation of the bipartisan Senate Career and Technical Education (CTE) Caucus. As co-chairs, the Senators will work with their colleagues to support efforts that ensure all student have access to high-quality, rigorous CTE that will prepare them for college and their future careers. The Caucus will provide Senators with the opportunity to learn more about the issues impacting CTE and to champion career education and job training efforts in Congress.

Please show your support for our CTE students, educators and business partners by joining the Senate CTE Caucus today! Contact [Mary Naylor](#) in Senator Kaine's office or [Nick Butterfield](#) in Senator Portman's office to join.

School Spotlight

Southwire Engineering Academy

The [Southwire Engineering Academy](#) (SWEA) is a partnership between Georgia wire manufacturer Southwire Company, Georgia STEM and Carrollton High School that prepares 11th and 12th grade students with academic and technical skills and intensive work-based learning.

For two semesters each year, SWEA's junior engineers attend school in the morning and the equivalent of two class periods at Southwire's headquarters in the afternoon. There, they are organized into teams and assigned to a Southwire project engineer and lead project engineer. Under the guidance of these mentors, junior engineers work on projects such as developing a mobile application for helping customers estimate the remaining footage of wire left on a reel.



Photo courtesy of Southwire Engineering Academy.

SWEA students' grades are determined by academic and on-the-job performance. At the beginning of the semester, teams are given an overview of their tasks, along with specific goals and deadlines. Twice per semester, each student is required to give a walkthrough presentation to his or her project engineer, Southwire's management team, school officials and other teams. In addition, junior engineers can earn class credit while at the Southwire facility.^{vii}

According to Ed Lightsey of GeorgiaTrend.com, Southwire estimates credit the academy students with being a part of bottom line improvements and savings of about \$700,000.^{viii}

Student Spotlight

Cody Waite, a 2006 graduate of Marlboro High School and the Career & Technical Education Center (CTEC) at [Orange-Ulster BOCES](#) in Goshen, New York, was unsure about his future career when he began at CTEC as a high school junior. He tentatively decided on the Construction Careers Academy and, after rotating through the Electrical Trades program, knew he had found his niche.



Photo courtesy of Orange-Ulster BOCES.

Waite pursued postsecondary education at SUNY Delhi, where he excelled, thanks to the academic and technical foundations he had built. In 2008, he was hired by Perreca Electric in Newburgh. He also applied to the International Brotherhood of Electrical Workers (IBEW) Union 363, where he reconnected with Craig Jacobs, IBEW Director of Education, a long-time industry partner with CTEC. Jacobs had conducted a mock interview with Waite in 2006, and remembered him as mature and "ready to work."

At 25 years old, Waite is finishing up his apprenticeship with IBEW Local 363. As part of his work with Perreca Electric, he has helped to build a facility for future CTE students, the newly opened Regional Education Center at Arden Hill. "I'm excited and grateful to be working in this state-of-the-art building. I'm proud to be able to contribute my expertise to the school that gave me such a great start in my career," says Waite.^{ix}

A Quarter of Americans Have An Alternative Credential

According to a [new U.S. Census report](#), in fall 2012, about 25 percent, or more than 50 million U.S. adults, held a professional certification, license or educational certificate.^x

In addition, the report found that alternative credentials were often associated with higher earnings, particularly professional certifications or licenses. Professional certificate or license holders who had an associate's degree or less as their highest level of educational attainment earned more than their peers. Educational certificate holders earned more than their peers who had not completed high school, had a high school diploma or had some college but neither an associate's nor bachelor's degree. In addition:

- 11.2 million U.S. adults with a high school diploma or less education had a professional certification or license. If these people were counted in the "more than high school" category of educational attainment, that category would see an almost 5 percent increase.
- Those working in technical fields were most likely to hold an alternative credential. Other fields with a prevalence of alternative credentials included educational services, health care and social assistance.

This is the first time that questions about non-degree credentials were asked to a nationally representative panel as part of federal data collection.

vii Southwire Engineering Academy [website](#).

viii Lightsey, "[Partners In Education: Southwire and Carrollton High School are giving top science students a rare real-world opportunity](#)," *Georgia Trend*, December 2012.

ix Orange-Ulster BOCES, [CTE Success Story: Cody Waite Comes Full Circle](#).

x Ewert and Kominski, [Measuring Alternative Educational Credentials: 2012](#), Household Economic Studies, January 2014.



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This newsletter is a collaborative publication of the Association for Career and Technical Education and the National Association of State Directors of Career Technical Education Consortium. It aims to keep Congress informed about CTE events, data, best practices and student success stories.