

CTE Monthly

February 2013

CTE Quick Facts

Did you know?

- ▶ The dropout rate for comprehensive high schools in Massachusetts was 2.8 percent in 2011, compared to a dropout rate of 1.6 percent for vocational technical schools on average and 0.9 percent for regional vocational technical schools.ⁱ
- ▶ According to the state of Washington, for every dollar spent on secondary CTE students, taxpayers will receive \$9 back in revenues and benefits.ⁱⁱ

Happy CTE Month, March Events on the Hill

It's February, which means it's **CTE Month**™! During the entire month, CTE professionals across the country are raising awareness in their communities about their programs and celebrating the positive impacts of CTE for students, schools, communities and the country's economic success.

- Participate through many venues, including online with ACTE on [Twitter](#) and [Facebook](#)—use hashtag #CTEMonth.
- Learn about activities going on around the country—possibly in your state or district—on our [CTE Month website](#)!
- Receive free copies of great posters celebrating CTE, designed by CTE secondary and postsecondary students. Interested? E-mail ACTE's [Ashley Parker](#).

In early March, CTE advocates from around the country will converge on Capitol Hill for ACTE's [National Policy Seminar](#). Below are a few highlights of the event. To learn more, contact [Catherine Imperatore](#) at ACTE:

- **March 5, 10am-12pm ET:** A panel session at the Capitol Visitors Center will address what to expect from the new Congress in 2013.
- **March 5 and March 6:** CTE advocates will be on Capitol Hill visiting their state legislators.

Career Spotlight



CareerClusters™
PATHWAYS TO COLLEGE & CAREER READINESS

Marketing

trend monitoring, and they increasingly require marketing employees with advanced skills that can be acquired through career and technical education (CTE) programs.

Programs in Marketing, Sales & Services provide knowledge and skills in planning, managing and performing marketing activities that advance the objectives of an organization, such as brand management, professional sales, merchandising, marketing communications and marketing research. Jobs in this field include market research analysts, product promoters, customer service representatives, office clerks, real estate brokers and wholesale and retail buyers.

Marketing, Sales & Services is the second-largest Career Cluster™ and is projected to grow by 11 percent to 22.4 million jobs by 2018. By 2018, nearly 60 percent of these jobs will require at least some postsecondary education.ⁱⁱⁱ While advancing technologies will decrease the need for some marketing and sales positions, such as cashiers and customer service representatives, it will also increase the need for technological expertise in marketing areas.

[Guam Community College](#) (GCC) offers high school students an opportunity to receive three years of advanced marketing training prior to graduating high school. The marketing program is designed to meet the needs of local businesses, and prepares students for entry-level positions in areas such as retail management and accounting, purchasing, customer service and entrepreneurship. Using well-equipped labs that include point-of-sale systems and other marketing technologies, students have the option of receiving a certificate of completion or a certificate of mastery. If students choose to pursue a postsecondary marketing degree at GCC, they are also eligible to receive three college credits for a marketing course upon enrollment. By connecting secondary education with postsecondary education and the workforce, GCC is paving the way to highly skilled marketing careers for area CTE students.^{iv}

Join the Congressional CTE Caucus

The Congressional Career and Technical Education Caucus is a bipartisan group of Members of Congress working together to highlight the importance of CTE in preparing a well-educated and skilled workforce. The caucus is dedicated to enhancing awareness in Congress of the importance of CTE, serving as a vehicle to provide information and promote policies regarding CTE, and supporting policies and legislation that benefit CTE. Working together, members of the caucus can improve America's competitiveness and help facilitate job opportunities for their constituents.

To join the Congressional CTE Caucus, or for more information, please contact [Matthew Brennan](#) in Rep. Glenn Thompson's office or [Sam Morgante](#) in Rep. Jim Langevin's office.

ⁱ Fraser, A.L. with W. Donovan, [Hands-On Achievement: Why Massachusetts Vocational Technical Schools Have Low Dropout Rates](#), 2012.

ⁱⁱ Washington State Workforce Training and Education Coordinating Board, [2011 Workforce Training Results](#), 2011.

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

^{iv} [Guam CC website](#).

School Spotlight

Tennessee Technology Center at Chattanooga State Community College

The [Tennessee Technology Center at Chattanooga State Community College](#) and the Volkswagen Group of America Chattanooga Operations have teamed up to produce some of the best trained technicians and craftsmen in the automotive industry. The three-year Automation Mechatronics Program and Car Mechatronics Program both offer students a comprehensive learning environment that blends classroom and laboratory instruction at the state-of-the-art Volkswagen Academy with paid, on-the-job training experience in the Volkswagen plant. The programs are modeled after the Volkswagen apprenticeship program in Germany, and Volkswagen has direct input into curriculum development.

Successful completers will receive a job offer from Volkswagen, a technical diploma from the Tennessee Technology Center at Chattanooga State and a certificate from Volkswagen Chattanooga. Students who plan to pursue an Associate of Applied Science degree in engineering technology will earn at least 30 credit hours of advanced placement toward a 60-hour degree program.^v

[Read more](#) profiles of exemplary business-education partnerships.



Photo courtesy of Chattanooga State Community College

Student Spotlight



Photo courtesy of the Santa Clara County Office of Education

Belinda Zeng is a high-achieving California CTE student from Monta Vista High School in Fremont Union High School District—and a patent holder!

Belinda is president of DECA, the career technical student organization that supports career development in marketing, finance, hospitality and management. She was DECA's 2012 California Student Member of the Year, and has served as the Silicon Valley DECA President and the student representative on the Santa Clara County Office of Education CTE Advisory Board.

In addition, Belinda is patent holder of "Fashion Design Method, System and Apparatus," a software system that allows you to design and try on clothes and accessories in a virtual dressing room. Belinda was inspired to develop this patent when preparing for her DECA competition project in 2009 with her adviser, Carl Schmidt. After winning first place, Belinda realized the feasibility of her idea and submitted her patent to the United States Patent and Trademark Office. The patent was issued in January 2012.

Belinda recently received early admission to Harvard University.^{vi}

CTE Engages, Prevents Dropout

Between fifth and 12th grade, the number of students engaged in school drops from about eight in 10 to four in 10, according to a recent [Gallup Student Poll](#).^{vii}

The poll included approximately half a million students from more than 1,700 public schools in 37 states. In addition to engagement, it also measured hope and well-being. According to Gallup research, these three indicators each account for one-third of the variance in student outcomes.

Gallup Education's Brandon Busteed suggests that this lack of engagement in secondary education may be attributable to a lack of experiential, project-based learning.

ACTE agrees: research has shown that the hands-on, relevant learning delivered in CTE programs is important to keeping students engaged. For instance, in the 2006 *Silent Epidemic* report 81 percent of dropouts said relevant, real-world learning opportunities would have kept them in high school.^{viii} In addition, a poll of at-risk California ninth- and 10th-graders found that six in 10 respondents were not motivated to succeed in school and, of those students, more than 90 percent said they would be more engaged in their education if classes helped them acquire skills and knowledge relevant to future careers.^{ix}

v ACTE, [Business-education Partnerships in CTE: Driving American Competitiveness](#), 2013.

vi California Department of Education, [Education Roundup for the Week Ending December 21, 2012](#); Fremont Union High School District, [Patent Perfect](#).

vii Busteed, B., "The School Cliff: Student Engagement Drops With Each School Year," *The Gallup Blog*, January 7, 2013.

viii Bridgeland, J.M. et al., [The Silent Epidemic: Perspectives of High School Dropouts](#), 2006.

ix Peter D. Hart Research Associates Inc., [Report Findings Based on a Survey Among California Ninth and Tenth Graders](#), 2006.



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This newsletter is a collaborative publication of the Association for Career and Technical Education and the National Association of State Directors of Career Technical Education Consortium. It aims to keep Congress informed about CTE events, data, best practices and student success stories.