



PATHWAYS TO COLLEGE & CAREER READINESS

# Career Clusters™

Geographers, Engineers, Editors, Technicians, Reporters, Construction and Industrial Technicians, Social and Behavioral Scientists, Dietetic Technicians, Dishwashers, Curators, Family and General Practitioners, Financial Examiners, Firefighters, Filmmakers, Truck Drivers, Highway Maintenance Workers, Educators, Graphic Designers, Foresters, Hairstylists, Insurance Sales Agents, Human Resources Managers, Landscapers, Librarians, Architects, Judicial Law Clerks, Management Analysts, Locomotive Engineers, Logisticians, Loan Officers, Marketing Managers, Models, Motorcyclists, Counselors, Microbiologists, Nuclear Engineers, Nuclear Technicians, Personal Financial Advisors, Physical Therapists, Personal Trainers, Order Clerks, Therapists, Clerks, Aides, Optometrists, Physician Assistants, Press Operators, Postal Service Workers, Real Estate Brokers, Sales Representatives, Veterinary Technicians, and many more.

**Career Clusters™:**  
**A World of Career Options,**  
**One Simple Framework.**

June 20 - 22, 2011 • Atlanta Marriott Marquis • Atlanta, Georgia



## Evaluations

Your evaluation of the 2011 National Career Clusters™ Institute is critical to planning future conferences. Please be sure to complete the overall conference evaluation included in your packet as well as the forms available in each breakout room.

## Help Desk

A help desk will be available at the registration desk.

## Internet Access

Complimentary Internet service is available in guest rooms.

## Continuing Education Units

**Offered again this year!** The Institute is again offering attendees the opportunity to earn Continuing Education Units (CEU). Educators will be able to acquire CEUs while they learn about the most up-to-date best practices taking place with Career Clusters™.

## Lost and Found

All articles will be held at the registration desk.

## Meals Provided

Institute registration fees include the following:

### Continental Breakfasts

Tuesday and Wednesday, 7 a.m. – 8 a.m.

### Institute Luncheon

Tuesday, 11:45 a.m. – 12:45 p.m.

**NOTE: Your name badge is your ticket to a meal/function!**

## Message Board

A board will be provided outside the registration desk for Institute updates as well as personal messages. You may pick up or leave messages at any time.

## Name Badges

Name badges are required at all Institute sessions and events, including the evening reception. Lost name badges may be replaced at the registration desk.

## Registration Desk Hours

### Pre-Session Registration

Located at the registration desk.

Sunday: 7:30 a.m. – 1 p.m.

### General Institute Registration

Located at the registration desk as follows:

Monday: 7 a.m. – 4 p.m.

Tuesday: 7 a.m. – 3:15 p.m.

Wednesday: 7 a.m. – 9 a.m.

## Team Rooms

Does your team need a meeting place to discuss the great information that you all have been gathering at the Institute? Team rooms are available for your convenience. Please visit the registration desk for availability.

## Sponsor Exhibits

Sponsor exhibits are displayed in the lobby near the registration desk during the following hours:

Monday: Noon – 5 p.m.

Tuesday: 7 a.m. – 5 p.m.

## Transportation

From airport: The Atlanta- Hartsfield-Jackson (ATL) airport is 12 miles from the Atlanta Marriott Marquis.

- MARTA, Atlanta's rail system, has a rail station right inside the airport. This service offers the quickest and least expensive way to get to downtown Atlanta Marriott Marquis hotel. The station is located near the baggage claim area at the North end of the airport. A single \$2.00 fare covers one way train trips. Average time to hotel is about 20 minutes.
- Marta Rail Map for Atlanta shows the rail path from airport to Peachtree Center, closest stop to the hotel.

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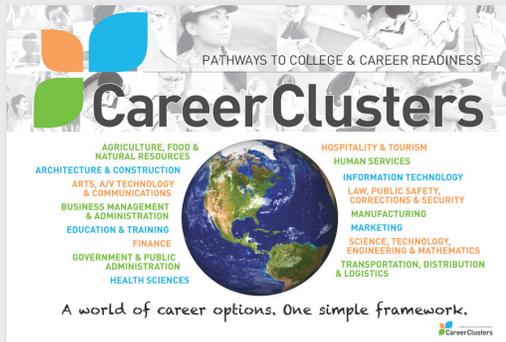
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# CAREER CLUSTERS™ PRODUCTS



Career Clusters™ Poster



Career Clusters™ Green Careers Poster

Informative brochures and engaging posters with valuable information on:  
16 Career Clusters™ • Earning potential information • Green jobs • Hot jobs • Labor market data



Explore the world of Career Clusters™ and learn more at [www.careerclusters.org](http://www.careerclusters.org)!



## Free Registration and Accommodations for the 2012 Institute • New Career Clusters™ Products

Play Bingo and earn your chance to win at The National Career Clusters™ Institute. Complete the Bingo card found in your welcome packet and become eligible for the Institute raffle, which offers incredible prizes.

**How to win:** Find your Bingo card in your welcome packet and head to the Sponsor Exhibits. Visit each sponsor and ask them to stamp your Bingo card. When you fill out your card, return your card to the registration desk. Be present during the Closing General Session when the raffle takes place. Cross your fingers!

### Grand Prize

Complimentary registration for the 2012 National Career Clusters Institute in Washington, D.C. and a free night at the Omni Shoreham Hotel.

### Second Place

\$100 gift certificate for official Career Clusters™ products and a package of *CTE: Learning that Works for America™* brochures.

### Third Place

\$50 gift certificate for official Career Clusters™ products and a package of *CTE: Learning that Works for America™* brochures.

## PARTICIPATING SPONSORS:

National Research Center for Career & Technical Education (NRCCTE) • Home Builders Institute • Kuder, Inc. • NOCTI • Center for Occupational Research and Development (CORD) • Relevant Classroom • Cisco Systems

Please check your Bingo card for full listing of sponsors. New sponsors may be added to your list.

## Continuing Education Units:

# Earn professional development credits at the 2011 Career Clusters™ Institute

The National Career Clusters™ Institute is again offering attendees the opportunity to earn Continuing Education Units (CEUs). Educators will be able to acquire CEUs while they learn about the most up-to-date best practices taking place with Career Clusters™.

The Institute has been accredited by the Delphi Center for Teaching and Learning at the University of Louisville, to offer up to 12 hours of CEU earning potential. One hour is equivalent to one-tenth of a unit. The maximum possible units earned will be 1.2 units, which include requisite attendance at the three general sessions. Cost is \$50 flat rate to participate; educators may earn the maximum units available.

## Earning CEUs at the Institute can be done in a few easy steps:

### STEP 1:

#### Pick up the forms

When you arrive at the Institute, visit the registration desk to pick up your general information/participation form. Hold on to this form until the end of your time at the Institute.

### STEP 2:

#### Sign-in at breakout sessions

Each breakout you attend will be an opportunity for you to count towards earning CEUs. You must print and sign your name, and provide an e-mail address or telephone number at each session on a form that will be provided to you. This step will verify your participation and is essential for receiving credit. You are not responsible for sending in any sign-in forms.

### STEP 3:

#### Turn in the paperwork and payment

You will have six weeks following the completion of the Institute to submit your general information/participation form and payment (available at the registration desk). There is a one-time fee of \$50. You will submit payment via check (payable to University of Louisville) with your paperwork or call them to pay via credit card:

#### Julijana Curcic

Delphi Center for Teaching and Learning  
University of Louisville  
Shelby Campus, 110 Founders Union building  
Louisville, KY 40292

If you have any questions about payment at any point, please contact Ms. Curcic:  
julijana.curcic@louisville.edu, 502-852-5636

### STEP 4:

#### Receive your certificate!

You will receive a certificate via mail with your name, the Institute's name, the number of hours accumulated and how many CEUs you have earned. (If you have questions about the certificate, please contact Ms. Curcic from the University of Louisville – see contact information above).

## MESSAGE FROM THE PRESIDENT



A message from NCTEF President, Dr. Phil Berkenbile

Greetings Institute Attendees,

Welcome to the 9th National Career Clusters™ Institute and to the home of southern hospitality, Atlanta, Georgia! As president of the National Career Technical Education Foundation (NCTEF) and our partner organization, the National Association of State Directors of Career Technical Education Consortium (NASDCTEc), I want to thank you for joining us.

Being in Atlanta, you can see a city in transformation. The Wall Street Journal says that “Over the last half-dozen years, Atlanta has experienced a transformation more dramatic than the welcome change in seasons.” Atlanta is facing the current economic challenges head-on and is succeeding, growing and improving in spite of our current national economic environment. Atlanta is leading its own growth and success.

While the global economy and the current economic challenges facing our nation present an uncertain future, one thing is certain – career technical education (CTE) is part of the solution. CTE is helping our nation meet the very real and immediate challenges of economic development, student achievement and global competitiveness.

This is a pivotal moment for CTE, and the time for leadership has never been greater. Recently, NASDCTEc rolled out a brand initiative – CTE: Learning that Works for America™ – a bold plan that squarely and proudly positions CTE as a strategic, national partner working to improve the effectiveness of our schools, increase the value and relevance of students’ education throughout their lives, and provide a skilled, sustainable and innovative workforce to enhance America's performance and global competitiveness. A CTE promise – to prepare students for success in both career and college, by employing Career Clusters™™ and their curriculum framework to ensure contextual learning and academic standards that reflect the goals and interests of all learners – is exemplified in the 2011 National Career Clusters™ Institute.

Fulfilling the CTE brand promise nationwide will require commitment and involvement, but we are confident that we can be leaders who will implement the goals and action steps laid out in our new initiative: CTE: Learning that Works for America™. Please visit [www.careertech.org](http://www.careertech.org) to learn more about how CTE is leading change, transforming expectations and making the difference for students, for high schools and colleges, for business and industry--for America.

Sincerely,

A handwritten signature in black ink that reads "Phil Berkenbile". The signature is fluid and cursive.

Phil Berkenbile, Ed.D.  
President  
National Career Technical Education Foundation  
National Association of State Directors of Career  
Technical Education Consortium





Dr. John D. Barge, State School Superintendent

Dear National Career Clusters Institute Participants:

On behalf of the great state of Georgia, I want to extend a hearty welcome to all of you who are attending the National Career Clusters Institute in Atlanta!

In Georgia, we are blending core academics with our Career and Technical Education (CTE) programs to advance college and career readiness. Recently, the Georgia Department of Education unveiled its new strategic plan that emphasizes academic excellence and comprehensive career development planning for all students. By July 2012, a major Career Clusters initiative will be implemented for all high school students throughout Georgia to ensure that all of our students are prepared for postsecondary education and a career.

Under this new plan, elementary school students in Georgia are introduced to career education. Once they get to middle school they will begin to explore career options, and by high school they will work collaboratively on career development. All of this will lead to the development and implementation of an individualized graduation plan that includes rigorous academic and technical courses. Each student's graduation plan will be reviewed annually to ensure progress is made towards high school graduation.

You can expect to have a memorable Career Clusters Institute experience in Georgia. We look forward to extending our customary warm *southern hospitality* to all attendees!

Respectfully,

A handwritten signature in black ink that reads "John R. Barge".

John Barge, Ed.D  
Georgia State School Superintendent

*"Making Education Work for All Georgians"*

2066 Twin Towers East • 205 Jesse Hill Jr. Drive • Atlanta, GA 30334 • [www.gadoe.org](http://www.gadoe.org)

An Equal Opportunity Employer

## Sunday • June 19, 2011 and Monday • June 20, 2011

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### Pre-Institute Sessions

All Pre-Institute Sessions require registration and an additional fee.  
See page 9 for more details.

## Monday • June 20, 2011

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7 a.m. – 4 p.m.	Registration	Atrium Ballroom Foyer
1 p.m. – 2:30 p.m.	Opening General Session	Atrium Salon A
2:45 p.m. – 3:45 p.m.	Session A: Concurrent Breakouts	See Program Details
4:05 p.m. – 5:05 p.m.	Session B: Concurrent Breakouts	See Program Details
5:05 p.m. – 6:15 p.m.	Reception	Atrium Salon B

## Tuesday • June 21, 2011

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7 a.m. – 3:15 p.m.	Registration	Atrium Ballroom Foyer
7 a.m. – 8 a.m.	Continental Breakfast	Atrium Ballroom Foyer
8 a.m. – 9 a.m.	General Session	Atrium Salon A
9:20 a.m. – 10:20 a.m.	Session C: Concurrent Breakouts	See Program Details
10:40 a.m. – 11:40 a.m.	Session D: Concurrent Breakouts	See Program Details
11:45 a.m. – 12:45 p.m.	Institute Luncheon	Atrium Salon B
1 p.m. – 2 p.m.	Session E: Concurrent Breakouts	See Program Details
2:20 p.m. – 4:20 p.m.	Session F: Concurrent Breakouts	See Program Details
2:20 p.m. – 3:20 p.m.	Session G: Concurrent Breakouts	See Program Details
3:40 p.m. – 4:40 p.m.	Session H: Concurrent Breakouts	See Program Details

## Wednesday • June 22, 2011

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7 a.m. – 9 a.m.	Registration	Atrium Ballroom Foyer
7 a.m. – 8 a.m.	Continental Breakfast	Atrium Ballroom Foyer
8 a.m. – 9:20 a.m.	General Session	Atrium Salon A
9:30 a.m. – 10:30 a.m.	Session I: Concurrent Breakouts	See Program Details
10:45 a.m. – 11:45 a.m.	Session J: Concurrent Breakouts	See Program Details
11:50 a.m. – Noon	Wrap up of Meeting	Atrium Salon A

**NOTE:** During each breakout session a meeting room - The Clearing, in Atrium Salon C - will be available for State Teams to meet privately. If you have not reserved a room, please check the registration desk for availability.

All Pre-Institute Sessions have been pre-registered. If you have not pre-registered and are interested in a particular session, please visit the registration desk for more information and availability.

## Sunday • June 19, 2011

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### **Career Pathways Leadership Certification Workshop**

Two Step Process for Certification. (Part I of II).

9 a.m. – 4 p.m. • A703

Presenters: Ginger Booton and Carol Jurgens, Senior Consultants, Center for Occupational Research and Development (CORD)

### **Introduction to Career Clusters™ and Pathways: Using the New Implementation Tool Kit**

Hosted by NASDCTEc/NCTEF

10:30 a.m. – 4 p.m. • A704

Presenter: Seth Derner, Consultant to National Career Technical Education Foundation (NCTEF)/Career Clusters™

### **The Basics of Career Based School Reform Movements**

1 p.m. – 4 p.m. • A706

Presenter: Michael Gross, Junction City High School Career Education Coordinator

### **How Career Clusters™ Support the Linkage Between Career Academies and Career Technical Education**

1 p.m. – 4:30p.m. • A702

Presenters: John Davidson and Daniel Smith, National Career Academy Coalition (NCAC)

### **Pathway Assessments: More Availability, More Progress**

1 p.m. – 3:30 p.m. • A708

Presenter: John Foster, President/CEO, NOCTI

### **Sticky Learning: Make It Real by Engaging Students in Project-Based Learning Experiences**

1 p.m. – 5 p.m. • A705

Presenters: Sandy Mittelsteadt and Diane Lindsey Reeves of Bright Futures Press

### **NRCCTE Jump Start Workshop: Career and Technical Educators Using Data-Driven Improvement (CTEDDI) (Part I of II)**

12:30 p.m. – 5 p.m. • A707

Presenters: Fran Beauman, CTEDDI National Trainer, Sandra Dunkel, CTEDDI National Trainer, Sandra Pritz, CTEDDI National Trainer and Principal Investigator; assisted by John Foster, CTEDDI National Trainer and Principal Investigator

## Monday • June 20, 2011

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### **How to Develop Problem-Based Learning Materials**

8 a.m. – 11:30 a.m. • A702

Presenters: Fran Beauman and Sandra Dunkel

### **Programs of Study: Nationally Designed Framework and Assessment Tool Together with the Rigorous Programs of Study National Model States**

8:30 a.m. – 11:30 a.m. • A708

Presenters: Debra Mills, VP of Partnerships, CORD; Libby Livings-Eassa, Education Programs Specialist, OVAE; and Dean Folkers, Deputy Executive Director, NASDCTEc

### **Career Pathways Leadership Certification Workshop**

Hosted by CORD (Part II of II)

9 a.m. – 11 a.m. • A703

Presenters: Ginger Booton and Carol Jurgens, Senior Consultants, Center for Occupational Research and Development (CORD)

### **Ingredients of the Perfect Test**

9 a.m. – 11:30 a.m. • A705

Presenter: Amie Birdsall, Division Manager, NOCTI

### **NRCCTE Jump Start Workshop: Career and Technical Educators Using Data-Driven Improvement (CTEDDI) (Part II of II)**

9 a.m. – 11:30 a.m. • A707

Presenters: Sandra Pritz, CTEDDI National Trainer and Principal Investigator; assisted by John Foster, CTEDDI National Trainer and Principal Investigator

### **Using the Career Cluster Knowledge and Skill Statements in Creating Programs of Study**

9 a.m. – 11:30 a.m. • A706

Presenter: Seth Derner, Consultant to National Career Technical Education Foundation (NCTEF)/Career Clusters™

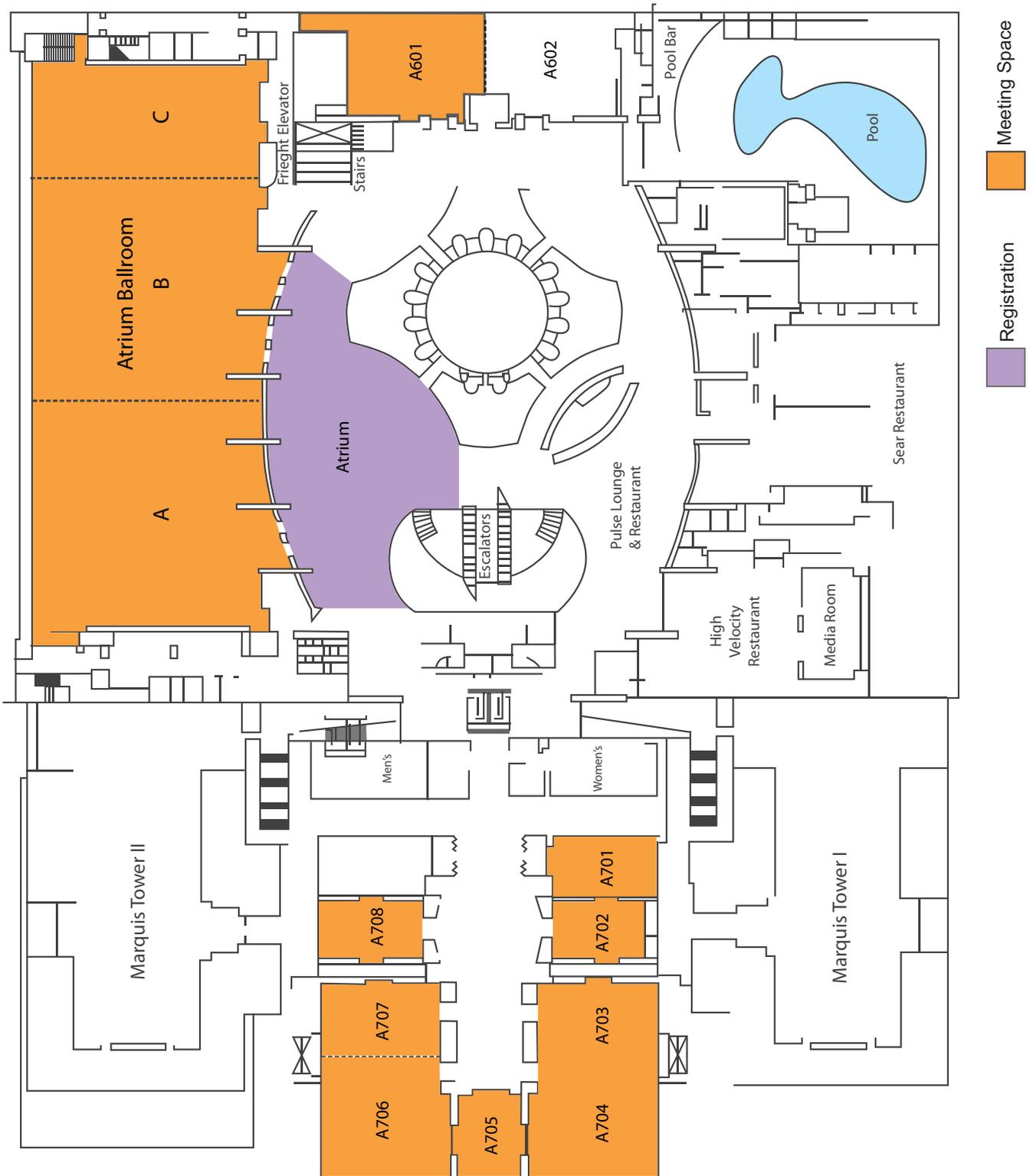
### **National Association of State Directors of Career Technical Education (NASDCTEc) and the National Career Academy Coalition Invitation-Only Event**

8 a.m. – 11:30 a.m. • A704

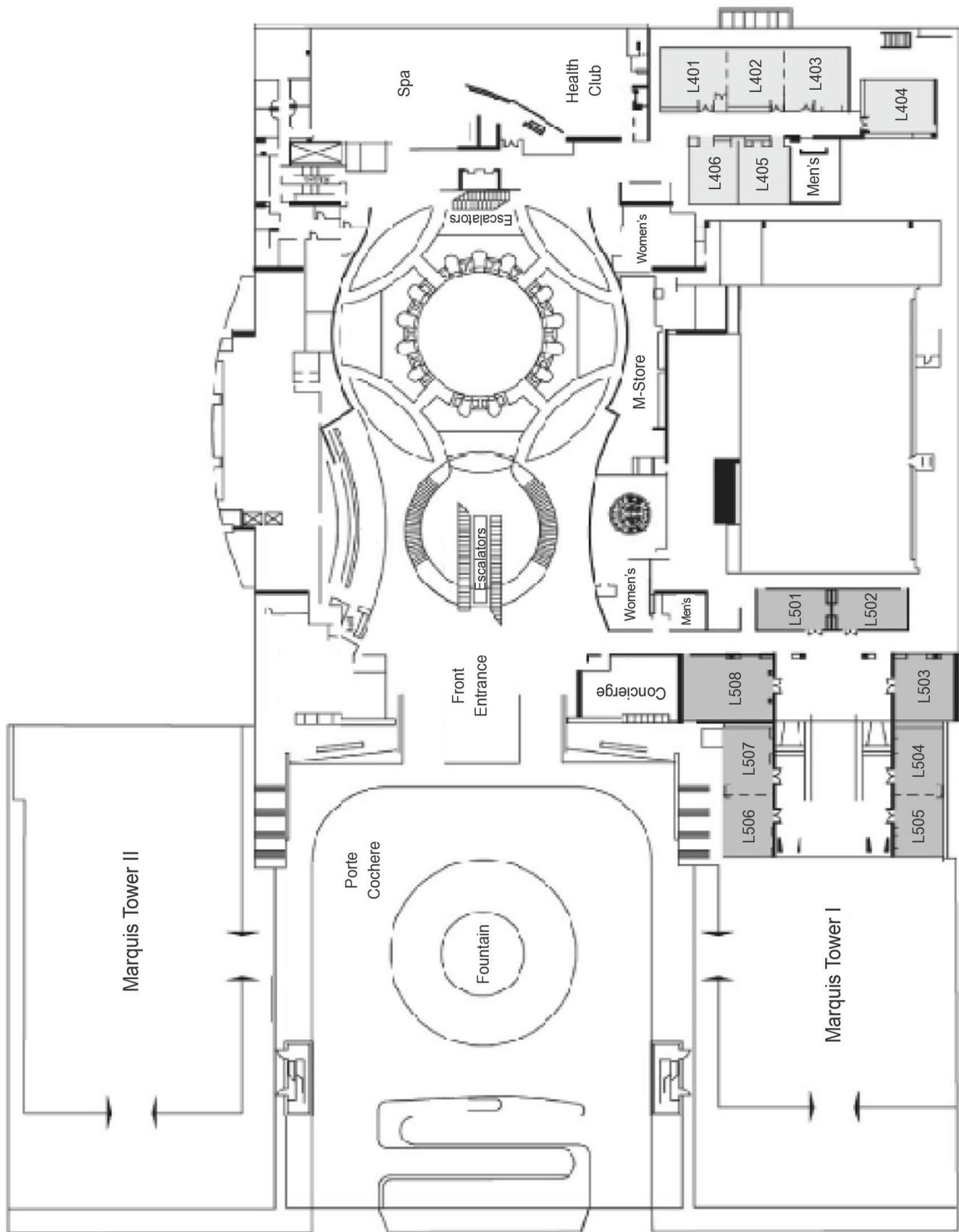
Presenters: Jan Struebing, Executive Director, NCAC; Kimberly Green, Executive Director, NASDCTEc; Sandy Mittelsteadt; Dean Folkers, Deputy Executive Director, NASDCTEc

# ATLANTA MARRIOTT ATRIUM LEVEL

## ATRIUM LEVEL

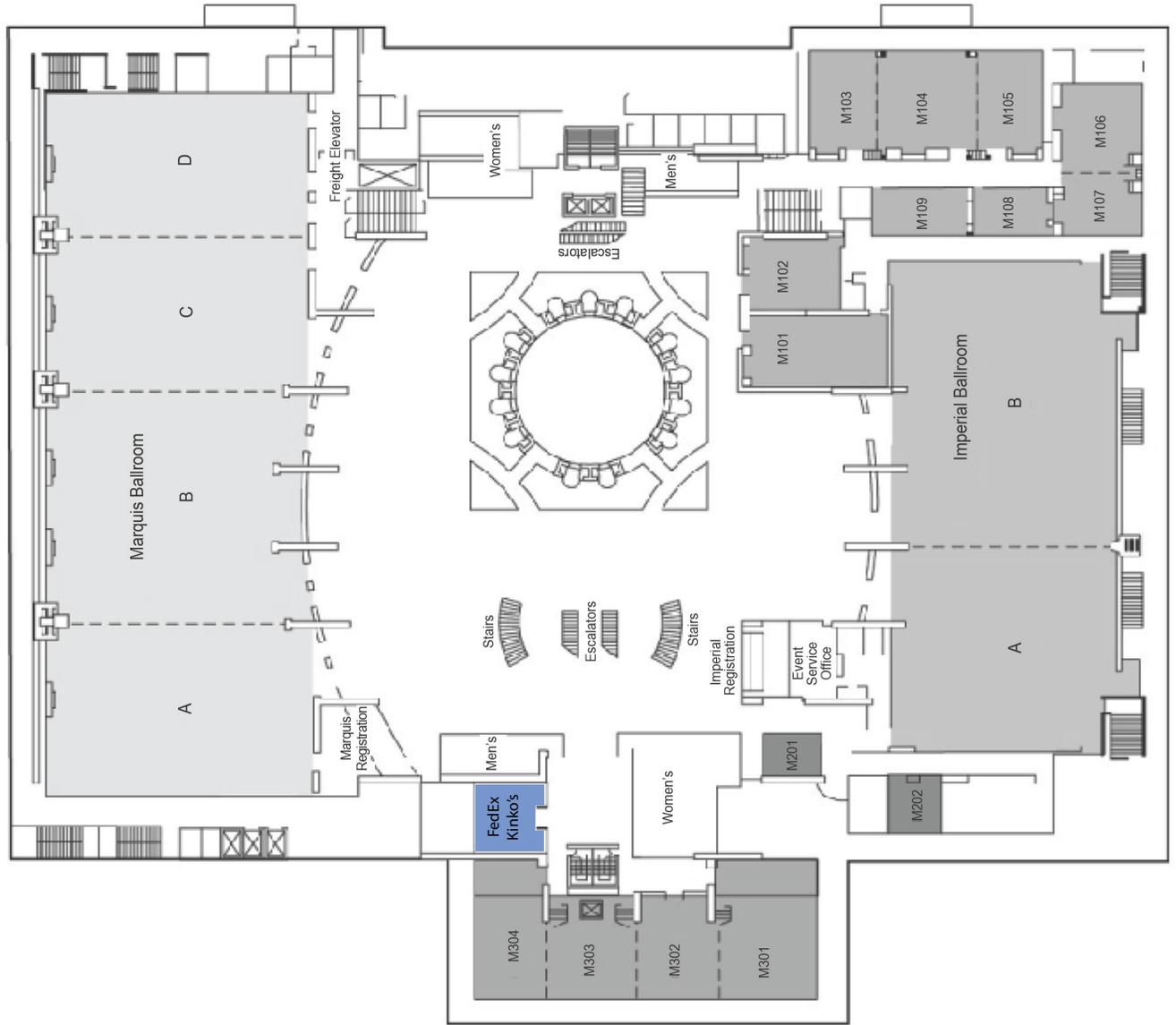


LOBBY LEVEL



# ATLANTA MARRIOTT MARQUIS LEVEL

## MARQUIS LEVEL



Business Center

## Career Cluster Strands

### Vendor Sessions

 Sponsors that will host sessions.

### Clusters as a Model for Collaboration

 Sessions in this strand will share examples (state, local and regional) in which leaders in education (secondary and postsecondary), workforce development, economic development and/or business work together using Career Clusters™ as the unifying model/approach.

### Innovations in Implementing Career Clusters™

 Sessions in this strand are targeted for secondary and postsecondary administrators at the state, district and local levels. Sessions will provide practical advice, examples and resources for administrators who seek to implement Career Clusters™ or to enrich their current implementation. Session may include a focus on how Career Clusters™ align initiatives and improvement efforts, the impact of Career Clusters™ on curriculum, guidance and/or community engagement activities, how Career Clusters™ help align learner levels, etc.

### Career Clusters™ and Programs of Study: Guidance, Instruction, and Assessment

 Sessions in this strand will share examples of the impact Career Clusters™' innovative teaching and learning strategies can have in shaping programs of study and career technical education efforts in secondary schools and postsecondary systems.

### Instruction and Innovations in 1 of the 16 Career Clusters™

 Sessions in this strand will share examples of successful efforts to develop new tools, resources or approaches in one or more of the 16 Career Clusters™. Please be sure to specify the name of the Career Cluster in which your session applies.

### Other

 These sessions apply to all audiences and cross varied strands.

## Audience Addressed and Session Strand

Representatives of workforce development	Representatives of economic development	State administrators of career technical education	Postsecondary administrators	Secondary administrators	Postsecondary faculty	Secondary teachers	Counselors	Program Session Number	Breakout Session Title
		●	●	●	●	●		A1	Rigorous Programs Of Study 2 to e3
					●	●	●	A2	Introducing a New Tool to Increase Student Success in Career Clusters™
		●		●	●	●		A3	Technical Communication: Rigor and Relevant Writing in Both the Technical and Academic Classrooms
●	●			●				A4	Pathways to Powerful Partnerships: How Schools and Businesses Collaborate to Promote Career Exploration
●	●	●	●	●	●	●	●	A5	ABCs of Career Clusters™
		●		●		●		A6	Implementing the Transportation, Distribution and Logistics Career Cluster in Your Classroom

# CROSSWALK MATRIX OF BREAKOUT SESSIONS

Representatives of workforce development	Representatives of economic development	State administrators of career technical education	Postsecondary administrators	Secondary administrators	Postsecondary faculty	Secondary teachers	Counselors	Program Session Number	Breakout Session Title
		●		●		●		A7	University of North Texas Educational Resources for STEM Teachers
		●	●	●			●	B1	Health/Information Technology (IT) Cluster Update
					●	●	●	B2	Developing Models for College Programs and Multiple Independent School Districts
						●		B3	Introduction to LEED - Leadership in Energy and Environmental Design
●						●		B4	Showcasing a World of Career Options: Building Partnerships Within Your Community
		●	●	●	●	●	●	B5	Connecting Career Clusters™ Knowledge & Skills to the Common Core
				●		●	●	B6	The Question is the Answer: The Power of Integration
					●	●		B7	Career Clust Update: Transportation, Distribution and Logistics
●	●			●				C1	Blended Learning Challenges: Creating a Scalable Automotive Tech Career Cluster Program at NNMC
		●		●		●		C2	Maximizing the Academics in CTE for Effective Student Learning
●	●	●	●	●	●	●	●	C3	What's Working in Pennsylvania CTE
				●		●	●	C4	Pre-Teaching/Social Services Career Pathway
●	●	●	●	●	●	●	●	C5	Alabama SUCCESS Initiative: Supporting the Career Cluster Education Student System Phase III
					●	●		C6	Skills Assessment Made Easy - Online Delivery of Challenge Exams
●	●	●	●	●	●	●	●	C7	A Historical Perspective to Career Clusters™
●	●	●	●	●	●	●	●	C8	The <i>Kuder Career Planning System</i> – A Solution for All Ages
				●		●		D1	21st Century Skills for Every Career Cluster: Entrepreneurship
●		●	●	●	●	●	●	D2	Career Clusters™ Update – Architecture and Construction
		●		●			●	D3	Academic and Career Plans and The Virginia Education Wizard
		●	●	●	●	●		D4	Statewide Rigorous Plans of Study in the Finance and Health Sciences Career Clusters™

# CROSSWALK MATRIX OF BREAKOUT SESSIONS

Representatives of workforce development	Representatives of economic development	State administrators of career technical education	Postsecondary administrators	Secondary administrators	Postsecondary faculty	Secondary teachers	Counselors	Program Session Number	Breakout Session Title
				●	●	●		D5	Linking Theory to Authentic Practice - Providing Insights into Educational Careers
●	●	●						D6	CTE and ACP: Peanut Butter and Jelly
		●		●		●		D7	Increasing Academic Achievement with STEM
●	●	●	●	●	●	●	●	D8	A Conversation with Roadtrip Nation
					●	●		E1	Open Ended Challenge Problems: Appropriate 21st Century Preparation in any Career Cluster
●	●	●	●	●	●	●	●	E2	The Secret to Roadtrip Nation's Success
		●	●	●				E3	Powering Partnerships to Enhance Student Transition
●	●	●	●	●	●	●		E4	Marketing CTE: Learning that Works for America™
				●		●	●	E5	North Carolina Career Clusters™ Guide: Supporting Career Clusters™ Implementation
●	●	●						E6	Securing America thru Career Pathways
●	●	●	●	●	●	●	●	E7	Skill Sets for the Emerging Green Workforce
●	●	●	●	●	●	●	●	E8	National Legislative Update
				●		●	●	F1	A New Taxonomy of High School Career and Technical Education (CTE): Engagement, Achievement and Transitions of CTE Students
●		●	●					F2	From Vision to Practice: Developing Rigorous Programs of Study Aligned with State Economic and Workforce Development Needs
●						●	●	F3	Keeping Youth Engaged
		●	●	●				G1	Mission Possible: Using Real-World Problems to Assess Student Mastery of Standards
		●	●	●	●	●		G2	21st Century Leadership in Career Pathways and Career Themed Education
				●		●		G3	Lehigh Technology Center Innovations in Implementing Career Clusters™
				●	●	●		G4	Building Students' 21st Century Communication Skills for the Workplace of Tomorrow
●		●	●	●	●	●	●	G5	Cluster Leader Update: Education and Training

# CROSSWALK MATRIX OF BREAKOUT SESSIONS

Representatives of workforce development	Representatives of economic development	State administrators of career technical education	Postsecondary administrators	Secondary administrators	Postsecondary faculty	Secondary teachers	Counselors	Program Session Number	Breakout Session Title
●		●	●	●	●	●	●	H1	Cluster Leader Update - Information Technology
		●		●		●		H2	Making Literacy Career-Relevant
●	●	●	●	●	●	●		H3	Marketing CTE: Learning that Works for America™
							●	H4	e3 Guidance and Career Counseling
●	●	●	●	●	●	●	●	H5	Legislative Update
		●		●		●		I1	Elevating the Rigor and Relevance in Agricultural Education with CASE
		●		●		●		I2	Career Technical Educators using Data-Driven Improvement (CTEDDI)
●		●	●	●	●	●	●	I3	Career Clusters™: Updating the Knowledge and Skills Statements
			●					I4	Postsecondary Curriculum Development
		●	●	●				I5	Integrating Geospatial Technology into Career Cluster Based Programs of Study
●	●	●				●	●	I6	Update on the State of Georgia: Progress Toward Excellence
●	●	●	●	●	●	●		J1	Marketing CTE: Learning that Works for America™ (Repeat of H3)
		●		●	●	●	●	J2	Career Cluster Tools to Assist in Local Implementation
●		●	●	●	●	●	●	J3	Career Clusters™: Updating the Knowledge and Skills Statements
●		●	●	●	●	●	●	J4	Career Cluster Update: Agriculture, Food and Natural Resources
●	●	●	●	●	●	●	●	J5	Georgia Goes Green: Green Rigorous Programs of Study and the Lessons Learned
●	●	●	●	●	●	●	●	J6	A Historical Perspective to Career Clusters™ (Repeat of C7)

Registration

Hotel Registration

7 a.m. – 4 p.m.

Opening General Session

Welcome

Atrium Salon A

1 p.m. – 2:30 p.m.

Joint Color Guard Flag Presentation



**Welcome by  
Martha Reichrath**

Deputy State Superintendent of Schools, Georgia Department of Education

Dr. Martha Reichrath is currently Deputy State Superintendent of Schools for the Georgia Department of Education – in the arena of curriculum, instruction, and assessment. She has served public education in Georgia for over 35 years – as a teacher, principal at all 3 levels, central office administrator, and as Governor Perdue’s appointed education accountability agency head. As a turn-around principal of Chamblee HS, she led the school to become a National Blue Ribbon HS, and a flagship model of exemplary achievement within a highly diverse student population. Chamblee was and still is a shining testimony to the power of high expectations and the establishment of a culture of excellence. In her present role, one of her most outstanding challenges is the development and implementation of the Georgia Performance Standards – with particular emphasis on stellar advancements in mathematics, science, and career technology.

**Connecting the Pieces: Career Clusters™, Career Technical Education (CTE), and the Common Core**

Opportunities are emerging for the National Career Clusters™ Framework as the education community moves to integrate the reform of CTE standards with the Common Core State Standards Initiative. Esteemed academics and CTE experts will share their perspectives and highlight models of effective collaboration and partnerships that have provided students a pathway to college & career readiness with *A World of Career Options: One Simple Framework*.

Kimberly Green, Executive Director, National Association of State Directors of Career Technical Education Consortium (NASDCTEc), will moderate our nationally-recognized panel:



**David Barnes**

Associate Executive Director for Research, Learning and Development, National Council of Teachers of Mathematics (NCTM)



**Janet Bray**

Executive Director, Association for Career and Technical Education (ACTE)



**Jill Cook**

Assistant Director, American School Counselor Association (ASCA)



**Francis Eberle**  
Executive Director,  
National Science Teachers  
Association (NSTA)



**Peter Smagorinsky**  
Distinguished Research Professor of  
English Education Department  
of Language and Literacy Education,  
University of Georgia  
Representing the National Council of  
Teachers of English (NCTE)

This session is exceptionally valuable for Institute attendees – teachers, faculty, counselors and administrators at the secondary and postsecondary level (both academic and CTE) – who are working to implement Career Clusters™ and other activities that integrate and align academic and technical content.



## NASDCTEc Launches CTE: Learning that Works for America™ Initiative

Career technical education (CTE) leaders have launched a national initiative focused on garnering awareness of and support for CTE. The CTE: Learning that Works for America™ is a campaign intended to showcase and advocate for high-quality, successful CTE.

### Join the campaign!

We know that CTE, with the implementation of the Career Clusters™ Framework, can be a powerful tool that serves our students. Let's share our success and stories with students, parents, educators, business and industry, and policymakers – they want to know what education works for America.

Visit [www.careertech.org](http://www.careertech.org) to join the campaign and spread word about CTE with a clear voice and unified message. We have created talking points, presentation materials, and strong data handouts to help you play your part in supporting CTE. Everyone's help is needed!

**Marketing CTE: Learning that Works for America™ sessions on  
Tuesday, June 21, 1 p.m. - 2 p.m., 2:20 p.m. - 3:20 p.m.; Wednesday, June 22, 10:45 a.m.**

**For more questions, contact the National Association of State Directors of Career  
Technical Education Consortium (NASDCTEc) at 301-588-9630 or [euy@careertech.org](mailto:euy@careertech.org).**

Session A: Concurrent Breakouts

2:45 p.m. – 3:45 p.m.

**A1 A707**

**Rigorous Programs Of Study 2 to e3**

The Office of Vocational and Adult Education (OVAE) in collaboration with major national associations, organizations, and states, have formulated a program of study (POS) framework and accompanying self-assessment tool. The tool is aimed to assist states and locals to meet the Carl D. Perkins Career and Technical Education Act IV requirements and ensure consistency of programs across the nation. Attendees will be introduced to the components as well as the assessment, hear from Rigorous Programs of Study (RPOS) State Grantees about their implementation experiences, as well as hear suggestions on how to best utilize the assessment for determining your professional development needs so they can take it to the power of e3 – educate, engage, empower!

**Libby Livings-Eassa** • Education Program Specialist, U.S. Department of Education, OVAE

**Scott Hess** • Branch Chief, U.S. Department of Education, OVAE

**Sharon Lee Miller** • Director, Division of Academic and Technical Education, U.S. Department of Education, OVAE

**A2 A703**

**Introducing a New Tool to Increase Student Success in Career Clusters™**

The League for Innovation, with funding from the MetLife Foundation, has developed a new tool to enhance collaboration among secondary/postsecondary education and business/industry partners. Significant Discussions is a user-friendly guide designed to help reduce remediation, smooth student transitions, and increase student success through improved curriculum alignment.

**Marsha VanNahmen** • Interim Director, Center for Teaching and Learning, Indiana University/Purdue University at Columbus, IN (IUPUC)

**Jan Spivak** • Career Pathways Consortium Liaison, Miami-Dade County Public Schools, Miami, FL

**Kathleen Beauman** • Director, Business Education Partnerships, Anne Arundel Community College, Arnold, MD

**Laurance Warford** • Senior Workforce Consultant, League for Innovation in the Community College, Columbus, IN

**A3 A704**

**Technical Communication: Rigor and Relevant Writing in Both the Technical and Academic Classrooms**

Help prepare your students for both work and college through instruction about technical writing. Learn how technical writing differs from academic writing while meeting state writing standards. Learn how to embed rigorous and relevant communication into your classroom content. See sample projects and interdisciplinary instruction with writing across the career pathways.

**Carol Larkin** • Instructor, Mentor Public Schools, Lyndhurst, OH

**A4 A705**

**Pathways to Powerful Partnerships: How Schools and Businesses Collaborate to Promote Career Exploration**

A well-planned, sustained relationship between a company and school can significantly motivate students to take an active role in charting their career plans and succeeding in school. This presentation highlights Newport News Public Schools' successful partnerships with local businesses that facilitate career exploration, and promote students' academic success.

**Ann Ifekwunigwe** • Career Pathways Supervisor, Newport News Public Schools, Newport News, VA

**Crystal Taylor** • Instructional Supervisor of Career and Technical Education, Newport News Public Schools, Newport News, VA

**A5 A706**

**ABCs of Career Clusters™**

New to Career Clusters™? Come to this introductory session to learn the basics of the Career Clusters™ model, its components, and implementation strategies. This session is designed for first-time participants and those becoming familiar with Career Clusters™.

**Seth Derner** • Consultant to National Career Technical Education Foundation (NCTEF)/Career Clusters™, Silver Spring, MD

**A6 A702**

**Implementing the Transportation, Distribution and Logistics Career Cluster in Your Classroom**

Come to this session and have instant access to over 500 Transportation, Distribution and Logistics lesson plans. All lessons were developed by teachers for teachers. In addition to being used in the CTE classroom, these lessons can easily be integrated into mathematics, science, social studies, language arts and special education. Many lessons are in a problems- or project-based learning format and all are targeted for students in grades 6-12.

**Frances Beauman** • Project Director, Transportation Careers Project

**Sandy Dunkel** • Assistant Project Director, Transportation Careers Project

**Christopher L. Olds** • Instructor, Robert W. Harrold Campus, Sidney Center, NY

**Mike Acre** • Mathematics Instructor, Robert W. Harrold Campus, Sidney Center, NY

**A7 A708**

**University of North Texas Educational Resources for STEM Teachers**

The University of North Texas, through the Educational Excellence Grants, has developed free educational resources and tools for CTE teachers. With the implementation of new Texas Essential Knowledge and Skills (TEKS) standards and courses, see what new and innovative instructional resources are available for you to use in your science, technology, engineering and mathematics classrooms.

**Kathy Belcher** • Curriculum Specialist, University of North Texas, Denton, TX

## Session B: Concurrent Breakouts

4:05 p.m. – 5:05 p.m.

### B1 A708

#### Health/ Information Technology (IT) Cluster Update

Gretchen Koch, Health Sciences and IT Career Cluster Leader, will share information on how these Clusters are working with Department of Education, HHS, and the Department of Labor to develop a Program Of Study for Health IT as it relates to the implementation and usage of Information Technology Applications in health care.

**Gretchen Koch** • Sr. Director, Workforce Development Programs, CompTIA, Downers Grove, IL

**Scott Hess** • Branch Chief, U.S. Department of Education, OVAE

**Phyllis Johnson** • Board Member, Georgia NCHSE

### B2 A703

#### Developing Models for College Programs and Multiple Independent School Districts

El Paso Community College has developed formats to demonstrate how Career Clusters™ can be applied for college programs to support career technical pathways and academic development with multiple independent school districts. Examples of matrices will show how students can follow clear paths in developing technical skills during secondary and postsecondary education programs, and allow for comprehensive, clear approaches for teachers, counselors and parents ensuring student success.

**Aggie Becker** • Achieve Texas Facilitator, El Paso Community College, TX

### B3 A704

#### Introduction to LEED - Leadership in Energy and Environmental Design

This presentation is an overview of the Leadership in Energy and Environmental Design (LEED) Rating System, the benefits of building "green" schools, and pictorial examples of LEED certified schools in Texas.

**Gary Juren** • Program Coordinator, Architecture and Construction, University of North Texas, Denton, TX

### B4 A705

#### Showcasing a World of Career Options: Building Partnerships Within Your Community

This workshop focuses on the collaboration between schools and community members who can become partners in education. By choosing a career-oriented project to do with students, teachers will learn how to coordinate, pay for the project, collaborate with other schools, create a portfolio of important contacts. You'll learn how others, through the collaborative approach, accomplished their projects.

**Annette Joyner** • FACS Teacher, Mountain View Middle School, Alamogordo, NM

**Gina Trujillo** • Computer Teacher, Mountain View Middle School, Alamogordo, NM

**B5 A706**

**Connecting Career Clusters™ Knowledge & Skills to the Common Core**

The Common Core State Standards have been widely adopted across the country. What does that mean for career technical education (CTE) courses and for programs of study (POS)? Attend this session to receive an overview of both collections and hear about ideas and best practices for making the connection in your programs.

**Seth Derner** • Consultant to National Career Technical Education Foundation (NCTEF)/Career Clusters™, Silver Spring, MD

**B6 A707**

**The Question is the Answer: The Power of Integration**

Integration provides opportunities for more relevant, less fragmented and more stimulating experiences for learners. Students use higher-level thinking skills and can apply what they learn to future challenges. This session will demonstrate how project-based learning bridges the gap between classroom experiences and real-life experiences outside the classroom. To demonstrate integration we will be using American Careers Educational Programs.

**Helen Winter** • Education Consultant, Career Communications, Inc., Overland Park, KS

**B7 A702**

**Career Cluster Update: Transportation, Distribution and Logistics**

Come join this session for an update on the activities, resources, and information associated with a specific Career Cluster. The session will be led by the Career Cluster Leader and is designed to share best practices, ideas, and create networking related to the Transportation, Distribution & Logistics Career Cluster. There will be an opportunity for session attendees to share their experiences related to the specific Career Cluster, provide questions, or share feedback they would like to provide related to the Career Cluster.

**Frances Beauman** • Project Director, Two Rivers Professional Development Center, Edwards, IL

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**Institute Reception**

Atrium Salon B

5:05 p.m. – 6:15 p.m.

All Institute participants are invited! Please join us for hors d'oeuvres and a cash bar.

**NOTE: Your name badge is your admission ticket to the reception.**

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## Continental Breakfast

Atrium Ballroom Foyer

7 a.m. – 8 a.m.

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## Registration

Hotel Registration

7 a.m. – 3:15 p.m.

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## General Session

Atrium Salon A

8 a.m. – 9 a.m.

## Keynote Presentation by Roadtrip Nation

### Keynote Speakers:

#### Mike Marriner

Director and Cofounder, Roadtrip Nation

#### Brian McAllister

Cofounder and Outreach Director, Roadtrip Nation



The purpose of Roadtrip Nation is to bring insights and inspiration from the open road to students across the country.

RoadtripNation.org offers curricula and resources for Roadtrip Scholars to gain access and exposure to life pathways that they may never have encountered otherwise.

What started out as a simple roadtrip of self-discovery for three college friends turned into a movement, sparking a documentary series on public television, a number of books, and a curriculum, all focused on helping people define their own roads in life.



**Mike Marriner** is the Director and Cofounder of Roadtrip Nation. Feeling that his education was not connected to the real world, upon graduation he hit the road in an old, green RV to interview leaders across America and learn how they got to where they are today. That roadtrip was featured in

Forbes Magazine and later turned into the book, “Roadtrip Nation” (Random House). The first book was released in 2003 and was publicized through outlets such as NBC’s Today Show, CBS News, NPR, BBC News, Newsweek, USA TODAY, Outside Magazine, Esquire Magazine and other outlets. Following the book launch, Mike cofounded Roadtrip Nation to offer other students that same experiential learning opportunity. The independent organization produces a variety of annual, multi-media content productions, including the annual Roadtrip Nation television series on PBS and the new Roadtrip Nation Experience Curriculum, which help students and educators in under-served communities connect their education to the real world. [www.roadtripnation.org](http://www.roadtripnation.org)



**Brian McAllister** is the Cofounder and Outreach Director for Roadtrip Nation. Brian leads Roadtrip programs and Roadtrip opportunities on more than 350 college campuses, as well as oversees general outreach and grassroots marketing efforts for the organization. Over the past seven

years, Brian has produced more than 400 live Roadtrip Nation events across the country. Brian is a frequent speaker and keynote presenter for Roadtrip Nation at national conferences, including the National Association of Colleges and Employer (NACE) and Student Affairs Administrators in Higher Education (NASPA). He has also appeared on national broadcast outlets such as “The Early Show” on CBS. Additionally, Brian participates in comprehensive teacher training sessions to help educate Roadtrip Nation program administrators in the overall movement and organization. Brian graduated from Pepperdine University in 1998 with a degree in communications and played on Pepperdine University’s Division I national championship water polo team in 1997.

Session C: Concurrent Breakouts

9:20 a.m. – 10:20 a.m.

**C1** A702

**Blended Learning Challenges: Creating a Scalable Automotive Tech Career Cluster Program at NNMC**

Dr. Ken Dvorak and Gilbert Sena will discuss how educational technology augments the educational experience and improves learning outcomes at Northern New Mexico College (NNMC) – an institution that serves a Native American and Hispano student population characterized by a deep cultural history.

**Ken Dvorak** • Director, Distance Education, Northern New Mexico College, Espanola, New Mexico

**Gilbert Sena** • CTE Chair, Northern New Mexico College, Espanola, New Mexico

**C2** A703

**Maximizing the Academics in CTE for Effective Student Learning**

What leads to the effective instruction of academics in career technical education (CTE)? The National Research Center for Career Technical Education (NRCCTE) has conducted three research studies in CTE-academics integration: Math-in-CTE; Authentic Literacy-in-CTE; and most recently, Science-in-CTE. Attendees will hear about the outcomes of these studies and learn about the practical aspects of implementing models of curriculum integration.

**Donna Pearson** • Associate Director, NRCCTE, Louisville, KY

**C3** A704

**What's Working in Pennsylvania CTE**

In Pennsylvania, Regional Career Technology Centers use strategies that thoughtfully align programs, people and process to strengthen academic and technical achievement among their students. The Pennsylvania CTE Best Practices Initiative, carried out by the Meeder Consulting Group in partnership with the PA Department of Education's Bureau of CTE, has documented 11 key strategies through a series of case studies and promising practice profiles. At this session, Hans Meeder, former Deputy Assistant Secretary at the U.S. Department of Education and President of the Meeder Consulting Group, will share specific examples of how these practices are being used by Pennsylvania's best CTE centers to improve student results. These practices include the integration of literacy and numeracy strategies across the curriculum, cross-curricular collaboration between CTE and academic teachers, schoolwide curriculum re-invention, school leadership and management strategies, and school-based professional development.

**Hans Meeder** • Executive Director, Meeder Consulting Group

**C4** A705

**Pre-Teaching/Social Services Career Pathway**

This session will give attendees an opportunity to see how a Pre-Teaching/Social Services Pathway was developed to offer all students an opportunity to pursue careers in education and social services. All documents used to develop and implement the pathway will be discussed and shared with attendees. Further, you will explore how postsecondary connections are emphasized and used to guide students into reaching a higher level of learning.

**Diane Christiano** • District Coordinator, Career & Technology Education, Stratford Public Schools, Stratford, CT

**Katherine Brophy** • Program Coordinator, Department of Human Development & Family Studies, University of CT, College of Liberal Arts and Sciences, Storrs, CT

**Michele Croteau** • Lead Teacher and Coordinator of Pre-Teaching/Social Services Pathway, Bunnell High School, Stratford, CT

**Victoria Priddle** • Extended Learning Coordinator of Pre-Teaching/Social Services Pathways, Bunnell High School, Stratford, CT

**C5 A706**

**Alabama SUCCESS Initiative: Supporting the Career Cluster Education Student System Phase III**

Alabama presents its collaboration between secondary and postsecondary entities in a series of pathway documents. With SUCCESS, Alabama is making sure its students are able to make an informed choice as they enter the workforce. Since 2009, over 15,000 student guides and over 22,000 Career Cluster kits have been distributed throughout Alabama. In the winter of 2011, all Alabama counselors will receive pathways documents customized to the high schools and community colleges in the state. Come share our success!

**Mary Simon** • State Tech Prep Coordinator, Alabama Department of Education, Montgomery, AL

**Marian Haynie** • Director of Career Transitions, Gadsen State Community College, Gadsen, AL

**C6 A707**

**Skills Assessment Made Easy - Online Delivery of Challenge Exams**

This presentation will share information on delivering a comprehensive challenge exam via an online delivery system.

**Ron Coffman** • Career Technical Education Coordinator/Advisor, Dyersburg State Community College, Dyersburg, TN

# Kuder® Career Planning System

*A suite of solutions for all ages.*



**Kuder® Galaxy** – Career awareness experience for all elementary students with four categories of activities: Play, Watch, Do, and Explore.

**Kuder® Navigator** – An online education and career planning system for middle and high school students that provides an interactive interface to attain skills that are the foundation for lifelong career success.

**Kuder® Journey** – Tailored to the individual needs of postsecondary students and adults, whether they are just beginning the job search, lost their job, or looking to advance their career.

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**C7 A708**

**A Historical Perspective to Career Clusters™**

Dr. McCage has lived and worked through two different periods during which the Career Clusters™ concept was developed and promoted. The first was during the mid-to-late 1970s when the U.S. Commissioner of Education, Dr. Sydney P. Marland, Jr., first promoted the concept of Career Clusters™ as a part of the broader concept of Career Education. The second was from the mid-1990s forward, during which he was directly involved in the development and implementation of the Career Clusters™ and Pathways as well as the National Skills Standards Initiative. He will share what worked and what did not in this fascinating story of how an idea grew to national realization.

**Ron McCage** • President, Career and Technical Education Consortium of States, Inc., (CTECS), GA

**C8 A601**

**The Kuder Career Planning System - A Solution for All Ages**

With the right career guidance tools, today's schools can create a single source for the continual transition from elementary to middle school to high school through college and into today's workforce. Kuder not only provides the career planning systems you have come to love but also has the ability to connect students to businesses for internships, job shadowing programs, and placement for jobs, students will experience an easier, more successful transition into the world of work. Learn about the Kuder Career Planning System and how it offers innovative and comprehensive educational and career planning for all levels of involvement – elementary, middle school, high school, postsecondary, and adults.

**Scott Vandever** • Vice President of National Sales, Kuder, Inc., Adel, IA

**Session D: Concurrent Breakouts**

10:40 a.m. – 11:40 a.m.

**D1 A702**

**21st Century Skills for Every Career Cluster: Entrepreneurship**

This session will share a new teacher preparation and student leadership approach, *Roadmap for Entrepreneurs*, which is designed to help guide thinking about the important 21st Century skills set that is essential for work in the United States. Since 87 percent of U.S. businesses employ 5 or fewer people, cultivating entrepreneurial mindsets is essential for self-sufficiency among individuals to compete for jobs in any of the 16 Career Clusters™.

**Horace Robertson** • Secretary-Treasurer, Consortium for Entrepreneurship Education, Cary, NC

**D2 A703**

**Career Cluster Update – Architecture & Construction**

Come join this session for an update on the activities, resources, and information associated with a specific Career Cluster. The session will be led by the Career Cluster Leader and is designed to share best practices, ideas, and create networking related to the Architecture and Construction Career Cluster. There will be an opportunity for session attendees to share their experiences related to the specific Career Cluster, provide questions, or share feedback they would like to provide related to the Career Cluster.

**Deanna Lewis** • Director Career and Certification Services, Home Builders Institute, Washington, DC

**D3 A704****Academic and Career Plans and The Virginia Education Wizard**

The largest coalition of educational agencies and services in Virginia history is supporting the continued development of the innovative Virginia Education Wizard ([www.VaWizard.org](http://www.VaWizard.org)) – with a goal of making the online college and career planning tool the primary college and career planning resource for every student in Virginia. All students in Virginia will be required to create an Academic and Career Plan (ACP) during 7th grade starting with the 2011-2012 academic year. The Virginia Education Wizard will make it easier through an electronic system for educators, students, and parents. This session will describe the ACP requirements, the Wizard system, and implications for all students.

**Joseph Wharff** • School Counseling Connections Specialist, Virginia Department of Education, Richmond, VA

**D4 A705****Statewide Rigorous Plans of Study in the Finance and Health Sciences Career Clusters™**

This presentation will outline the steps for creating a Rigorous Program of Study (RPOS) in the Finance and Health Science Career Clusters™ from choosing a Career Cluster to marketing, assessing and sustaining the final product. This presentation will cover the challenges, the successes and the lessons learned from the process.

**Kim Runion** • Education Consultant, New Hampshire Department of Education, Concord, NH

**Justina Crosby** • Consultant, New Hampshire Department of Education, Dover, NH

**Kathleen Totten** • Director, Eastern Region Partnership, Portsmouth, NH

**D5 A706****Linking Theory to Authentic Practice - Providing Insights into Educational Careers**

This presentation explains how theory can be linked to activities within an early childhood setting. It demonstrates how the authentic experience at an early childhood center enables secondary students to make better career decisions. The model for this team's hands-on approach will be explained in depth. A course syllabus will be provided.

**Irene Den Bleyker** • Assistant Professor, University of New Mexico – Gallup Branch, Gallup, NM

**D6 A707****CTE and ACP: Peanut Butter and Jelly**

Join the conversation as staff from the Office of Vocational and Adult Education (OVAE) share the vision of career pathways from a national perspective, what is new on the forefront, and how adult career pathways is critical to the conversation.

**Libby Livings-Eassa** • Education Program Specialist, U.S. Department of Education, OVAE

**Scott Hess** • Branch Chief, U.S. Department of Education, OVAE

**Sharon Lee Miller** • Director, Division of Academic and Technical Education, U.S. Department of Education, OVAE

**D7 A708****Increasing Academic Achievement with STEM**

Learn about a program of study (POS) that adds rigorous content, relevant instruction, authentic assessment, and real-world mathematics, science, and language arts applications through biomedical sciences and engineering curriculum. Project Lead The Way provides partnering schools with a full curriculum, end-of-course exams, continuous professional development, college credit options, and on-going support.

**Gail Parsons** • Director, Project Lead the Way, Tallahassee, FL

**D8 A601**

**A Conversation with Roadtrip Nation**

Members of the Roadtrip Nation, a non-profit educational organization, share the story of their movement, how they exist to support, empower, and encourage individuals who want to define their own roads in life. The keynote speakers will describe the Roadtrip Nation Experience, sharing stories that relate to the career technical education (CTE) vision and providing an opportunity to explore deeper the experiences of the process.

**Mike Marriner** • Founder/Director of Strategic Partnerships, Roadtrip Nation and Keynote Speaker

**Brian McAllister** • Founder/Outreach Director and Keynote Speaker

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**Institute Luncheon**

Atrium Salon B

11:45 a.m. – 12:45 p.m.

All Institute participants are invited!

**NOTE: Your name badge is your admission ticket to lunch.**

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**Session E: Concurrent Breakouts**

1 p.m. – 2 p.m.

**E1 A702**

**Open Ended Challenge Problems: Appropriate 21st Century Preparation in any Career Cluster**

Challenging students in any of the 16 Career Clusters™ with problem-based learning that is of high interest offers teachers a way to offer exciting classes. Providing ways for all students to gain entrepreneurial skills essential for 21st Century workers is a key to students performing at high levels while in school and in the workplace.

**Horace Robertson** • Secretary-Treasurer, Consortium for Entrepreneurship Education, Cary, NC

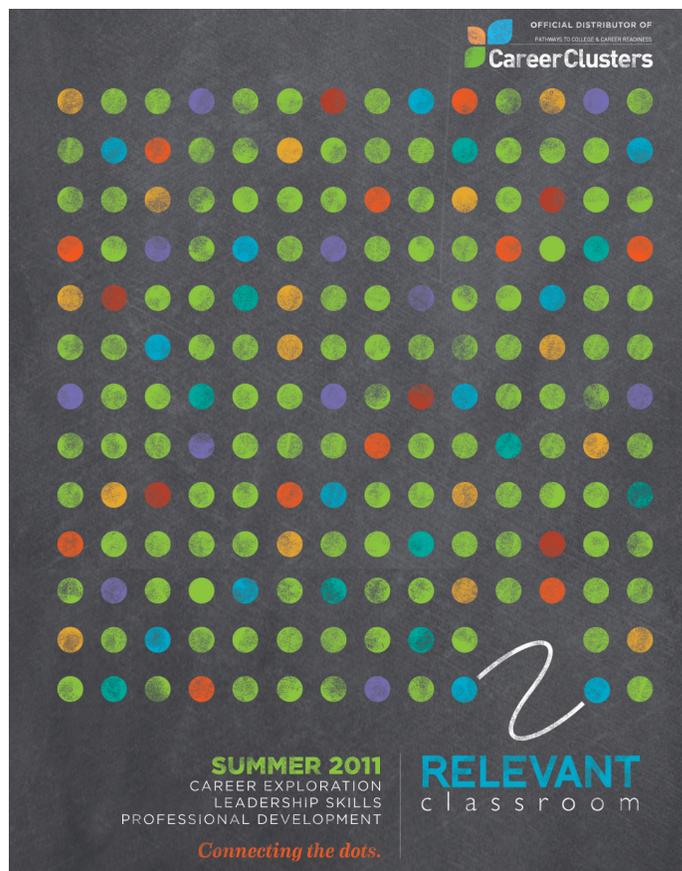
**E2 A703**

**The Secret to Roadtrip Nation's Success**

Roadtrip Nation, a non-profit educational organization, developed a curriculum that empowers students to get out into their communities and connect what they learn to their real world. The Roadtrip Nation speakers will share how this curriculum, professional development, and resources are used for students to gain access and exposure to career pathways that they may have otherwise not known existed.

**Mike Marriner** • Founder/Director of Strategic Partnerships, Roadtrip Nation and Keynote Speaker

**Brian McAllister** • Founder/Outreach Director and Keynote Speaker



**E3 A704**

**Powering Partnerships to Enhance Student Transition**

Perkins is the engine driving Illinois' leadership to collaborate in the development of programs of study (POS). This session puts you in the driver's seat to explore the POS implementation design framework and partnering strategies that are fueling career technical education (CTE) programs, assisting students in transitioning, and fostering economic growth.

**Aimee LaFollette Julian** • Associate Director of Professional Development, Illinois Center for Specialized Professional Support, ISU, Normal, IL

**Kristy Morelock** • Associate Director of CTE - Programs of Study, Illinois Community College Board, Springfield, IL

**E4 A705**

**Marketing CTE: Learning that Works for America™**

Career Technical Education (CTE) is experiencing a monumental shift. The CTE community has embraced a new vision and is endorsing a new brand for CTE. It is the job of the CTE community to share the great stories about how CTE and Career Clusters™ is that type of Learning that Works for America. We will share resources and helpful tips to help market CTE in your district and school. Session is repeated in H-3 and J-1.

**Erin Uy** • Communications and Marketing Manager, National Association of State Directors of Career Technical Education Consortium (NASDCTEc), Silver Spring, MD

**E5 A706**

**North Carolina Career Clusters™ Guide: Supporting Career Clusters™ Implementation**

North Carolina is preparing students to be career and college ready. Using the North Carolina Career Clusters™ Guide counselors, career development professionals, and teachers have a resource to assist students with making informed educational and career plans for future success.

**Felicia Gray-Watson** • Section Chief, CTE Support Services, North Carolina Department of Public Instruction, Raleigh, NC



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**E6 A707**

**Securing America thru Career Pathways**

Join the Office of Vocational and Adult Education (OVAE) as they explore a three-pronged approach to building a strong nation: 1) enlistment: military career pathways; 2) post-enlistment – for example, displaced NASA workers, returning vets (Adult Career Pathways); and 3) civilian service for the fifth gen: cyber security, information assurance.

**Libby Livings-Eassa** • Education Program Specialist, U.S. Department of Education, OVAE

**Scott Hess** • Branch Chief, U.S. Department of Education, OVAE

**Sharon Lee Miller** • Director, Division of Academic and Technical Education, U.S. Department of Education, OVAE

**E7 A708**

**Skill Sets for the Emerging Green Workforce**

With the exploding interest in green building and environmental sustainability, now is the time to incorporate these concepts and skills expectations and construction, architecture, and engineering programs. There will be a shortage of trained and knowledgeable persons and you can provide your students with an advantage upon graduation. Modify your curriculum with new ways of thinking that include viewing buildings as a set of interrelated systems and incorporating advanced technologies that conserve energy and water while maximizing comfort, indoor air quality and durability.

**Howard Katzman** • Consultant, Green Choice Consulting, Atlanta, GA

**E8 A601**

**National Legislative Update**

This session will provide an update on the federal legislation impacting career technical education (CTE) and Career Clusters™, and the Carl D. Perkins Career and Technical Education Act, and what politicians are saying (or not saying) about education and workforce issues. Learn the latest on the funding battles to protect CTE funding and how you can get involved!

**Kimberly Green** • Executive Director, National Association of State Directors of Career Technical Education Consortium (NASDCTEc)/National Career Technical Education Foundation (NCTEF), Silver Spring, MD

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**Session F: Concurrent Breakouts**

2:20 p.m. – 4:20 p.m.

**F1 A702**

**A New Taxonomy of High School Career and Technical Education (CTE): Engagement, Achievement and Transitions of CTE Students**

This study uses the 2005 NCES High School Transcripts Study (HSTS) data to build a taxonomy that describes, among other things, high school academic and technical course mix (HSATCM). The taxonomy describes various combinations of academic and technical course taking. The presentation, for which this is a proposal, will describe the new taxonomy, providing some initial data of the engagement and achievement of U.S. high school students that enroll and complete career technical education (CTE) courses in one or more Career Clusters™. It will also indicate how the above issues can be researched. Finally, the presenter will engage the audience in a discussion of the usefulness of the “new” taxonomy. NOTE: This is a two-hour session.

**Pradeep Kotamraju** • Deputy Director, National Research Center for Career and Technical Education, Louisville, KY

**F2 A705****From Vision to Practice: Developing Rigorous Programs of Study Aligned with State Economic and Workforce Development Needs**

Be introduced to the process Nebraska uses to validate and develop model rigorous programs of study (POS) in a local-control state. From the high-level Visioning Forum, to the Standards Revision Process and finally the professional development workshops, participants will receive all the development tools to use in their own states. NOTE: This is a two-hour session.

**Erika Volker** • Director, Partnerships for Innovation, Papillion, NE

**Carol Ringenberg** • Curriculum Field Specialist: Health Sciences, Family and Consumer Sciences, Law, Public Safety, Corrections and Security, Nebraska Department of Education, Lincoln, NE

**F3 A708****Keeping Youth Engaged**

How do we keep young people proactively involved in the career process? We'll examine practical approaches to ensure participants' commitment for what can be a multi-year endeavor. From assessments, youth buy-in and the collaborative partnerships required, this component will be the connection to ensure successful outcomes. NOTE: This is a two-hour session.

**Terry Carlile** • Director, TLC Youth Services, Fort Worth, TX

**Session G: Concurrent Breakouts**

2:20 p.m. – 3:20 p.m.

**G1 A703****Mission Possible: Using Real-World Problems to Assess Student Mastery of Standards**

Do you want to increase business and industry involvement in your career technical education (CTE) program and challenge your CTE students to use collaboration, critical thinking and innovation skills? Then consider an annual event where business and industry professionals judge students' performance-based responses to real-world problems. It's a great way to assess student mastery of CTE standards and it's all part of Hawaii's Career Pathway System.

**Barbara White** • Associate State Director, Office of State Director for CTE, University of Hawaii, Honolulu, HI

**G2 A704**

**21st Century Leadership in Career Pathways and Career Themed Education**

What does it take to be an effective leader in education in today's change-intensive environment? There are five leadership capacities that the Institute for 21st Century Leadership has identified that education leaders must possess and continue to develop: leading with a compelling vision; leading from a strong personal/social/emotional foundation; leading by empowering others; leading through effective educational practices; and, leading through external collaboration. The Institute for 21st Century Leadership was established in 2010 and is jointly sponsored by the Association for Career and Technical Education, the International Center for Leadership in Education, the National Career Pathways Network, and the Successful Practices Network. Hans Meeder, former Deputy Assistant Secretary of Education and Executive Director of the Institute, will share an overview of these key leadership practices and how the Institute is supporting leadership development across the United States.

**Hans Meeder** • Executive Director, Meeder Consulting Group, Columbia, MD

**G3 A706**

**Lehigh Technology Center Innovations in Implementing Career Clusters™**

Pennsylvania's career and technical centers have always focused on a solid technical preparation, but with their implementation of programs of study (POS) and specifically related end-of-program, industry-recognized assessments, they now assure that students get the necessary academic foundations to support their technical pursuits. The spin of results has produced a statewide articulation as well. Find out how POS is implemented in Pennsylvania and how they assure that assessments are aligned help programs continuously improve.

**John Foster** • CEO, NOCTI, Big Rapids, MI

**G4 A707**

**Building Students' 21st Century Communication Skills for the Workplace of Tomorrow**

Although we train our career technical education (CTE) students with knowledge of their technical fields, we are sometimes dismissive of the importance of true 21st Century communication. Students today rely so much on their technology to communicate that they are ill-prepared for the face to face challenge of communication in the workplace. Today's student is well versed with Facebook, texting and mobile communications, but yet is weak in the forms of communication that employers value most. Do our students of today understand how to communicate with a multi-generational workforce and employers? Do they know how to present themselves professionally online and face to face? Our students have difficulties in reaching beyond current social networks and communications.

**Carol Larkin** • Instructor, Lakeland Tech Prep Consortium, Lyndhurst, OH

**Jeff Butler** • Director of Business Development, Auburn Career Center, Painesville, OH

**G5 A601**

**Career Cluster Update – Education and Training Career Cluster**

Come join this session for an update on the activities, resources, and information associated with a specific Career Cluster. The session will be led by the Career Cluster Leader and is designed to share best practices, ideas, and create networking related to the Education and Training Career Cluster. There will be an opportunity for session attendees to share their experiences related to the specific Career Cluster, provide questions, or share feedback they would like to provide related to the Career Cluster.

**Barbara Orwig** • President/Publisher, Career Communications, Inc.

## Session H: Concurrent Breakouts

3:40 p.m. – 4:40 p.m.

### H1 A703

#### Career Cluster Update – Information Technology Career Cluster

Come join this session for an update on the activities, resources, and information associated with a specific Career Cluster. The session will be led by the Career Cluster Leader and is designed to share best practices, ideas, and create networking related to the **Information Technology Career Cluster**. There will be an opportunity for session attendees to share their experiences related to the specific Career Clusters™, provide questions, or share feedback they would like to provide related to the Career Cluster.

**Gretchen Koch** • Director, Public Sector Business Development, CompTIA, Downers Grove, IL

### H2 A704

#### Making Literacy Career-Relevant

This session will reflect on work and research done with teachers in New York, South Carolina and Michigan, and share the findings and effective practices of literacy integration in secondary career technical education (CTE) classes. Further, this workshop will share a literacy framework and strategies that have been selected for a literacy development program.

**Elizabeth van der Mandele** • Research Team Member, Cornell University, Ithaca, NY

**Travis Park** • Assistant Professor, Cornell University Department of Education, Ithaca, NY

### H3 A706

#### Marketing CTE: *Learning that Works for America*™

Career technical education (CTE) is experiencing a monumental shift. The CTE community has embraced a new vision and is endorsing a new brand for CTE. It is the job of the CTE community to share the great stories about how CTE and Career Clusters™ is that type of *Learning that Works for America*. We will share resources and helpful tips to help market CTE in your district and school.

**Erin Uy** • Communications and Marketing Manager, National Association of State Directors of Career Technical Education Consortium (NASDCTEc), Silver Spring, MD

### H4 A707

#### e3 Guidance and Career Counseling

Join the Office of Vocational And Adult Education (OVAE), together with practitioners from several states to explore how Career Pathways can educate, engage, and empower today's generation of students by integrating Career Clusters™ as they prepare for their futures!

**Libby Livings-Eassa** • Education Program Specialist, U.S. Department of Education, OVAE

**Scott Hess** • Branch Chief, U.S. Department of Education, OVAE

**Sharon Lee Miller** • Director, Division of Academic and Technical Education, U.S. Department of Education, OVAE

### H5 A601

#### Legislative Update

This session will provide an update on the federal legislation impacting career technical education (CTE) and Career Clusters™, and the Carl D. Perkins Career and Technical Education Act, and what politicians are saying (or not saying) about education and workforce issues. Learn the latest on the funding battles to protect CTE funding and how you can get involved!

**Kimberly Green** • Executive Director, National Association of State Directors of Career Technical Education Consortium (NASDCTEc)/National Career Technical Education Foundation (NCTEF), Silver Spring, MD

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## Registration

Hotel Registration

7 a.m. – 9 a.m.

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## Institute Breakfast

Atrium Ballroom Foyer

7 a.m. – 8 a.m.

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## General Session

Atrium Salon A

8 a.m. – 9:20 a.m.



**Keynote Speaker:**

**Jan Brown**

Director of Education Resource  
Development at USA TODAY

Jan Brown has been with USA TODAY for over 11 years. She manages the planning, design, development and implementation of unique educational products and resources. She oversees curriculum and lesson development, sponsor and partner educational concept development and programming, and development of online and electronic initiatives. She embraces and incorporates new and emerging technologies that enhance program development. She also facilitates alliances with corporate, government and non-profit partners.

USA TODAY is a multi-platform news and information media company. Founded in 1982, USA TODAY's mission is to serve as a forum for better understanding and unity to help make the USA truly one nation. Today, through its newspaper, website and mobile platforms, USA TODAY connects readers and engages the national conversation. USA TODAY is a leader in mobile applications with more than eight million downloads on mobile devices. The USA TODAY brand also includes USA TODAY Education and USA TODAY Sports Weekly. USA TODAY is owned by Gannett Co., Inc. (NYSE: GCI).

## Thinking Outside the Box, Way Out!

The closing general session will inspire your imagination and provide you with new ideas, new creative ways to think outside the box in your workplace.

Jan Brown, Director of Education Resource Development at USA TODAY, will share inspiring thoughts in her presentation: *Thinking Outside the Box, Way Out!*

Thinking outside the box has led to great innovations. For instance, GPS, nanotechnology and satellite imagery – these innovations are not currently being used for what they were originally intended. How have we taken technology and ideas and pushed them beyond the boundaries of what we thought they could do? How can you use that to your advantage in any job?

## Session I: Concurrent Breakouts

9:30 a.m. – 10:30 a.m.

### I1 A702

#### Elevating the Rigor and Relevance in Agricultural Education with CASE

The Curriculum for Agricultural Science Education (CASE) is a system of preparing secondary agriculture teachers to elevate the rigor and relevance of classroom instruction. CASE provides intense professional development aimed to improve the use of science, technology, engineering and math (STEM) situated in agricultural contexts. Teachers utilize specifically designed materials to facilitate inquiry-based lessons facilitated through activity-, project-, and problem-based exercises.

**Dan Jansen** • Project Director, Curriculum for Agricultural Science Education, Forest Grove, KY

**Jay Jackman** • Executive Director, National Association of Agricultural Educators, Lexington, KY

### I2 A703

#### Career Technical Educators Using Data-Driven Improvement (CTEDDI)

Drowning in data? The National Research Center for Career Technical Education (NRCCTE) has completed a national study on how to use end-of-program technical assessment data to improve instruction through professional development. This innovative program offers in-state facilitation, mentorship, a social networking tool, and ongoing contact. Career Technical Educators Using Data-Driven Improvement (CTEDDI) will be offered through NRCCTE as technical assistance to states next year!

**Sandra Pritz** • Senior Consultant, NOCTI (NOCTI), Columbus, OH

### I3 A704

#### Career Clusters™: Updating the Knowledge and Skills Statements

This session will discuss the process and progress of updating the Knowledge and Skill Statements associated with the National Career Clusters™ Framework. The revision process is utilizing online technology and incorporates work from a federal U.S. Department of Education funded segment designed to infuse green standards. Discussion about emerging Common Technical Core standards will also be addressed during this session. This session is repeated in J-3.

**Dean Folkers** • Deputy Executive Director, National Association of State Directors of Career Technical Education Consortium (NASDCTEc)/National Career Technical Education Foundation (NCTEF), Silver Spring, MD

### I4 A705

#### Postsecondary Curriculum Development

Worldwide Instructional Design System (WIDS) is a web-based tool for college-wide implementation of curriculum. Design programs, courses, and curriculum maps. Streamline development efforts and workflow/approval. Associate Career Clusters™ (and other external standards) to programs and courses; map the connections. Create program assessments and outcome assessment plans. Branded to your college, WIDS is a complete system for curriculum design and management. See the tool in action.

**Robin Nickel** • Associate Director, Worldwide Instructional Design System (WIDS), Waunakee, WI

**I5 A706**

**Integrating Geospatial Technology into Career Cluster Based Programs of Study**

In this session, learn the importance of geospatial technology in several Career Clusters™. Learn how geospatial technology - including certification and apprenticeship - enhances employment opportunities in many different programs of study (POS). Learn of successful schools that have integrated geospatial technologies into their POS.

**Eddie Hanebuth** • Partner, EIGS/Digital Quest, Ridgeland, MS

**I6 A707**

**Update on the State of Georgia: Progress Toward Excellence**

Join staff from the Georgia Department of Education, Career, Technical and Agricultural Education (CTAE) department as they discuss innovations the state of Georgia has made in Career Clusters implementation, programs of study, technical skill assessment, career counseling, and other models work in a presentation. Elements of the discussion will inspire new ideas to take back to your home state.

**Session J: Concurrent Breakouts**

10:45 a.m. – 11:45 a.m.

**J1 A702**

**Marketing CTE: *Learning that Works for America*™**

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**Erin Uy** • Communications and Marketing Manager, National Association of State Directors of Career Technical Education Consortium (NASDCTEc), Silver Spring, MD

**J2 A703**

**Career Cluster Tools to Assist in Local Implementation**

Use this session to check out the tools and resources available from Career Clusters™. Guides, manuals, brochures, and other tools will be available to try out. Walk away with ideas for activities at your school or campus.

**Carrie Derner** • Consultant to National Career Technical Education Foundation (NCTEF)/Career Clusters™

**J3 A704****Career Clusters™: Updating the Knowledge and Skills**

This session will discuss the process and progress of updating the Knowledge and Skill Statements associated with the National Career Clusters™ Framework. The revision process is utilizing online technology and incorporates work from a federal U.S. Department of Education funded segment designed to infuse green standards. Discussion about emerging Common Technical Core standards will also be addressed during this session.

**Dean Folkers** • Deputy Executive Director, National Association of State Directors of Career Technical Education Consortium (NASDCTEC)/National Career Technical Education Foundation (NCTEF), Silver Spring, MD

**J4 A705****Career Cluster Update - Agriculture, Food and Natural Resources Career Cluster**

Come join this session for an update on the activities, resources, and information associated with a specific Career Cluster. The session will be led by the Career Cluster Leader and is designed to share best practices, ideas, and create networking related to the Agriculture, Food and Natural Resources Career Cluster. There will be an opportunity for session attendees to share their experiences related to the specific Career Cluster, provide questions, or share feedback they would like to provide related to the Career Cluster.

**Karen Hutchison** • Chair, National Council for Agricultural Education, Dover, DE

**J5 A706****Georgia Goes Green: Green Rigorous Programs of Study and the Lessons Learned**

An update and lessons learned session from Georgia involved in implementing Green Rigorous Programs of Study (RPOS) as part of a federally funded project. Learn about strategies for engaging partners and identifying the process for creating the Green RPOS. Georgia staff from the Department of Education, Career, Technical and Agricultural Education Division will also share what other states have learned from the process as a part of working together in going 'green.'

**J6 A707****A Historical Perspective to Career Clusters™**

Dr. McCage has lived and worked through two different periods during which the Career Clusters™ concept was developed and promoted. The first was during the mid-to-late 1970s when the U.S. Commissioner of Education, Dr. Sydney P. Marland, Jr., first promoted the concept of Career Clusters™ as a part of the broader concept of Career Education. The second was from the mid-1990s forward, during which he was directly involved in the development and implementation of the Career Clusters™ and Pathways as well as the National Skills Standards Initiative. He will share what worked and what did not in this fascinating story of how an idea grew to national realization.

**Ron McCage** • President, Career and Technical Education Consortium of States, Inc., (CTECS), GA



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2012 National Career Clusters™ Institute  
June 18 – 20, 2012

Omni Shoreham Hotel  
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This Institute has been hosted by:

The National Career Technical Education Foundation (NCTEF)

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