# **ADVANCE CTE EXCELLENCE IN ACTION AWARD**

**PROGRAM SUMMARY**

Advance CTE is pleased to announce a call for applications for the fifth annual Excellence in Action awards, through which we recognize and honor superior Career Technical Education (CTE) programs of study from across the nation.   
  
**CRITERIA FOR JUDGING**

Selected programs will exemplify excellence in:

* Implementing Career Cluster®-based [programs of study](https://careertech.org/programs-study);
* Maintaining effective employer and business partnerships;
* Demonstrating alignment to rigorous and relevant college- and career-ready expectations;
* Demonstrating a clear progression of knowledge and skills and student transitions across secondary and postsecondary systems;
* Integrating successful career guidance and advisement;
* Integrating high-quality work-based learning experiences;
* Highlighting alignment to workforce and employer needs in the community; and
* Providing concrete data on the program of study’s impact on student achievement and success at both the secondary and postsecondary levels.

**ELIGIBILITY**

* This award is open to any secondary or postsecondary schools or colleges in the United States. Your school or institution may submit one application per [Career Cluster](http://careertech.org/career-clusters);
* The program of study must have at least one full graduating class;
* Your program must be eligible to receive funding from the Carl D. Perkins Career and Technical Education Act;
* Applications that do not include data to demonstrate positive impact on student achievement will not be eligible for consideration.
* If your program has received in an award in the past, you may not apply for that same Career Cluster. However, your school or institution may apply in a different Career Cluster.

**AWARD SUBMISSION REQUIREMENTS**

Complete applications will contain the following:

* A completed application including supplemental materials by the application deadline of **November 15, 2017 at 5 p.m. ET.**
* At least one letter of support from an employer or business partner supporting the program of study; and
* At least one additional letter of support from a partner (education, community or business) of your choosing.
* *Optional:* Supplemental materials including photos, videos, news articles, etc., are welcome but not required.

The application must be submitted using [this form](https://careertech.org/2018-excellence-action-application). The application must be submitted in a Microsoft Word format. Supplemental materials, including the letters of recommendation, must be combined and submitted as **one** PDF document.

*Please note:*

* Submissions should **not** include any personally identifiable student.
* The application does not have a page limit, however, many questions do have a word limit. Please do not submit responses that go beyond this limit. Also, submissions that do not contain all the required materials (a completed application, two letters of support and supplemental materials in the correct formats) will not be advanced for consideration.

**WINNERS WILL RECEIVE**

* A banner to hang in their school or institution;
* A digital banner to use in email and print materials as they so choose; and
* Travel and one hotel room for one night in Washington, DC for a representative to be recognized at an awards ceremony to be held the week of April 4-6, 2018.

**WINNERS WILL ALSO BE FEATURED IN**

* A national press release, which will be distributed to national media.
* A winner-specific press release to distribute to local media;
* A standalone one-pager;
* A standalone blog on the [Learning that Works blog](http://blog.careertech.org/);
* Representation on the Advance CTE [website](http://www.careertech.org).
* Many past winners have been featured in national conferences, in briefs and reports, on webinars and in the media.

**HOW TO APPLY**

* Fill out the following application.
* Once you have finished, complete [this form](https://careertech.org/2018-excellence-action-application) and upload the following:
* Your full application saved as a Word document (.docx)
* All of your supplemental documents or evidence consolidated as one PDF document.

# **BACKGROUND INFORMATION**

1. Program of study name: Cosmetology
2. Point of Contact  
    Name: Betsy Murphy

Email Address: [Betsy\_Murphy@ccpsnet.net](mailto:Betsy_Murphy@ccpsnet.net)

Phone Number: 804-768-6160  
Address: 10101 Courthouse Rd, Chesterfield, VA 23832

1. Applicant’s School/College: Chesterfield Career and Technical Center@Courthouse
2. State: Virginia
3. Type of institution (click the box to check)

Area technical center

Career academy

Comprehensive high school

Community college

Technical college

Other (please specify)

|  |
| --- |
|  |

1. Career Cluster in which your program of study should be considered (Follow this link for a further explanation of each Career Cluster [careertech.org/career-clusters](http://careertech.org/career-clusters)) **(Select only ONE):**

Agriculture, Food & Natural Resources Career Cluster

Architecture & Construction Career Cluster

Arts, A/V Technology & Communications Career Cluster

Business Management & Administration Career Cluster

Education & Training Career Cluster

Finance Career Cluster

Government & Public Administration Career Cluster

Health Sciences Career Cluster

Hospitality & Tourism Career Cluster

Human Services Career Cluster

Information Technology Career Cluster

Law, Public Safety, Corrections & Security Career Cluster

Manufacturing Career Cluster

Marketing Career Cluster

Science, Technology, Engineering & Mathematics Career Cluster

Transportation, Distribution & Logistics Career Cluster

1. In three sentences or less, describe your program of study, including the secondary and postsecondary components and how long the program of study has been in place.

We prepare our students to enter the cosmetology career field with a Virginia State Cosmetology License. The students complete 840 hours of coursework and hands-on skills application over the course of two years in the program, many working in salons while in school. At the end of the course of study students take the Virginia State Board of Cosmetology exam.

1. Please check the geographical and demographic setting for your program of study and describe the geographic and economic conditions of the region served by the school.

Urban

Suburban

Rural

Other   
  
  
**STUDENT POPULATION & DATA**

1. Please describe your program of study’s demographic and outcome data for the most recent academic year(s). It is our strong preference to have data from both secondary and postsecondary levels. If this is not available, please provide an explanation as to why the data from the other learner level is not available. Applications that do not include data to support positive impact on student achievement will not be eligible for consideration. (100 word limit)  
     
   Our program receives students from 10 high schools within our division. Most enter our program during their junior year. If they successfully complete the first year and desire to pursue their cosmetology license, they continue the program in the senior year. Our continuation rate over the past three years has been 85%.  Last year, of the 60 that started year one, 55 completed the program with sufficient grades to continue to year two.  Of those entering year two, 40 sat for the Virginia State Board of Cosmetology exam and 37 passed the exam.

**NOTE**: Please specify if and when you are using a percentage with a different denominator (e.g., seniors) than the one listed.

**When completing the data section, please only use percentages and include data that is from your program of study, not the entire school/institution. Additionally, only include data where students are eligible to participate (e.g., only seniors in high school will be eligible for the section asking for percent of seniors who graduated high school, so only seniors should be included in that data; if your work-based learning only occurs within a specific grade level, only include them in your data for that category.)**

|  |  |  |  |
| --- | --- | --- | --- |
| SCHOOL YEAR | 2014-15 | 2015-16 | 2016-17 |
| **SECONDARY-LEVEL DATA** | | | |
| **Total number of students served by your program of study** | 106 | 104 | 98 |
| % male students | 2% | 1% | 1% |
| % female students | 98% | 99% | 99% |
| % minority students | N/A% | 63% | 61% |
| % low-income students | N/A% | N/A% | N/A |
| % students with disabilities | N/A | 2% | 6% |
| % English language learners | N/A | 0% | 0% |
| Other relevant *demographic* data |  |  |  |
| % of students who earned postsecondary credit (dual enrollment, AP, etc.) | % | % | % |
| % of students who earned an industry-recognized credential | 100% | 100% | 100% |
| % of students who participated in work-based learning | 100% | 100% | 100% |
| % of seniors who graduated high school (who were eligible/seniors) | 100% | 100% | 100% |
| % of graduates who enrolled in postsecondary education (who were eligible/seniors) | 70% | 70% | 70% |
| % of graduates who entered the workplace and/or military (who were eligible/seniors) | 90% | 90% | 90% |
| **POSTSECONDARY-LEVEL DATA** | | | |
| **Total number of students served by your program of study** |  |  |  |
| % male students | % | % | % |
| % female students | % | % | % |
| % minority students | % | % | % |
| % low-income students | % | % | % |
| % students with disabilities | % | % | % |
| % English language learners | % | % | % |
| Other relevant *demographic* data |  |  |  |
| % of students who completed postsecondary/earned a degree or certificate (who were eligible) | % | % | % |
| % of students who earned an industry-recognized credential (who were eligible) | % | % | % |
| % of graduates who entered the workplace and/or military (who were eligible) | % | % | % |
| % of graduates who transitioned to further postsecondary education (who were eligible) |  |  |  |

1. Provide links to the source of the above data. If the links are not publicly accessible, please explain the source of the data.

Data is provided from in county Student Information System and from students declaring their intent through completer surveys.

1. How does your school or institution ensure equitable access and outcomes for students with diverse backgrounds? (150 word limit)

Students apply for their preferred program during their sophomore year. The application process does not collect identification of gender, ethnicity, disability or economic status. Approximately 14% annually of the students accepted to the Chesterfield Career and Technical Center @Courthouse have an identified disability. These disabilities span the range from learning disabilities to physical disabilities. Once accepted, staff comply with policy to implement each student’s Individual Education Plan. For students with economic challenges, parents have the opportunity to apply for fee reduction and/or waiver of program costs.

1. If applicable, what strategies or technologies do you use to close access gaps? (e.g. integrated digital learning, virtual work based learning.)

We meet the needs of students through pull out, remediation and adjusted assignments. In addition, as every student has a chromebook, students that experience lengthy absences due to disabilities or unexpected illness have the opportunity to access coursework online.

What activities does your school or institution do to recruit elementary, middle, high school students and/or adult learners into the program of study? Please provide examples. (150 word limit)  
  
1. Counselors conduct assemblies for all 10th graders to describe the programs offered at the Tech Center. Following those presentations, students have the opportunity to take a field trip to the campus to visit programs that interest them. Following that, an open house is conducted to provide parents and other community members an opportunity to visit the campus.

2. The Tech Center participates in a regional middle school career expo that brings in all 8th graders to learn about a variety of careers and the opportunities available to them. For Chesterfield County student, information is provided to them on the programs offered.

3. As part of College and Career Month, the Tech Center conducts a Career Expo where we showcase all programs. Elementary, Middle and High students and their parents are invited to this expo.

1. Is your program of study associated with a Career Technical Student Organization (CTSO)? If so, which one(s) and in what way(s)? (Check the [approved list](http://www.ctsos.org/ctsos/) of CTSOs) (50 word limit)

We have students active in Skills USA. The students participate every year at the local, district, state and national levels. Our students compete for leadership positions in these organizations.

We also have an active National Technical Honor Society Chapter.

1. Describe how career guidance/advisement is integrated into your program of study to support students’ completion of the program of study and entry into additional education/training and/or a successful career. Where applicable, describe the tools (individual career and academic plans, career exploration websites, etc.) that are provided to learners and how they are used. (200 word limit)

The Cosmetology curriculum includes an examination of the cosmetology industry, including management and finances. In addition, instruction is provided in the skills required to obtain a job as well as how to conduct oneself in the work place. Instruction includes guest speakers from salons in the area that provide students with information regarding options in the career field. In addition, our students must develop a professional resume and participate in mock interviews. Local business partners serve as the employer for these mock interviews.  Students participate in field trips to visit various salons in the area. Also, we work closely with salons in the area to place our students for work.

# **COLLEGE- AND CAREER-READY STANDARDS/EXPECTATIONS**

1. Please describe how your program of study was developed and how it ensures students are academically and technically prepared for postsecondary education and careers. Please also address the following:
   1. How were employers involved in the development and/or maintenance of your program of study?
   2. How does this program of study meet the economic needs of your community?
   3. How does this program prepare students for postsecondary education? (if applicable)
   4. How were both secondary and postsecondary educators involved in the development and/or maintenance of the program of study? (500 word limit)

Our program has been in place since 1977 when the Courthouse Campus of the Tech Center opened. Each instructor is a licensed cosmetologist and, collectively, we provide over 48 years of salon experience as well as 47 combined years of teaching.

1. We are required to have an advisory board consisting of local businesses aligned with our career field. These advisors provide input to us at face to face meetings as well as via phone and e-mail. This input includes information on current trends in our field. In addition, since the advisors hire many of our students, they are able to provide insight into skills students may be weak in when they enter the workforce.
2. According to the Bureau of Labor and Statistic, this career pathway is expected to experience a 10% growth rate over the next 10 years.
3. This program of study meets the demand of students that desire this career field by providing the opportunity for students to earn their Virginia Cosmetology License. While some students will go onto post-secondary education, many will go straight into the workforce.
4. We work closely with the Virginia Board of Cosmetology to ensure compliance with Board standards and also to ensure we are current with our instruction. We also ensure our program is aligned with the expectations established by the Virginia Department of Education.
5. Which technical, academic and/or employability skill standards does your program of study incorporate at the secondary and/or postsecondary level and how? (Please list the standards you use and be specific regarding how your program uses industry, national, state and/or locally-developed standards) (250 word limit)

|  |  |
| --- | --- |
| **Standard Types** | **Please list the standards your program of study uses and how it uses them below:** |
| Academic Standards | We ensure the competencies outlined by the Virginia Department of Education are included in our course of study. This includes basic information on our industry to include safety, sanitation, and disease control specific to our career. Students are provided instruction in the content theory relative to the career. Students are also provided instruction as well as practical practice of the skills required of the cosmetology industry including performing hair care, cutting and styling hair, chemical treatments and caring for the skin, hands and feet. |
| Career Cluster or Technical Standards | We introduce students to every aspect of our industry either through direct instruction, online research, videos, professional speakers, and work based learning activities. |
| Employability Standards | All Tech Center students are instructed in the 21 Workplace Readiness Skills identified in each program list of competencies. These include personal qualities, people skills, and professional and technology knowledge needed in the workplace. Also, all students must participate in resume preparation and interview practice. |
| Other |  |

# **SEQUENCE OF COURSES & CREDIT TRANSFER**

1. Please fill out the chart below, and describe your program of study’s course sequence by grade level, including the relevant or required academic and technical courses, as well as other required activities.   
     
   Make sure to highlight the course sequence that bridges secondary and postsecondary education, and explain how your program of study ensures students gain the broader Career Cluster-level knowledge/skills and, over time, gain the more specific occupation-level knowledge/skills as they progress through the program of study. You can also include graphics or [plans of study](http://careertech.org/sites/default/files/PlanStudy-CareerCluster-AG_0.pdf) of the course sequence in lieu of filling out the chart below.

NOTE: Our school receives students from the 10 comprehensive high schools in the county. The students follow a prescribed course of study through 9th and 10th grade that includes English, math (typically Algebra 2 and geometry), world history, and science (Earth Science and Biology), PE and an elective. Electives include CTE offerings as well as foreign language and the arts.

Once students enroll at the Tech Center, they remained enrolled in their comprehensive high school. They will take their core classes at their comprehensive high school and are enrolled for three CTE credits at the Tech Center.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Grade/Year | English/Language Arts | Math | Science | Social Studies/ Sciences | Other Required Courses/Other Electives/Learner Activities | CTE Courses and/or Degree Major Courses |
| **9** |  |  |  |  |  |  |
| **10** |  |  |  |  |  |  |
| **11** |  |  |  |  |  |  |
| **12** |  |  |  |  |  |  |
| **13** |  |  |  |  |  |  |
| **14** |  |  |  |  |  |  |
| **15** |  |  |  |  |  |  |
| **16** |  |  |  |  |  |  |

1. How do you ensure that CTE instruction and coursework is integrated with core academics?

Our students are concurrently enrolled in their comprehensive high school where they take their core academics. Our courses require application of content knowledge acquired through the students’ comprehensive high school program, especially in math and science. In addition, professional expectations apply as students are immersed in the industry. They wear uniforms and practice rigorous, real world applications of all career skills.

1. List the opportunities for students to earn articulate and/or transcript dual enrollment credit across K-12 and postsecondary, such as AP/IB, dual and concurrent enrollment, capstone experiences and/or transcripted credit articulation agreements. (250 word limit)

Our students work toward the goal of passing their Virginia Board of Cosmetology license.

1. Please provide information on **at least three partnerships** with *education institutions and groups* your program of study has, and describe how these partnerships have been built, maintained and sustained over time. Use this space to specifically address the secondary and postsecondary partners that contribute to and maintain this program of study.

|  |  |  |
| --- | --- | --- |
| **Education Partnership Name** | **What role does this partner have in directly supporting your program of study?** | **How many years has this partnership been active, and how was this partnership developed?** |
| Local universities and colleges, including John Tyler Community College | Many students will continue their education at the local community colleges to get training in running a business. | Since 1977 |
| Local Apprenticeship Organizations | Each graduate that is working in a salon must continue their education through the organization affiliated with that salon. This varies from salon to salon. | Since 1977 |
| The Virginia Department of Education (VDOE) | The VDOE prescribes the competencies we are to include in our instruction. This is available through the CTE Resource Center. | Since 1977 |
| The Virginia Board of Cosmetology | This board prescribes industry standards that we must include in our instruction. | Since 1977 |

# **ALIGNMENT WITH INDUSTRY AND BUSINESS NEEDS**

1. Please describe how your program of study is aligned with the needs of the workforce and industry in your community. Make sure to include information on how the program of study helps meet workforce demand identified by business and industry. If applicable, what labor market data does your program of study use to align to workforce needs? (250 word limit)

According to the Bureau of Labor and Statistics, the cosmetology career field is expected to grow by 70,500 jobs between 2016 and 2026. This reflects a faster than average growth. The goal at the Tech Center is for students to complete the program and acquire their license to practice in Virginia.

1. Are ALL students in the program of study required to participate in a work-based learning opportunity? YES or NO.

Yes

1. Please describe the work-based learning opportunities available to students who participate in this program of study. (250 word limit)

All of our year 2 students participate in our in-building salon. In addition, we provide opportunities for large salons in the area to present to our students. We also take our students out to partner salons for tours. These connections open up opportunities for students to obtain positions in various salons. Prior to this school year, qualifying 2nd year students participated in a school-to-work opportunity at local salons. These students went to work after their 1st period class at their comprehensive schools.

Effective SY 2017/18, we had to end this practice as the Virginia Board of Education implemented new guidelines requiring 840 classroom hours of instruction to be eligible to take the Virginia Cosmetology Licensing Exam. They do not permit Work-Based Learning to count toward those 840 hours. Therefore, we had to end the school day school-to-work program. We continue to send student to work in area salons after normal school hours.

1. Please list the industry-recognized credentials/certifications/licenses offered/required. If your program of study does not include industry-based credentials/certifications, please explain why. (200 word limit)

|  |  |
| --- | --- |
| **Offered** | **Required** |
| Virginia Board of Cosmetology License | Workplace Readiness |
|  |  |

1. Please describe how you ensure the instructors teaching this program of study keep up-to-date on advancements in the workplace, such as participating in externships and/or requirements to have current industry credentials. (100 word limit)

Teachers in the program are expected to maintain their professional cosmetology license as well as their teaching license. In addition, teachers participate in various professional development opportunities related to their career. They also work closely with their program advisors to ensure they are staying current with trends.

1. Please provide information on **at least three** *business, industry and/or labor* partnerships your program of study has, and describe how these partnerships have been built, maintained and sustained over time.

|  |  |  |
| --- | --- | --- |
| **Business/Industry Name** | **What role does this partner have in directly supporting your program of study?** | **How many years has this partnership been active, and how was this partnership developed?** |
| Rituals Salon and Spa | \* Hire students to work in the salon  \* Provide classes to the students  \* Serves as an active member of our advisory board. They provide information to keep us current with the industry. | Ten years. We reached out to them because they are one of the top salons in the area. |
| Haircuttery | \* Hire students to work in the salon  \* Provide classes to the students  \* Serves as an active member of our advisory board. They provide information to keep us current with the industry. | 15 years. We reached out to them because they have so many locations in our area. |
| His or Hers Salon and Spa | \* Hire students to work in the salon  \* Provide classes to the students  \* Serves as an active member of our advisory board. They provide information to keep us current with the industry. | 20 years. We reached out to them as one of the top salons in the area to help keeps us current. They are also a Redkin Elite salon. |
| Alicia’s Salon and Spa | \* Hire students to work in the salon  \* Provide classes to the students  \* Serves as an active member of our advisory board. They provide information to keep us current with the industry. | 10 years. We reached out to them as one of the top salons in the area to keeps us current. They too are a Redkin Elite salon. |

1. Please feel free to use the space below to share any other information or evidence of success of your program of study and the students who participate. (Optional)

We are very proud of the success of our program. At this time, 3 of the 4 instructors in the program are graduates of our program. These 3 teachers worked in local salons before coming back to the tech center. At this time, one of these teachers continues to be employed at an area salon.

In addition many of the salons in the area employ our students. We are one of the top suppliers of licensed cosmetologist in the Chesterfield, VA market.

1. If applicable, please provide more detail on any partnerships your program of study has that have not been mentioned already. This includes community groups, non-profits, volunteer organizations, etc. Describe how these partnerships have been built, maintained and sustained over time. (Optional)

|  |  |  |
| --- | --- | --- |
| **Additional Partnerships** | **What role does this partner have in directly supporting your program of study?** | **How many years has this partnership been active, and how was this partnership developed?** |
|  |  |  |
|  |  |  |
|  |  |  |

# **SUBMIT YOUR APPLICATION**

**SUBMIT YOUR APPLICATION**

* Fill out this application.
* Once you have finished, complete [this form](https://careertech.org/2018-excellence-action-application) and upload the following:
* Your full application saved as a Word document (.docx)
* All of your supplemental documents or evidence consolidated as one PDF document.

**THANK YOU!**

Thank you for completing this application! The selection committee will convene in December 2017 to review the applications and make final decisions. You will know the status of your application by January 25, 2018. The programs of study will be evaluated based on their effective leveraging of partnerships, alignment to rigorous and relevant college- and career-ready expectations, clear progression of knowledge and skills across secondary and postsecondary systems, integration of successful career guidance/advisement, and key indicators of student success.

Don’t forget to use the Excellence in Action award submission checklist to make sure you’ve completed your application in its entirety.

We look forward to learning more about your program!

For questions, concerns please contact [awards@careertech.org](mailto:awards@careertech.org).