

# CTE Monthly

June 2012

## CTE Quick Facts

### Did you know?

- In Tennessee, CTE overall returns \$2 for every \$1 invested. At the secondary level, CTE program completers account for over \$13 million in annual tax revenues.
- Each graduating class from Moore Norman Technology Center secondary CTE programs adds an additional \$3.78 million in tax revenues to the state of Oklahoma through increased salaries and wages.
- Los Angeles County's economy receives roughly \$9.1 billion in annual income from Los Angeles Community College District graduates and students. Taxpayers see a 10 percent return on their investment in the LACCD.

## Career Spotlight



Career pathways in Business Management and Administration help students develop diverse skills that span sectors. Students learn valuable planning, organizing and evaluating functions that are essential to productive business operations. Overall, jobs in Business Management and Administration are expected to grow by six percent by 2018.

Specific jobs that are expected to grow substantially over the next decade, by about 20 percent, include medical and health services managers, accountants, and human resource specialists. Jobs such as file clerks and word processors are expected to decline due to automation technologies. Career and technical education (CTE) programs in Business Management and Administration also prepare students for careers as management analysts, executive secretaries, receptionists and more.

Over the next decade, four out of five jobs in Business Management and Administration will require at least some postsecondary education. Many will require a bachelor degree, but individuals with certificates and two-year degrees will also be in high demand. Employers are increasingly providing on-the-job training opportunities for employees, especially in entry-level positions.

The South Texas Business, Education and Technology Academy provides effective CTE through Business Management and Administration career pathways with rigorous academic curricula and hands-on instruction. Partnerships with area universities and businesses support the Academy and ensure that all students are learning relevant, marketable knowledge and skills. As a result of its commitment to excellence, the school recently achieved a 92 percent graduation rate.

## Certificates Lead to Higher Earnings Than Bachelor Degrees, for Some Fields of Study

Certificates can provide greater earnings than some associate and bachelor degrees, although the return on investment varies by field of study, according to a new report from the researchers at the Georgetown University Center on Education and the Workforce (CEW).

In *Certificates: Gateway to Gainful Employment and College Degrees*, the CEW researchers present data confirming the tremendous growth over the past three decades in students earning certificates. In 1984, less than two percent of adults held a certificate as their highest education attainment; by 2009 that percentage was 12 percent. If high-value certificates were counted in government surveys, the United States would move from 15th place to 10th in international rankings of postsecondary completion.

The authors also find that certificate holders earn 20 percent more on average than high school graduates. In addition, men with certificates earn 39 percent more than the median male with an associate degree and 24 percent more than the median male who holds a bachelor degree. For women with certificates, the percentages are 34 and 23 percent.

## Thirty-one Groups Sign Letter Opposing "Ability to Benefit" Elimination

As of July 1, newly enrolled students without a high school diploma or its equivalent who demonstrate college readiness will lose access to all federal financial aid.

On June 4, thirty-one education and workforce training groups, including the Association for Career and Technical Education (ACTE), sent [a letter to Senator Harkin \(D-IA\)](#) concerning the elimination of "Ability to Benefit" provisions in the Higher Education Act. Currently, students without a high school diploma or GED are able to take a test to determine college readiness. If a student passes the test, then the student becomes eligible to receive federal financial aid to complete a course of study. Under the Consolidated Appropriations Act of 2012, the funding for this financial aid was eliminated.

Recent studies have shown that these students are outperforming similar students in credits and certificates earned. As the federal government continues to look for ways to save dollars and boost the economy, it is important to remember that as our population continues to age and retire from the workforce, we will become increasingly reliant on all populations to pick up those jobs and to keep the economy moving.

## School Spotlight

### Billings Career Center

Educators at Billings Career Center have taught and prepared students with hands-on experience since 1975. Full- and part-time students partake in a range of CTE courses, including metals manufacturing, health sciences, electronics and computer networking, culinary arts, automotive technology, agriculture, early childhood education and more, as well as academic classes that count toward graduation requirements.

One of the most interesting programs that Billings Career Center has offered students is its Marine Ecosystem program, where students take part in projects relating to biomimicry design, ecology, chemistry, physics and engineering, designed around a student-built saltwater aquarium.

Billings Career Center students also go outside the classroom to participate in hands-on, engaging projects. For instance, engineering students, with support from the Girl Scouts, formed an all-girls robotics team known as "Artificial Intelligence." This past spring they placed second overall at the Montana robotics tournament in Bozeman and won the most prestigious prize given out at the event, the Inspire Award. In April they competed on the national level at the FIRST Tech Challenge. In addition, each year Billings Career Center students taking courses in construction, engineering and interior design and other disciplines collaborate with the Home Builders Association of Billing to construct a house in the local community.

Billings Career Center and the Yellowstone Valley Chapter of the Society of Human Resource Management have won national recognition for their joint "Business to Career Connections" program, which brought human resources professionals into the classroom to help Career Center teachers provide lifelong job-seeking skills to more than 400 students.

The Career Center offers articulation agreements with numerous colleges, including Montana State University-Great Falls College of Technology, Northwest Community College, Sheridan Community College and Montana State University-Billings. For instance, students are eligible to receive three college credits for successful completion of each engineering class.

*Profile information provided by Stanley Barr, Billings Career Center*



### Student Spotlight



"I saw my school as a gem among other high schools that offered me a better education, not only in academics but also in career and technical education," says Keely Weinberger, who graduated in 2008 from Cape May County Technical School in New Jersey as the class valedictorian.

Keely credits her involvement in CTE with helping her decide to pursue a career in environmental science and marine biology. "If it were not for the experience that I received from my CTE classes, like agriscience, horticulture, aquaculture and natural science, I know that I wouldn't have chosen to become a wildlife biologist. CTE helped me find my passion in life and inspired me to pursue my dreams," says Keely.

Keely's passion for science developed from her participation in the [National FFA](#). Through her experiential learning program, she worked for Cape May Whale Watchers. The combination of strong leadership and personal development has helped prepare Keely for the workforce.

If she had the chance to discuss the importance of CTE with a policymaker, Keely would stress CTE's ability to develop a student's highest potential. Using her own story as an example, Keely states "[CTE] has shaped my education pursuits and career goals."

### Engaging CTE in the Common Core

ACTE and the National Association of State Directors of Career Technical Education Consortium (NASDCTEc) partnered with Achieve on the release of a [report](#) providing a blueprint for increased engagement between state education leaders and the CTE community on the Common Core State Standards (CCSS).

As states are working to align their education systems with the CCSS in support of the goal of graduating all students ready for college, careers and life, academic and CTE leaders at the state and local levels can and should maximize this opportunity to finally break down the silos between their disciplines and collectively find ways to ensure that the new standards rigorously engage all students in both academic and CTE courses.

The survey and interviews indicated that state CCSS and CTE leaders are employing eight strategies to integrate the CCSS into CTE programs:

1. Developing a common understanding of college and career readiness
2. Forming cross-disciplinary teams for CCSS planning and implementation
3. Ramping up communications and information sharing
4. Creating or updating curricular and instructional resources
5. Enhancing literacy and math strategies within CTE instruction
6. Fostering CTE and academic teacher collaboration
7. Establishing expectations for and monitoring CCSS integration into CTE
8. Involving postsecondary CTE in CCSS implementation

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