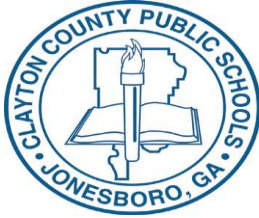


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Career, Technical and Agricultural Education Conference Feedback Form

Conference Attendee:	Greg Guhl
Conference Attended:	ACTE Vision 2014
School:	NA
Location:	Central Office
Dates Attended:	11/19/14 – 11/22/14
Summary of each workshop attended:	
<u>Name of Workshop/Session</u>	<u>Description & Presenter Contact Information</u>
Marketing Education (ME) Division Policy Meeting	Tammie Brewer TBrewer@mde.k12.ms.us Updated and provided input regarding ME operating policies
Opening General Session	Diane Revitch. Author, education historian and research professor. Advocating for public schools and strong opinion on testing: saying it should be used for diagnostics and not “to rank, rate and discourage children.”
CTE Research: Why and How to Use It	Belinda Cole, Moore Norman Tech Center, Norman, OK. Classroom Tools and Strategies. Basic tools for conducting action or field research to improve knowledge for making data-based decisions.
Leveraging CTE to Drive Change in Public Education	Chad Ratliff, Charlottesville, VA, Eric Bredder, Albemarle County Public Schools. Advocacy and Public Relations. Discussed different programs and partnerships that engage students. “We Make Makers.” Moved CTE learning labs to a more centralized location within school (as opposed to the back or outskirts of the building design) – what used to be a library. The location change instantly became more visible and engaging to students and other instructors.
Promoting Your Program and Spreading the Word About CTE Success	Sean Lynch, ACTE Alexandria, VA. Advocacy and Public Relations. Discussed CTE Month and



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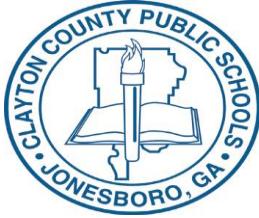
	other general tips to promote CTE...many of which I am familiar with having spent years in brand marketing
Marketing Education Committee – Networking Social	Met with other CTAE instructors from around the country and shared ideas
Power Talks: Connecting Education and Inspiration	General Session. Multiple speakers on various programs they created that successfully engaged their students with real world, real work opportunities. One STEM team designed a remote controlled drone that could dispense pesticides more efficiently and accurately to farmer’s crops than traditional use of a low flying crop dusting plane.
Advocacy in Action: Strategies for Collecting, Using, and Disseminating Data to Justify CTE Programs	ReAnn Miller, Jessamine Career & Technology Center, Nicholasville, KY. Family and Consumer Science Education. Identified key websites to find research and published reports. Shared the newsletter they produce for Family and Consumer Sciences.
CTE Advocacy – Local, State, and Federal Strategies	Matthew Gambill, GACTE - Kennesaw, GA. Advocacy and Public Relations. Overview of how Matthew advocates for CTAE in Georgia.
Marketing Hope	Christy Richardson, Dave Ramsey. Innovation in Business and Education Partnerships. Brentwood, TN. Why Dave Ramsey is successful. Good presentation and a clever sales pitch to the audience.
ACTE and Marketing Education Coffee Talk	Deb Moore, Raymond S. Kellis High School, Glendale, AZ

Plan of Redelivery

***Present at CTAE department meetings and share with CTAE, WBL or Content Teachers**

Additional Notes From Sessions to be shared with WBL Coordinators:

Data driven decision making:
 When collecting and using data: Is it reliable?
 When developing survey:



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If questions are too broad in range, data is not conclusive

ESD Ideas

ESD Rubric was developed as a guide to grading students on employability skills. They selected 5 enduring skills (copy on file):

Communications

Integrity and self-representation

Time, talk, resource management

Critical thinking, problem solving & conflict resolution

Digital Citizenship

Multiple Choice Mondays

Students take 5 multiple choice questions relating to ESD.

Test scores are subjective, students are informed at the beginning of the semester and reminded regularly if not daily

Grade counts as 10% of final grade in class.

Every CTE teacher, in every class, implement ESD rubric – it is system wide

Has the business and industry support.

Business use as incentives to create scholarships.

Students managing money questionnaire

10-15 questions.

Students answers questions using: all of the time, regularly, sometimes, rarely, never

Students and healthy habits questionnaire

I drink 8 glasses of water a day: strongly agree, agree, occasionally, disagree, strongly disagree

I wash my hands after every meal and restroom:

I eat 3 balanced meals a day

I know how many calories I eat a day

Advocacy tip with legislators

Legislators need to know:

Who are you?

What are your issues?

What can I do for you?

Emailing Legislators/political officials/elected officials:

DO NOT: email from school email (discoverable document / public record)

DO NOT: email during school hours (you should be working)

E-CONNECT: education, economic development, engagement

HOPE Marketing (Dave Ramsey)

Content marketing

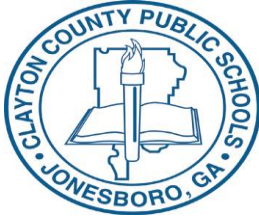
Educate others

Start the conversation

Social engagement

Get others to talk about you/your product

Personal Passion



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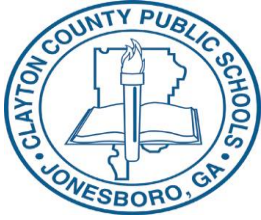
What is your reason for....?
Tell your story and stay plugged into it

Update blog/website every day
Information that is relevant to those that come to website every day
Add content that is helpful or relevant to your purpose/product

***Implement strategies and ideas in the classroom – provide a implementation/monitoring form**

***Present information at summer workshops: GACTE or other professional organizations**

Submit this Conference Feedback form within (3) days and your Redelivery Lesson Plan within (5) days of your return date to the CTAE office via **E-mail (subject line: JHS, Name of Conference attended, Date of Conference: ex. **JHS - GACTE, 7/10-7/15**) Interoffice mail**



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