

CTE Monthly

September 2014

CTE Quick Facts

Did you know?

- ▶ Researchers from the Federal Reserve Bank of New York analyzed more than 40 years of data to determine that the return on investment for both associate and bachelor's degrees has been about 15 percent for the past decade.ⁱ
- ▶ More than 75 percent of manufacturers have reported at least a moderate skills shortage, resulting in an increase in overtime costs and an annual loss of 11 percent of earnings.ⁱⁱ

Career Spotlight



The Hospitality and Tourism Career Cluster[®] is concerned with the management, marketing and operations of restaurants and other food services as well as related lodging, attractions, recreation events and travel

services. This Career Cluster offers a number of Career Pathways to choose from and is one of the most reliable areas for entry-level employment, with many employers offering on-the-job training as part of the hiring process.

According to a Georgetown University Center on Education and the Workforce study, occupations in this area are projected to grow by 12 percent through 2018.ⁱⁱⁱ The Hospitality and Tourism Cluster is increasingly requiring education or training beyond high school, and by 2018 it is projected that 40 percent of jobs in this field will require at least some form of post-secondary education.^{iv}

[Bonita High School](#) in La Verne, California, is a comprehensive high school offering the Hospitality Foods ProStart program, a two-year program of study in the hospitality and culinary arts industries. It partners closely with the California Restaurant Association's Education Foundation (CRAEF) and the Culinary Institute of America to offer experiential learning opportunities to students participating in the program.

A ProStart certified program, students who successfully complete will earn a ProStart certification—a credential that is nationally portable and recognized by the restaurant industry. Moreover, Bonita High School's program partners with a number of postsecondary institutions to offer the opportunity to earn postsecondary credit while still in high school. The data speaks to the program's immense success to date—for the 2012-2013 graduating class, 90 percent of participating students earned an industry-recognized credential, 95 percent graduated from high school and all of those students earned some form of post-secondary credit while enrolled.

Upcoming Webinar on Digital Badges; CTE Prepares the Biosciences Workforce

The biosciences use lessons from the study of living organisms to develop processes, products and services that improve lives, including vaccines, food safety improvements and biofuels. ACTE's [newest Sector Sheet](#) examines CTE's role in developing talent in this innovative sector and shares job-growth projections and earnings for specific occupations. It joins our previous [Sector Sheets](#), which examined CTE's role in growing the qualified workforce in IT; health care; advanced manufacturing; agriculture, food and natural resources; and energy.

Sometimes called "the next disrupter" in education, open badges offer an innovative platform for recognizing and displaying students' competency demonstrated either inside or outside the traditional classroom. Yet questions remain about how badges work at the institution and state level, how they can be folded into existing education systems and what it takes to ensure their quality, reliability and validity. Join NASDCTEc and NOCTI October 7 at 1pm Eastern for the webinar [Badging 101: The What, The Why & The How](#) that will dig into some of these tough questions and explore open badges from national, state and local perspectives.

TODAY: Skills Gap Briefing in Dirksen

The Senate CTE Caucus is hosting a briefing on Tuesday, September 16 from 11am-12:30pm in Dirksen 366 on best practices for preparing workers with the skills to fill today's jobs. The briefing panel will feature educators, employers and DOL representatives discussing opportunities and challenges in aligning CTE with the needs of the 21st-century workforce. House and Senate staff are welcome.

In other news, see ACTE's statements of support for Sen. Tim Kaine's [Middle STEP Act](#) (S. 2788) and Sen. Tammy Baldwin's [CTE Opportunity Act](#) (S. 2795).

ⁱ Abel, J. and Deitz, R. "Do the Benefits of College Still Outweigh the Costs?" *Current Issues in Economics and Finance* 20(3), Federal Reserve Bank of New York, 2014.

ⁱⁱ Accenture and The Manufacturing Institute, [Out of Inventory: Skills Shortage Threatens Growth for U.S. Manufacturing](#), 2014.

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

^{iv} Ibid.

School Spotlight

Twin Falls High School Academy of Finance

Helping students get off to a strong start on postsecondary education and careers in finance is the mission of the [Academy of Finance at Twin Falls High School](#) in Idaho, a National Academy Foundation (NAF) site. Sophomores, juniors and seniors take courses in financial and managerial accounting, personal finance, business management/ entrepreneurship, macroeconomics and Microsoft Office, with opportunities to earn more than 15 dual credits through the College of Southern Idaho. In addition, students can earn the WISE financial literacy certification and the NAF certificate of completion.

Students also pursue learning off site, participating in community activities, visiting governmental agencies such as the Bankruptcy Court and job shadowing. Students also intern during the summer between their junior and senior years with businesses and organizations such as Hewlett-Packard and the University of Colorado Athletics Department—leading to full-time employment, in some cases.

In addition, the Twin Falls High School Academy of Finance is also a great example of a partnership with a charter school, specifically the ARTEC Regional Professional Technical Charter School. Plus, students benefit from NAF initiatives such as the recently launched NAFTrack Certified Hiring, in which participating employers have pledged to give special consideration to job applicants who have earned a NAF certificate of completion. The academy has been recognized as a Blue Star Banner school by WISE and as 2013 Exemplary Program by Idaho's Division of Professional-technical Education.^v



Photo courtesy of the Twin Falls Academy of Finance.

Student Spotlight

Monica Betts is looking at a bright future, founded on her education in the electrical trades at [Career and Technology Education Centers \(C-TEC\) of Licking County](#), Ohio. A 2014 graduate of C-TEC and Lakewood High School, Monica has earned dual credit through opportunities provided by these institutions and taken local college courses independently.



Photo courtesy of Ohio Career-Tech News.

In addition, Monica was ranked third in her class, is a member of the National Technical Honor Society and has a 4.0 GPA. According to instructor Greg King, "Monica's work is exceptional and her effort is more than what I have ever seen. She always completes her work before it's due, even with taking such high level courses, so I have no doubt that she'll achieve all of her goals."

Monica is already employed with Roberts Service Group and plans to continue working there full-time as an electrician, while pursuing a five-year apprenticeship and earning an associate degree in Applied Electrical Technologies at Columbus State Community College. Ultimately, Monica plans to attend The Ohio State University to earn a bachelor's degree in electrical engineering.^{vi}

CTE Students Turn Education Into Earnings

A young man who leveraged his auto technology education in high school into earning \$40,000 per year at the age of 19 was highlighted in a recent [Bloomberg News article on CTE](#).

When compared to Bureau of Labor Statistics data, Evan Fischbach is already making slightly more than the average U.S. worker across all ages, education levels and industries; more than the average 25-year-old with a bachelor's degree; and much more than other 19-year-olds who have a high school diploma, but did not experience the rigorous and relevant CTE curriculum and work-based learning experiences to which Fischbach had access.

As authors Jeff Green and John Irwin note, there are almost 30 million jobs such as Fischbach's—middle-skill jobs that pay more than the national median wage—according to research from the Georgetown University Center on Education and the Workforce. The article also describes how contemporary CTE advocates encourage a balance of technical and academic coursetaking with pathways into postsecondary education, promoting both college and career readiness.

Success stories such as Fischbach's have not escaped the notice of industry and policymakers.^{vii}

^v Twin Falls Finance Academy [website](#); Wootton, J., "[Twin Falls High Finance Academy Receives Award](#)," MagicValley.com, June 22, 2013; Michaels, J., "[Twin Falls Students Perform Above and Beyond](#)," KMVT.com, September 17, 2013.

^{vi} [Success Stories](#), Ohio Career-Tech News.

^{vii} Green, J. and Irwin, J. "[Shop Class Not for Slackers as Mechanic Out-earns Peers](#)," *Bloomberg News*, August 25, 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.