

# Changing Negative Perceptions About Career, Technical & Agricultural Education (CTAE)

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**“Powerful Business Partnerships – Hear How These Companies Want to Help You!”**

# Changing Negative Perceptions About Career, Technical & Agricultural Education (CTAE)

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Across the country, Career, Technical & Agricultural Education (CTAE) is often stigmatized.

There is a widespread perception that CTAE provides –

- A lower quality education
- For students who are less capable
- Or have lower aspirations

Paraphrased from -(<https://www.edglossary.org/career-and-technical-education/>)

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**Lisa Russo**  
**Georgia Apartment Association  
Foundation**

# Changing Negative Perceptions About Career, Technical & Agricultural Education (CTAE)

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**“I am a proud partner with Georgia’s Career, Technical & Agricultural Education (CTAE) Programs!”**

- Georgia Apartment Association Foundation
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- Atlanta, GA
- 
- Lisa Russo
- 
- Workforce Development Manager
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# Changing Negative Perceptions About CTAE Through Business and Industry Partnerships

## How Has Your Company Partnered With CTAE Programs in Georgia?

- **Service Training Academy:** A free 6 - week program for recent high school graduates to receive 4 industry certifications, on the job training and full-time employment as a multifamily maintenance technician.  
Outcome: At over an 80% placement rate, students receive a competitive entry level salary upon completion (~38K), discounted/free housing and the opportunity to grow within a great industry.
- **Work Based Learning Opportunities:** Students can complete a work-based learning experience onsite with a property management company. Student interests include sales, entrepreneurship, marketing and finance (to name a few!)  
Outcome: Students have continued a career in multifamily during their postsecondary experiences or transitioned into the workforce full time after high school.
- **Job Shadowing Opportunities:** Students can explore various aspects of our industry during a smaller “time commitment”.  
Outcome: Job shadowing is a wonderful way for students to understand what they like and DO NOT like!
- **Business and Industry Advisory Boards:** Our industry is currently involved in 6 boards throughout the state.  
Outcome: Wonderful way to support CTAE programs *financially* and *inside the classroom* through speaking engagements, curriculum management/development and additional volunteer opportunities.

# Benefits of Business/Industry and CTAE Program Partnerships:

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*Of the initiatives named...*

**What were the major benefits to the CTAE program and/or teachers and/or students?**

- **Students were exposed to a career path they most likely did not think about before.**
- **The multifamily industry is inclusive of all career clusters and pathways. We cast a wide net!**
- **We offer not just a great career, but also a home!**

**What were the major benefits to the business/industry?**

- **Transforming the way companies recruit**
- **Building a “growing your own” mentality**
- **Creating a pipeline of talent in the most in demand career – construction!**

# New or Continuing Partnership Ideas/Initiatives for FY 2020:

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Please continue to utilize our industry as a resource for :

- Guest Speaking Opportunities (statewide)
- Career Fairs
- Curriculum Development/Special Projects
- Job Shadowing/Work Based Learning
- A career path for college and non-college bound students!

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**Brandon Pelissero  
and Rhace Smith  
Ecolink, Inc.**

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- **Business Name:** Ecolink Inc
- **Business Location:** Tucker, GA (near Stone Mountain)
- **Business Person’s Name:** Rhace Smith and Brandon Pelissero
- **Business Person’s Title:** Marketing Manager and CEO
- **Business Person’s Contact Information:** [marketing@ecolink.com](mailto:marketing@ecolink.com)  
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# Changing Negative Perceptions About CTAE Through Business and Industry Partnerships

## How Has Your Company Partnered With CTAE Programs in Georgia?

### ➤ Project, Initiative, Event: **25-year company anniversary social media extravaganza**

#### Outcomes:

- 54% increase web traffic
- 10% increase leads generated
- Record revenue
- Dozens of local, regional, national marketing awards

### ➤ Project, Initiative, Event: **QUEST Internships (work-based learning) x 7**

#### Outcomes:

- 55% increase web traffic
- 18% increase leads generated
- Launched multiple new products
- Co-designed and developed intern program for college students

# Benefits of Business/Industry and CTAE Program Partnerships:

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Of the initiatives named...

What were the major benefits to the CTAE program and/or teachers and/or students?

- Direct access to “real” data, analytics
- \$ for students, \$ for DECA/club to send students to ICDC
- Access to our LinkedIn community
- Recognized @ AMA (American Marketing Association) red carpet event

What were the major benefits to the business/industry?

- Crowdsourcing diversity of thought and creativity
- Cost-effective marketing
- TONS of content
- Word-of-mouth referrals for future interns
- Insights, outside perspective (non-industry) and how to better partner

# New or Continuing Partnership Ideas/Initiatives for FY 2020:

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- Video, video, video
- Polishing, buffing [dated] content
- Market research (keywords, competitors)
- Interview current customers; needs analysis

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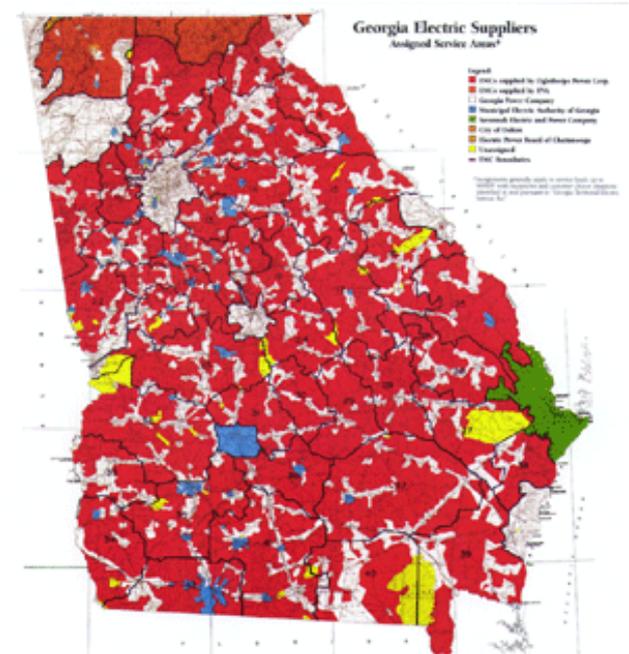
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**Gale Cutler**  
**Georgia Electric Membership Corporation**

# Changing Negative Perceptions About Career, Technical & Agricultural Education (CTAE)

**“I am a proud partner with Georgia’s Career, Technical & Agricultural Education (CTAE) Programs!”**

- Georgia Electric Membership Corporation
- Tucker, Georgia
- Gale Cutler
- Senior Public Relations Coordinator
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# Changing Negative Perceptions About CTAE Through Business and Industry Partnerships

## How Has Your Company Partnered With CTAE Programs in Georgia?

### ➤ Agricultural Education – Career Development Events

Local electric co-ops support the local FFA chapters and Georgia EMC, the state trade association, sponsors the statewide EMC/FFA Electrification Career Development Event. Every year since 1968, Georgia FFA students have competed in a statewide contest for scholarship funds.

### ➤ Agricultural Education – Leadership activities

Local electric co-ops sponsor FFA students to attend the Georgia EMC Washington Youth Tour, a week-long all-expense-paid trip to Washington D.C. where students meet with political leaders and visit historical sites; and the Georgia Cooperative Council Youth Leadership Conference, a five-day leadership camp which includes personality profile assessments, field trips to ag and electric cooperatives, and a political knowledge workshop.

### ➤ Agricultural Education – Livestock shows

Local electric co-ops support their local school FFA chapters participation in livestock shows.

### ➤ Agricultural Education – FFA Foundation fundraisers

Local EMCs as well as Georgia EMC participate in the annual Blue and Gold Gala, golf tournaments and skeet shoots to raise fund for FFA programs.

# Benefits of Business/Industry and CTAE Program Partnerships:

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**Benefits for schools, students and teachers:** Employees with Georgia's 41 EMCs mentor local students across the state, teaching electric wiring skills, but also exposing students to opportunities for various careers available at the EMC in their community. In addition to becoming proficient in a trade skill the "wiring contest" teaches soft skills needed for success such as critical thinking and public speaking. Teachers often develop a relationship with the local co-op receiving both financial and volunteer support for additional activities.

**Benefits to the business/industry: Community Development** – Programs like FFA develop better citizens through the leadership skills learned which benefits the communities where we all live and work.

**Workforce development** – EMCs often offer internships for positions from community relations/marketing to engineering. Also a source for locating and hiring employees from the local community for many careers such as linework, accounting, purchasing agents, right of way crewmembers, mechanics, IT, welders, human resources, secretarial and customer service



# New or Continuing Partnership Ideas/Initiatives for FY 2020:

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Georgia's electric cooperatives will continue to support the Ag Ed program through participation on boards, financial support for FFA activities and our decades long involvement promoting safe electric wiring education through the EMC/FFA Electrification CDE

In addition to our established programs with Ag and FFA, all CTAE Program areas are encouraged to contact their local EMC to discuss partnership opportunities.



Many co-ops offer teacher grants and funds for 501-3C and education initiatives to scholarships for students

We look forward to participating in and encouraging workforce development initiatives that benefit both our co-ops and our citizens.

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**John Winstanley**  
**Fort Safety**

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**“I am a proud partner with Georgia’s Career, Technical & Agricultural Education (CTAE) Programs!”**

Fort Safety, Inc. (501c3)

Based in Metro Atlanta

John Winstanley  
CEO & Founder

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**FORT SAFETY**

# Changing Negative Perceptions About CTAE Through Business and Industry Partnerships

## How Has Your Company Partnered With CTAE Programs in Georgia?

- #LifeHacks Presentation

Outcome: changed lives, better schools

- #Project211 (Statewide High School Internet Safety Competition)

Outcome: TBD. Great response so far.

- #Fort Safety Ambassador Program (FSAP)

9 different high schools represented so far.

- Fort Safety as a resource to students, parents, and staff.

10,000 Cyber Savvy citizens and counting.



# Benefits of Business/Industry and CTAE Program Partnerships:

## Benefits for CTAE:

1. Relevancy
2. Interaction by students, staff, AND parents
3. Changed lives / better school culture

## Benefits for FortSafety?

1. Relevancy
2. Fulfilling mission
3. Real-time access to issues that matter to schools.



# New or Continuing Partnership Ideas/Initiatives for FY 2020:

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- Project 211 Competition (ongoing)
- #Lifehacks anti-bullying campaign
- Ambassador Program
- Parent/Teacher Online Safety Talks
- Project L.I.S.A

