

# Winter CTAE Leadership & Perkins V Strategic Planning Conference



**Barbara M. Wall, Ed.D.**  
Georgia Department of Education  
Career, Technical, and Agricultural Director  
February 11, 2019

# Opening Session



Richard Woods,  
Georgia's School Superintendent  
*"Educating Georgia's Future"*  
[ga DOE.org](http://ga DOE.org)

1. CTAE GaDOE Staff Introductions
2. Georgia CTAE Strategic Plan Update
3. Highlights of Winter Conference



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# Introducing . . .

## Transition & Development – Trudy Smith

- John Pritchett
- Felicia Cullars
- Meghan McFerrin
- Dwayne Hobbs
- Molly Ream
- (Economic Development Liaison)



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# Introducing . . .

## Program Delivery – Scott Chaffin

- Delda Hagin
- Tim Elliott
- Roger Ivey
- Linda Smith
- Linsey Shockley
- Tiffany Barney
- Paula Poulicek
- (CTSO Coordinator – recommendation to Feb. St. Board)



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# Introducing . . .

## Career Guidance & Transition – Dawn Mann

- Brent Shropshire
- (Nursing Specialist – vacant)
- Melissa Cochran
- Sherese Dennard



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# Introducing . . .

## Agricultural – Billy Hughes

- Stacey Beacham
- Chris Corzine
- Ben Lastly
- Stan Mitchell

# Introducing . . .



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## Accountability – Cheryl Clemons

- Mamie Hanson
- Tim Brown (March 1)
- Ray Anukam
- Roy Rucks
- Sharon Bonner
- Julie Kenny (March 1)
- Nancy Bessinger (contract)

# Preparing All Students for College, Career, and Life



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## A VISION FOR GEORGIA'S CAREER, TECHNICAL, AND AGRICULTURAL EDUCATION PROGRAM 2019-2023





## MISSION

To educate Georgia's future workforce by providing experiences for Georgia students that will prepare them for workplace success.

## VISION

Career, Technical, and Agricultural Education will provide educational experiences of superior quality and value for students that drive economic prosperity for all.

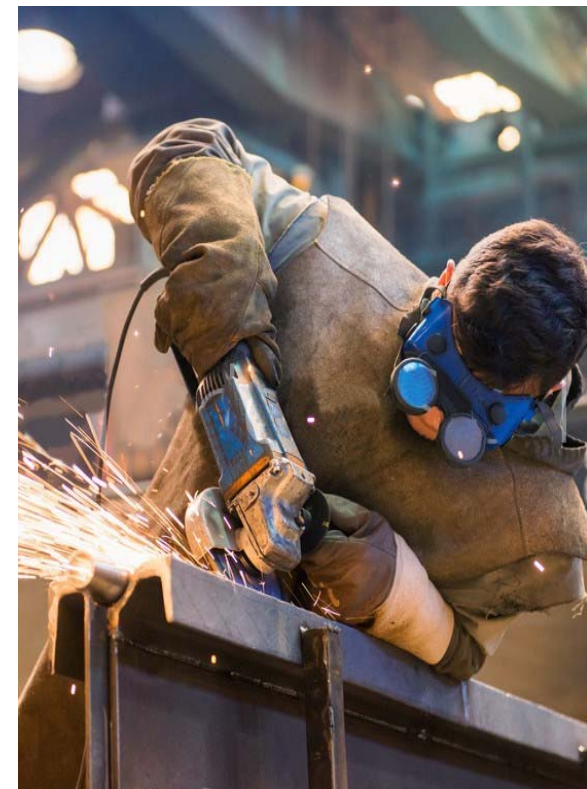
## VALUES

Career Focused  
Employer Partnerships  
Experiential  
Innovation  
Integration  
Results Based  
Student Centered  
Quality



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Priority  
1

**Georgia's Career, Technical, and Agricultural Education will change perceptions of its career-focused programs.**

Priority  
2

**We will provide Georgia students access to quality career counseling and development throughout grades K-12.**

Priority  
3

**Teachers and counselors are central to student success in CTAE; therefore, we will prioritize increased teacher and counselor recruitment, retention, and professional development efforts.**

Priority  
4

**In order for CTAE and students to be successful long term, it is imperative that we expand CTAE opportunities and teach employability skills throughout grades K-12.**

# From Strategic Plan to Reality



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## CTAE Staff Retreat

- Work through priorities and strategies; make team assignments
- August 2018

## Create GA CTAE Business & Industry Advisory Committee from Steering Committee +

- Hold us Accountable
- Meet 2-3 times per year



# Priority #1 (Perception) Success Story Videos



Richard Woods,  
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for each Pathway to Success:  
Four Year University, Technical College, Military, Career, Registered Apprenticeship

## Existing Data & Research:

- Research from Advanced CTE, Nebraska CTE, Mississippi CTE and Missouri CTE Regarding Perception

## Additional Data & Research:

- Research Georgia's Perception of CTAE using a Survey/Focus Group
- Use Data to Determine How to Change Perception in Georgia
- \$20,000 grant

# Priority #1 (Perception) Success Story Videos



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[gaedoe.org](http://gaedoe.org)

for each Pathway to Success:

Four Year University, Technical College, Military, Career, Registered Apprenticeship

## Action Plan for One Year:

- All Five Videos Completed
- Feedback from Steering Committee and CTE Commission
- Access to Videos are Online Using Infographic

## Scoreboard:

- Hearing and Visualizing the Difference the Videos have made to CTAE.



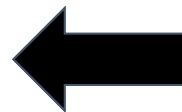
# Priority #1 (Perception) -- - Success Story Videos

for each Pathway to Success:  
Four Year University, Technical College,  
Military, Career, Registered Apprenticeship

Click on Title



Then Video Appears



<https://www.youtube.com/watch?v=1sRvYIGfHQ&feature=youtu.be>

**Georgia ACTE**  
Georgia Association for Career & Technical Education  
[www.gacte.org](http://www.gacte.org)

**CAREER**  
There are numerous opportunities to do what you love while providing for yourself and your family, right in your own backyard. We're preparing Georgia's students for future successes in the careers of their choosing.

**MILITARY SERVICE**  
Through JROTC programs, Georgia students are offered citizenship development, service learning and leadership awareness activities that prepare them for the opportunities accompanying active duty enlistment, commissioned officer training and defense of our state and nation.

**FOUR-YEAR UNIVERSITY**  
Unified under the governing authority of the Board of Regents since 1931, the University System of Georgia is deeply connected to all 159 counties, providing a host of academic and outreach services through their 28 public higher education institutions, libraries, and archives.

**REGISTERED APPRENTICESHIPS**  
As the Georgia economy continues to grow and diversify, it is critical that business and industry-led, work-based training programs are supplied a sustainable pipeline of career-ready employees. Widely used around the world, apprenticeship programs are a key component of our global competitiveness.

**TECHNICAL COLLEGE**  
Recognized among the best technical college systems in the nation, the Technical College System of Georgia provides technical and adult education, business and industry training and community and economic development services through 22 member-colleges comprising 85 campuses.

**Career Technical and Agricultural Education is preparing a Future for all Students.**

# Priority #1 (Perception) Celebrating CTAE Success



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## Completed:

- Resolution for GACTE & CTAE Teachers
  - To be read on February 21<sup>st</sup>
- CTAE Glossary
- Advanced CTE Documents made Georgia Specific
- Fact Cards for CTAE Month
- Step & Repeat "I-Heart-CTAE" for CTAE Directors Conference
  - To post pictures & comments on social media for CTAE Month

## In Progress:

- One pager w/ Advanced CTE facts
- "Making the Case for CTAE" document
- Grant – Determining a date/time for Katie Fitzgerald to meet with us
  - Info to help with communication plan
  - Going through grant to help with deliverables
  - Putting together a contract

# Priority #1 (Perception) CTAE Success Stories Videos



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- Calling all former CTAE students to share their success in reaching their profession in one of the below areas!
  - Career
  - Technical College
  - Four-Year University
  - Registered Apprenticeship
  - Military



Please send contact information of former CTAE students to Linsey Shockley, [lshockley@doe.k12.ga.us](mailto:lshockley@doe.k12.ga.us).





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# GACTE Presentations

- “Celebrating CTAE Success: Let’s change the message”
- “Nothing Creates a Better Perception of CTAE than Successful Business Partnerships”
- “How to Promote CTAE locally: Ideas for promoting CTAE in your classroom, school, and community”

## Priority 2 | We will provide GA students access to quality career counseling and development throughout grades K-12.

### SREB Research | 2016

After taking YouScience, students are statistically significantly...

- better at describing their natural abilities and identifying suitable careers (*Self-Awareness*);
- more confident in their ability to make an informed career decision (*Career Decision Making*);
- more helpful and empowered to follow their future paths (*Self-Empowerment*);
- more likely to engage in activities to acquire more career information and explore careers (*Career Exploration*);
- more motivated to pursue a career pathway and/or additional post-secondary education or training (*Intent to Persist*).

**Data Needed:**  
Student  
YouScience  
perception data,  
YouScience  
workforce  
influence data



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# The P2 Team's Scoreboard

## Short-Term Objectives:

1. Encourage full implementation of YouScience
2. Deputize more educators and partners to deliver career development support

Wildly Important Goal	LEAD Measures	LAG Measure	Action Plan
<p>To increase school participation in administering YouScience from 177 to 225 (25%) schools</p> <p>•<b>Mini WIG:</b> To increase the number of career development professional learning participants who feel comfortable delivering career-focused information to students. The baseline data is 0%.</p>	<p>•<b>Number</b> of Face to Face Trainings and Training Participants</p> <p><b>Number</b> of YouScience Guide Downloads</p> <p><b>Number</b> of YouScience Web Trainings</p> <p><b>Number</b> of School Visits by the DOE</p> <p><b>Percentage</b> of School Counselors Who Feel Comfortable Delivering Career-Focused Information to Students After Attending Workshops</p>	<p>Number of schools participating/ administering YouScience and the percentage increase from May 2018 to May 2019</p>	<p>YouScience Regional Trainings by <b>March 1</b></p> <p>Five Fall School Visits by <b>December 15</b></p> <p>Five Spring School Visits by <b>May 31</b></p>

## P2 Team Results

### Number of Schools Administered YouScience

- High Schools: 215
- Middle Schools: 36

### Face to Face YouScience Trainings

- New SC Conference & GSCA Annual Conference
- GACTE 2019

### Georgia Film Academy Counselor Briefing

After attending the Georgia Film Academy Counselor Briefing, I feel comfortable delivering entertainment-focused career information to my students.

Answer	%	Count
Strongly Agree	53.85%	28
Agree	42.31%	22
Neither Agree nor Disagree	1.92%	1
Disagree	1.92%	1
Strongly Disagree	0.00%	0
Total	100%	52

### YouScience Feedback

- Administering YouScience to students with disabilities and to students with Spanish as a first language.
  - Best practices for students with disabilities and students who speak another first language.
  - North Atlanta currently serves more than 400 Spanish speaking students.
  - Plans to investigate the GCIS Aptitude option before committing to YouScience

### Career-Focused Professional Learning Feedback

- "Thank you for offering relevant and timely career content for counselors. You inspire and equip us to do more!"
- "This was amazing!!!! District curriculum, principals, and supers need to have a session. I'm am so excited for our students."
- "I am a middle school counselor so the information I received will be pertinent to helping them explore career options early."
- "Everything was wonderful. Please continue to hold more workshops to help counselors continue to be informed and able to be helpful to our students. Thank you so much!"

# Where we need your help:



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- Encourage your counselors and administrators to participate in career-focused professional learning opportunities that capitalize on student's interests and aptitudes
- Train counselors and administrators to deliver meaningful career-focused guidance to students
- Share YouScience best practices—specifically, how your teachers and counselors use YouScience results with students and parents

“A good teacher can inspire hope, ignite the imagination, and instill a love of learning.”  
- Brad Henry

Wildly Important Goal: To provide five professional development trainings aimed to support the new (0-3 years) CTAE teacher

**Priority Point #3:**  
Teachers and counselors are central to student success in CTAE; therefore, we will prioritize increased teacher and counselor recruitment, retention, and professional development efforts.

# PRIORITY #3

Workshops Completed

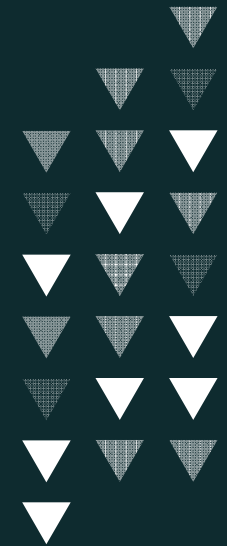


1. July 2018
2. September 2018
3. November 2018
4. December 2018

Retention Rate



1. Gather Data by Cluster Using Course Numbers
  - Name
  - District
  - Certification Level
  - Years of Experience
1. Sort Data by Teacher Last Name
2. Track Teachers as Cohorts
  - Track Teachers Starting in 2014 Until 2018
1. Calculate Retention Rate for Each Year
2. Concerns
  - Teacher Name Change
  - Teaching Alternative Subject
1. Further Exploration
  - Is there a relationship between certification level and retention?
  - Are there districts that consistently have a low retention level?
  - What is the average number of years that the cohort of teachers stays?
  - Are retention rates different for teachers that completed GaTAPP versus NTI?
1. Reviewing Methodology Used
  - Scott Chafin and Tiffany Barney met with GaPSC to ensure GaDOE methods of calculating retention rates were consistent with there methods.



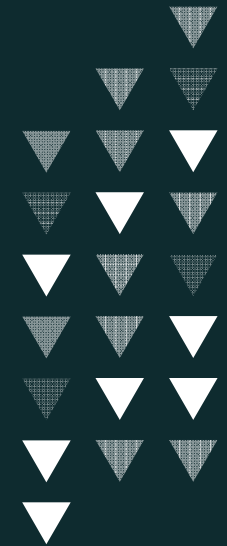
## Rate Calculation



•Counselors are a vital part of what we do in CTAE. In order to assist with this priority point, we have offered new counselor workshops to support their growth as well.

- September 2018
- December 2018

•We will survey counselors about their needs for 2019-2020.



Counselors

Name: How do we get them? How do we keep them?

Description: Recruiting and retaining quality CTAE teachers and counselors is one of the biggest barriers to developing top tier CTAE programs. We know it is a problem, but what are we doing to fix it? This collaborative session is designed to identify where we are as a state, and what measures we are taking to address these concerns. Far from a “sit and get”, we will seek your input as to suggestions. We know that conquering this problem will take a team effort.

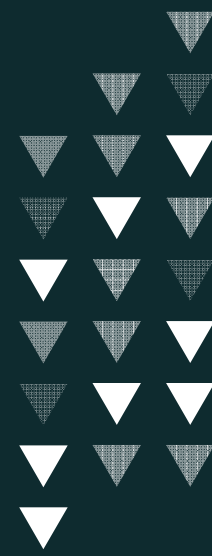
#### Breakouts

- The Role of the CTSO in Recruitment and Retention
- Understanding the Role of a CTAE Counselor
- Crunching the Numbers: CTAE Retention Rates
- Future CTAERN Workshop Ideas



**GACTE**  
**Presentation**

1. Provide feedback on workshops
  - Timing
  - Content
  - Thoughts
  - Review retention rates
2. What do you think are the biggest barriers to teacher and counselor retention?
3. What local strategies do you use to retain teachers in your district?
4. How do you calculate local retention rates? Do you care to have the exact number or is it more of a perception?
5. What supports do you offer your new counselors?



How can you  
help?

# GaDOE Strategic Plan

## Priority 4

### Team Update

Expand CTAE opportunities and teach employability skills throughout grades K-12.

# Research and Data



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- **Existing Data and Research Resources--**

- Georgia Employability Skills Task Force Recommendations, June 2017

- Department of Labor--GA BEST, Employer Summit Survey

- Technical College System of Georgia, Standards 02-06-01, 02-06-02

- Perkins Collaborative Resource Network, Employability Skills,

- **Additional Data and Research Needed—**

- New survey of CTAE teachers to identify the current levels of employability skills instruction, teaching resources utilized, deficit areas,

- Employability Skills Diploma Seals awareness

- **Lead Measures—**

- CTAERN Professional Learning Opportunities

- 6/1/17-6/7/18—4 Employability Skills Training workshops offered with 76 educator attendees

- 6/8/16—5/31/17—8 Employability Skills Training workshops offered with 167 educator attendees

- **Lag Measures—**

- Follow-up to survey data gathered

- Number of Employability Skills Diploma Seals awarded

# Action Plan



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- **Action Plan—Year 1**

Relevant data collection on status of employability skills instruction levels, instructional resources utilized, deficit areas, and Employability Skill Diploma Seal awareness will guide development and promotion of the following:

Additional Professional Learning workshops tailored to meet educator needs  
Increase awareness of Employability Skill Diploma Seals options

- **Compelling Scoreboard—**

Number of Professional Learning workshops offered through CTAERN  
Number of educator attendees at workshops offered through CTAERN  
Number of Employability Skills Diploma Seals awarded

# Georgia Employability Skills Task Force Recommendations

*"It's our goal to ensure that every single Georgia student graduates prepared—not just for higher education, should they choose to pursue it, but also for a meaningful career in the field of their choice. For that reason, employability skills are a matter of importance for every Georgia student, every Georgia educator, and every Georgia business. Working together, we can make sure each student who graduates from a Georgia high school is equipped for a successful future."*

Richard Woods,  
Georgia School Superintendent



Georgia's Economy and the Importance of Employability Skills

Task Force Recommendations

Recommendation 1: Integration of Employability Skills

Recommendation 2: Support for Employability Skills Instruction

Recommendation 3: Business & Industry Work-Based Learning Relationships

# Free Resources on CTAERN



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**Are you needing resources to address Course Standard 1 of all CTAE classes?**

**Did you know your CTAE Resource Network has made resources available to you FREE OF CHARGE?**

**Select Soft Skills as the Pathway and explore the Employability Toolkit for short, hands on activities and/or IDEALS Leadership Principles for Performance for full class lessons including videos, facilitator guides, and Powerpoint presentations.**

**All resources are referenced to Course Standard 1.**

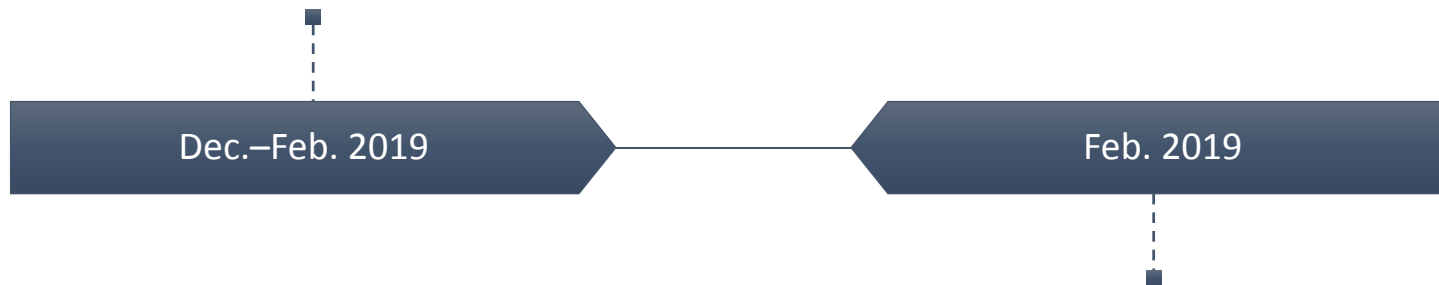


# Survey



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Two professional surveys (CTAE Director/Administrator and CTAE Teacher) on Employability Skills instruction developed by Erin McCann, PhD, Southeast Comprehensive Center, American Institutes for Research

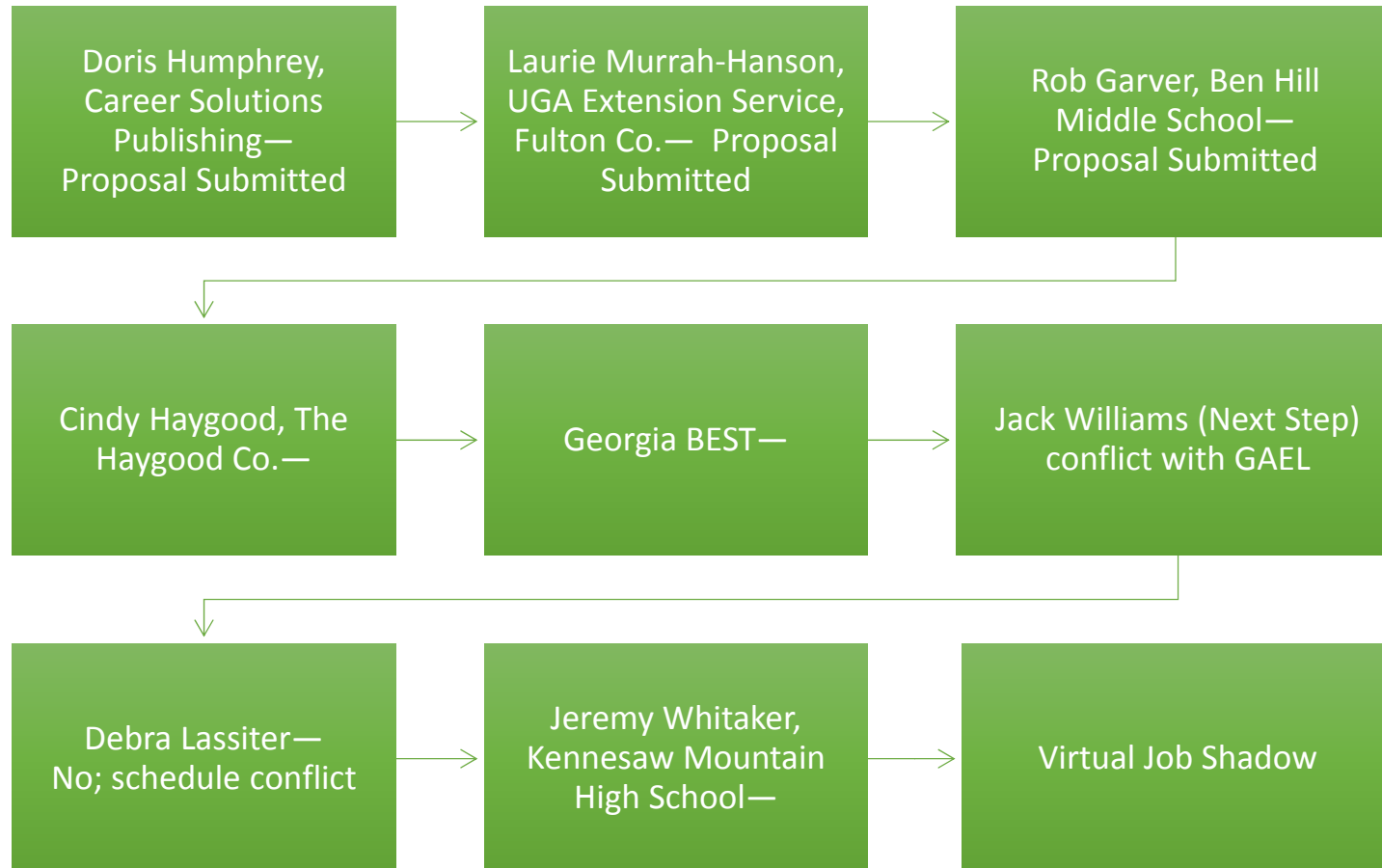


Surveys to be sent to all CTAE Directors/Administrators and to all CTAE teachers through the CTAE Resource Network

# GACTE 2019 Session Invitations



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**Winter CTAE Leadership Conference  
&  
Perkins Strategic Planning**

*Sponsored by:*

*GaDOE/CTAE  
CTAE Resource Network*

***February 11-13, 2019***

***Atlanta Hilton/  
Marietta Hotel & Conference Center  
500 Powder Springs Street  
Marietta, GA 30064***

**WELCOME**



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**HIGHLIGHTS:**

- It's mostly about Perkins V.
- A lot of "sit & get"
- We don't have all the answers, but we solicit your questions.
- We will be encouraged to be **BOLD** with our planning of Perkins V; to **re-THINK school**; to **re-THINK CTAE**.
- We have a dynamite line up of speakers for today and tomorrow.



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# Kim Green

## Executive Director of Advance CTE