

# CONNECTING ALABAMA'S FUTURE WORKFORCE



ALABAMA CAREER DEVELOPMENT CONFERENCE  
WALLACE STATE COMMUNITY COLLEGE--HANCEVILLE  
JANUARY 20, 2017



# WELCOME

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We believe that Alabama's career development professionals are a key resource to ensuring Alabama's high school students are fully prepared for their futures.

Every student deserves an opportunity to realize his or her academic goals and career aspirations. Your attendance here today signifies your commitment to helping students achieve this success. The four propriorities of PLAN 2020 provide all student learners with great opportunities to have quality career development experiences.

Enjoy this special day of networking and professional development. You will learn many new things that will further enhance your teaching, mentoring, advising, and counseling abilities.

Every student deserves the chance to become a successful and productive adult. We are committed to supporting the advancement of career development in Alabama's schools.

I look forward to working with you to ensure all Alabama students are College and Career Ready.



A handwritten signature in black ink that reads "Philip C. Cleveland". The signature is written in a cursive, flowing style.

Dr. Philip C. Cleveland, Deputy State Superintendent  
Career & Technical Education/Workforce Development  
Counseling and Guidance Supervisor  
Alabama State Department of Education

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Welcome to the 12th Annual Alabama Career Development Conference. This is a wonderful opportunity to network and share with your colleagues throughout the state.

Our focus this year has been on strengthening our bonds with others—within the school counseling and education professions, as well as abroad. Your participation at the conference thereby closely aligns with that focus, and we sincerely appreciate your time and interest.

The conference committee and volunteers have worked to ensure that you receive a wealth of information. Each breakout session focuses on enhancing your knowledge of career development. Please be sure to take full advantage of these opportunities.

Again, on behalf of our professional organizations, welcome to this year's conference. We appreciate all you do as professional educators.

Alabama School Counseling Association  
Alabama Career Development Association  
Alabama Association of Career & Technical Education—Guidance Division

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# CONFERENCE SCHEDULE AT A GLANCE

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More than 25 in-depth, targeted sessions on career development topics provided by experienced practitioners will help you get the most out of the 12th Annual Alabama Career Development Conference. Sessions have been designed to provide information for ongoing study and/or implementation in your school system.

7:30 am - 8:15 am	Registration
8:15 am - 9:00 am	Opening Session
9:00 am - 9:50 am	Breakout Sessions
10:00 am - 10:50 am	Breakout Sessions
11:00 am - 12:50 pm	Campus Tours & Networking Lunch
1:00 pm - 1:50 pm	Breakout Sessions
2:00 pm - 2:50 pm	Breakout Sessions
3:00 pm - 3:50 pm	Breakout Sessions

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## Opening Session Keynote Speaker Lee Marshall, Kids to Love Foundation

[www.kidstolove.org](http://www.kidstolove.org)

Lee Marshall is answering her God given call to be a voice for children who wait! Born into foster care, and adopted at the age of 2, Lee knows first hand the difference a forever family can make. Through her Kids to Love Foundation, she is carrying out her purpose to find families for foster children, and meeting their immediate needs while they wait to be adopted. Since Lee founded Kids to Love in 2004, the foundation has impacted the lives of more than 190,000 foster children. Lee is a 3-time Emmy award winning journalist. After 20 years in TV News, she signed off from the anchor desk in 2015 to launch her dream of the Kids to Love Center. Just like Lee, Kids to Love also got its start in television. Lee presents a weekly segment that aims to recruit “Forever Families.” Each week, Lee introduces a new child waiting in foster care to perspective families across the Tennessee Valley and to her more than 40,000 followers on social media. She has helped find permanent homes for more than 200 children through her weekly segment.



Lee’s vision and heart, especially for teen-age foster children who will age out of care, compelled her to dream big, and in March 2015 she launched the Kids to Love Center. The center is home to KTech, a workforce training site for young adults, focusing on those in foster care, vets needing a skill set to reenter the workforce, and others who are underserved through traditional constraints of education. Taking Kids to Love from a grassroots to a global outreach has landed Lee on the list of the 500 Most Influential CEO’s in the World. Kids to Love was named the Women-Owned Business of the Year with the Huntsville - Madison County Chamber of Commerce. Lee has also been honored by the Alabama Broadcaster’s Association for her journalistic contributions.

Lee earned her Bachelor’s Degree in Communications from Murray State University. She’ll be the first to tell you her greatest accomplishment is her family. She and Jeff have been married for 21 years and have two daughters, Ella, 12, and Emma, 8, and a Maltese named Elvis.

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# CONFERENCE SPONSORS

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## Top **10** Soft Skills



# CONTENT SESSIONS

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- 9:00 - 9:50 am**  
**Wilson Hall 100**  
**Saving \$ + Saving Lives: Become a CPR Instructor**  
Did you know you AND your students can become American Heart Association BLS Instructors? Handling this training internally can save money and lives. Plus, students who become BLS Instructors have better chances of being hired in the workforce, especially at healthcare facilities, summer camps, construction / industry, day cares, and many other places of business.  
*Presenter: Brady McLaughlin, Trio Safety CPR+AED*
- 9:00 - 9:50 am**  
**Wilson Hall 101**  
**Regional Fast Growth Occupations**  
Covering the Top 40 Demand Occupations for projections through 2022/2024: Top 25 occupations for Alabama and/or specific regions based upon % growth; Top 40 Occupations projections, region specific, sorted by degree; High Demand Occupations projections, Associate Degree and Under.  
*Presenter: Gerald Nix, Alabama Department of Labor*
- 9:00 - 9:50 am**  
**Wilson Hall 102**  
**Workplace Skill Development**  
Guided by the “Alabama’s PLAN 2020, we will discuss topics on Workplace Skill Development, particularly in the areas of the importance of training and development in the workplace. Topics will include: Addressing weaknesses, improved performance, consistency, employee satisfaction. We will also discuss communication, attitude, teamwork, networking, problem solving, and professionalism, as it pertains to an employee.  
*Presenters: Nathan Lee and Allison Crawford, Career Coaches*
- 9:00 - 9:50 am**  
**Wilson Hall 103**  
**Opportunities at Mercedes Benz - Technical Training Programs**  
The content will include information about our technical programs at Mercedes-Benz U.S. International. I would like to explain how the programs offer students an opportunity to earn money while they learn at school and at Mercedes. These are Associate degree programs where we provide tuition and fees support throughout their time in school and we also offer employment to the top percent of the class.  
*Presenter: Steve Colburn, Mercedes-Benz U.S. International*
- 9:00 - 9:50 am**  
**Wilson Hall 200**  
**Careers in the Construction Industry**  
This session will discuss the career opportunities in the construction industry from skilled trade jobs to management jobs, including salaries, opportunities, and pathways to be successful in the construction industry.  
*Presenter: Wade Thompson, ABC North Alabama*
- 9:00 - 9:50 am**  
**Wilson Hall 201**  
**Use of Technology to Ensure that Students are College/Career Ready**  
How to develop a comprehensive College/Career ready program will be demonstrated. Use of newsletters, blogs, and how to integrate technology in high school counseling programs. Use of technology to increase FAFSA completion and to aid in financial aid will also be discussed.  
*Presenter: Amy Smith, Pell City Schools*
- 9:00 - 9:50 am**  
**Wilson Hall 202**  
**Transition to Education: Support to New CTE Teachers**  
The Career and Technical Education Teacher Certification Program (CTE TCP) is responsible for assisting teachers who have work experience in an industry related career (e.g. building construction, cosmetology, plumbing) or a health science related field to earn a renewable teaching certificate. This session will focus on approaches to the following areas of support: (1) Building level support provided to new teachers, (2) Methods to ensure that the scheduling of courses are sequenced with the CTE program taught by new teachers and (3) Teaching retention strategies in support of the new teacher in transitioning into the teaching profession from industry.  
*Presenter: Niketa Dean, Alabama State Department of Education*
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# CONTENT SESSIONS

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9:00 - 9:50 am

Wilson Hall  
203

## Utilizing Simulation in the Development of Workplace Skills

Healthcare simulation is a pedagogy utilized to develop workplace skills in a variety of health disciplines. Simulation is an interactive learning strategy which has been implemented in a state-of-the-art Simulation Center since 2014 at Wallace State Community College (WSCC). Join us as we discuss WSCC's journey with simulation and how it has developed workplace skills in our students.

*Presenter: Deborah Hoover, Wallace State Community College*

9:00 - 9:50 am

Business Building  
106

## ForestryWorks!

Grow your knowledge of Alabama's sustainable forests and the jobs associated with the art and science of tending to and managing these forests. Learn about the new ForestryWorks! Forest Worker Certificate program (an Alabama Career Readiness Indicator) available for high school students.

*Presenter: Ashley Smith, Alabama Forestry Association*

9:00 - 9:50 am

Business Building  
109

## Skills to Pay the Bills

Industry leaders are struggling to fill positions because many candidates are lacking the soft skills needed to be successful. This session is designed to help teach those skills to secondary students. Using active learning strategies, we will examine communication, teamwork, professionalism, problem solving and critical thinking, and attitude. The session includes free classroom materials.

*Presenter: Julie Kornegay, Federal Reserve Bank of Atlanta—Birmingham Branch*

9:00 - 9:50 am

Business Building  
111

## KTECH Mechatronics: Your Students' Fast-Track into a High-Demand Workforce!

KTECH delivers workforce training and credentialing in Siemens Mechatronics for high-demand occupations with scholarships for under-served populations. Mechatronics blends mechanical, electrical, fluid power and computerized technologies that form a system utilized by industry such as advanced manufacturing, automotive, finance, health care and others. Students also participate in Momentum for Life curriculum focused on healthy living, financial security, communication and sustainability which increases the student's understanding of the world around them, so they can live a more productive and fulfilling life. Come learn how to share this workforce lifeline!

*Presenter: Lee Marshall, Kids to Love*

9:00 - 9:50 am

Business Building  
113

## Credentialing Opportunities for Hospitality/Tourism Cluster

This session will address the process for credentialing opportunities with regard to workforce skill development, including the certifications available to CTE students in Hospitality & Tourism: ServSafe Food Protection Manager and the ProStart Certificate of Achievement (COA) through the National Restaurant Association and the Certified Hospitality & Tourism Management Professional (CHTMP) through the American Hotel and Lodging Association.

*Presenter: Susan Starr, Alabama Restaurant & Hospitality Association*

9:00 - 9:50 am

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## Elementary Career Tech Tools and Exploration

Come learn how to create a tool kit for teachers, counselors and administrators to bridge the gap between elementary and secondary CTE.

*Presenter: Vantney Alums, Career Coach*

9:00 - 9:50 am

Business Building  
119

## The Law Schools Application Process

Admissions counselors along with faculty, from the School of Law, at Faulkner University will provide an overview of the qualifications of college admission and courses required to apply to the School of Law. In addition, a number of career opportunities will be discussed.

*Presenter: John Bradley, Faulkner University School of Law*

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# CONTENT SESSIONS

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<b>9:00 - 9:50 am</b> <b>Business Building</b> <b>120</b>	<b>Helping Artistic Students Succeed in the Workforce Utilizing Creative Computing Skills</b> This session discusses the benefits of developing the computing skills of students who are creative by nature. Most of the current programs and efforts in place to develop computing skills tend focus on advancing science and math perhaps overlooking students that excel in artistic areas such as art, music, or theater. This session will cover why artistic abilities are needed in the computing industry and what schools can do now to prepare these students to major in Creative Computing programs in college and for careers in this field. <i>Presenter: Ron Davis, Payble LLC</i>
<b>9:00 - 9:50 am</b> <b>Wilson Hall</b> <b>210</b>	<b>College and/or Career Ready? The Alabama National Guard can help!</b> This presentation will discuss the Alabama National Guard's purpose, mission, benefits, and the opportunities currently available. The goal of this presentation is to inform educators and administrators on the numerous resources available to help young adults (ages 17-35) with college and career preparedness. At a minimum, this presentation will cover education benefits, part-time job opportunities, the advantages for schools to conduct ASVAB (Armed Services Vocational Aptitude Battery) testing and local resources available for utilization at the schools. <i>Presenter: LTC Brad Benton, Alabama National Guard</i>
<b>10:00 - 10:50 am</b> <b>Wilson Hall</b> <b>100</b>	<b>Saving \$ + Saving Lives: Become a CPR Instructor</b> Did you know you AND your students can become American Heart Association BLS Instructors? Handling this training internally can save money and lives. Plus, students who become BLS Instructors have better chances of being hired in the workforce, especially at healthcare facilities, summer camps, construction / industry, day cares, and many other places of business. <i>Presenter: Brady McLaughlin, Trio Safety CPR+AED</i>
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**Wilson Hall**  
**200**

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- College and/or Career Ready? The Alabama National Guard can help!**
- This presentation will discuss the Alabama National Guard's purpose, mission, benefits, and the opportunities currently available. The goal of this presentation is to inform educators and administrators on the numerous resources available to help young adults (ages 17-35) with college and career preparedness. At a minimum, this presentation will cover education benefits, part-time job opportunities, the advantages for schools to conduct ASVAB (Armed Services Vocational Aptitude Battery) testing and local resources available for utilization at the schools.  
*Presenter: LTC Brad Benton, Alabama National Guard*
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- 1:00 - 1:50 pm**  
**Wilson Hall**  
**100**
- How To Make Soft Skills Stick: 'Connecting the Dots' with Students Using Unique and Interactive Activities**
- Tom McNeal is a youth speaker, human resources professional who has hired over 3,000 people and action sports athlete who has tasted both failure and success. During his tenure in human resources and hiring over 3,000 people, there is a common thread for what brings success and what brings struggles with many of those being defined as 'soft skills' or 'life skills'. This interactive and 'action-packed' presentation will provide a simple road map to middle and high school students on how they can stand out and shine no matter what their dreams are!  
*Presenter: Tom McNeal, Bring the Message*
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# CONTENT SESSIONS

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- 1:00 - 1:50 pm**  
**Wilson Hall**  
**101**
- Achieve Alabama**
- We help connect students throughout the State of Alabama with the school that best fits their needs and with scholarship opportunities that will enable them to pursue their goals and dreams.  
*Presenter: Willietta Ellis Conner, Alabama State Department of Education*
- 1:00 - 1:50 pm**  
**Wilson Hall**  
**102**
- LinkedIn: Networking and Connecting with Business/Industry**
- Learn how to use LinkedIn to build your professional network, connect with business/industry, join professional development groups, and internship opportunities for your students! Business/Industry partnerships are vital to building programs, job shadowing opportunities, finding professional speakers for classroom presentations, as well as finding out what types of positions companies are hiring for. LinkedIn is an invaluable resource that will allow you to connect and grow your professional network.  
*Presenter: Ashley McDuff, Career Coach*
- 1:00 - 1:50 pm**  
**Wilson Hall**  
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- The content will include information about our technical programs at Mercedes-Benz U.S. International. I would like to explain how the programs offer students an opportunity to earn money while they learn at school and at Mercedes. These are Associate degree programs where we provide tuition and fees support throughout their time in school and we also offer employment to the top percent of the class.  
*Presenter: Steve Colburn, Mercedes-Benz U.S. International*
- 1:00 - 1:50 pm**  
**Wilson Hall**  
**200**
- Elementary Career Development Activities**
- This session focuses on planning and implementing career focused activities in elementary to include career exploration, team building, career fairs, and community/industry involvement.  
*Presenter: Kendall Braswell, Career Coach*
- 1:00 - 1:50 pm**  
**Wilson Hall**  
**201**
- How to Develop a Comprehensive Career Development Program -Elementary through High School**
- Use of technology to introduce and educate students about available college and career options. Through age appropriate lessons, students will be inspired to plan for their future. How to integrate this program from elementary school - high school will be addressed.  
*Presenters: Amy Smith and Shelley Kaler, Pell City Schools*
- 1:00 - 1:50 pm**  
**Wilson Hall**  
**202**
- Workplace Skill Development Guidance and Work-Based Learning**
- This session will include a brief description of business and industry compliance standards for work-based learning classes, timelines for completion of the application process for students, and the essential guidance participation in the application/verification/interview process.  
*Presenter: Mike Rutledge, Alabama State Department of Education*
- 1:00 - 1:50 pm**  
**Wilson Hall**  
**203**
- Planning for Success: Academic and Career Planning for Students**
- The first step in planning for success is developing a yearly career development plan with measurable goals for each system. We will discuss the importance of exposure to career tech programs in the earlier grades (K-9) and the importance of self-exploration before creating 4-year plans. We will also debunk the myth that students are EITHER “academic” OR “career tech.” Best practices for creating meaningful 4-year plans and grade level activities for effective academic and career planning will also be on the agenda. In addition, we will look at the importance of teachers, parents, and students understanding opportunities available to them through career pathways.  
*Presenter: Shawna McCullar, Career Coach*
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# CONTENT SESSIONS

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- 1:00 - 1:50 pm**  
**Business Building**  
**106**
- Careers in Construction**
- Session is designed to clearly communicate the vastness of opportunities available to students considering a career in Construction. Overview includes industry introduction, dispelling of myths, current trends, and helping identify and assist students find pathways they can pursue to help them take the steps they need to prepare well for a future as industry participants and leaders.
- Presenter: Joshua Dean, Alabama Homebuilders Association*
- 1:00 - 1:50 pm**  
**Business Building**  
**109**
- Helping Students Make Lemonade**
- We've all heard the saying "making lemonade out of lemons." Sometimes that's easier said than done! Appreciative Inquiry is a process that cultivates hope and can bring about positive change based on the idea that a particular line of questioning or "inquiry" can move a student in certain directions. By focusing on strengths and positive experiences rather than traditional "problem-solving" approaches, coaches and students can discover assets, capabilities and resources that may result in a motivation to dream and design futures together.
- Presenter: Christine Wiggins, Wallace State Community College*
- 1:00 - 1:50 pm**  
**Business Building**  
**111**
- The Child Development Associate Credential, The First Step to Meeting the Need for High Quality Early Childhood Teachers**
- It is an exciting time in the field of Early Childhood Education in Alabama. The Alabama Department of Early Childhood Education has funded over 800 Office of School Readiness First Class Pre-K classrooms statewide. With this growth, the need for early childhood education teachers with high quality credentials is being felt in all areas of the state. The Child Development Associate (CDA) credential is an industry recognized national credential that would allow a high school graduate who earned the CDA to work in a First Class Pre-K Classroom. This credential is in high demand statewide in all early childhood settings and would be an impressive credential for a high school graduate. This session will review the basics of the CDA credential, the steps to earn the credential and the potential for growth after the credential has been earned.
- Presenter: Joy Winchester, Alabama Department of Early Childhood Education*
- 1:00 - 1:50 pm**  
**Business Building**  
**113**
- Simulated Workplace - Real World Applications in the Classroom**
- With the national emphasis on providing real world work based learning experiences, Simulated Workplace is being implemented in career tech programs in Alabama high schools and career tech centers. The Simulated Workplace environment promotes the sharing of responsibility for learning between the student and the instructor. Simulated Workplace protocols will be covered with an emphasis on 5S, an international lean manufacturing process that can be applied to all career fields and to organizational practices in the home.
- Presenter: Susan Harrison, Southern Regional Education Board*
- 1:00 - 1:50 pm**  
**Business Building**  
**118**
- Elementary Career Tech Tools and Exploration**
- Come learn how to create a tool kit for teachers, counselors and administrators to bridge the gap between elementary and secondary CTE.
- Presenter: Vantney Alums, Career Coach*
- 1:00 - 1:50 pm**  
**Business Building**  
**119**
- Conquering the FAFSA**
- The Free Application for Federal Student Aid (FAFSA) is the key to unlocking money for college, but completing it can be an overwhelming process for everyone involved. This session will provide educators best practices and tools to boost FAFSA completion in their school or district including, in-school FAFSA workshops, data tracking, and lesson plans. The session will also cover the most common FAFSA mistakes and myths.
- Presenter: Ashleigh Staples, Alabama Possible*
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# CONTENT SESSIONS

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1:00 - 1:50 pm

## Career Success through Internships & Job Shadowing in High School

**Business Building**  
120

Most students and parents believe the pathway to a successful career is earning that 4-year degree. Forty-seven percent of the workforce in Alabama is employed by small businesses. These small businesses are looking for something more than just a college degree - find out tips to help your students discover their passions, build their resume and possibly avoid college debt.  
*Presenter: Pam Mashburn, exploreMedia*

1:00 - 1:50 pm

## College and/or Career Ready? The Alabama National Guard can help!

**Wilson Hall**  
210

This presentation will discuss the Alabama National Guard's purpose, mission, benefits, and the opportunities currently available. The goal of this presentation is to inform educators and administrators on the numerous resources available to help young adults (ages 17-35) with college and career preparedness. At a minimum, this presentation will cover education benefits, part-time job opportunities, the advantages for schools to conduct ASVAB (Armed Services Vocational Aptitude Battery) testing and local resources available for utilization at the schools.  
*Presenter: LTC Brad Benton, Alabama National Guard*

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2:00 - 2:50 pm  
**Wilson Hall**  
100

## How To Make Soft Skills Stick: 'Connecting the Dots' with Students Using Unique and Interactive Activities

Tom McNeal is a youth speaker, human resources professional who has hired over 3,000 people and action sports athlete who has tasted both failure and success. During his tenure in human resources and hiring over 3,000 people, there is a common thread for what brings success and what brings struggles with many of those being defined as 'soft skills' or 'life skills.' This interactive and 'action-packed' presentation will provide a simple roadmap to middle and high school students on how they can stand out and shine no matter what their dreams are!  
*Presenter: Tom McNeal, Bring the Message*

2:00 - 2:50 pm

## Alabama Green Industry Jobs - We Have a Place for You!

**Wilson Hall**  
101

The Green Industry provides students with many types of job opportunities across our state. This session will introduce landscape horticulture, ornamental and vegetable production, and public horticulture careers. In addition, participants will be exposed to the newly released Alabama Green Jobs Marketing Website, which is geared towards giving students the information they need on the types of jobs available in our industry.  
*Presenter: Bethany O'Rear, Alabama Cooperative Extension System*

2:00 - 2:50 pm

## LinkedIn: Networking and Connecting with Business/Industry

**Wilson Hall**  
102

Learn how to use LinkedIn to build your professional network, connect with business/industry, join professional development groups, and internship opportunities for your students! Business/Industry partnerships are vital to building programs, job shadowing opportunities, finding professional speakers for classroom presentations, as well as finding out what types of positions companies are hiring for. LinkedIn is an invaluable resource that will allow you to connect and grow your professional network.  
*Presenter: Ashley McDuff, Career Coach*

2:00 - 2:50 pm

## What Do You Want to Be When You Grow Up?

**Wilson Hall**  
103

Provide an overview of the Alabama Department of Rehabilitation Services (ADRS). Explain the services offered by the Vocational Rehabilitation (VR) division of ADRS. Discuss careers available within the VR division of ADRS. Discuss recruiting for these careers.  
*Presenter: Dana Barber, Alabama Department of Rehabilitation Services*

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# CONTENT SESSIONS

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- 2:00 - 2:50 pm**  
**Wilson Hall**  
**200**
- Elementary Career Development Activities**
- This session focuses on planning and implementing career focused activities in elementary to include career exploration, team building, career fairs, and community/industry involvement.  
*Presenter: Kendall Braswell, Career Coach*
- 2:00 - 2:50 pm**  
**Wilson Hall**  
**201**
- How to Develop a Comprehensive Career Development Program -Elementary through High School**
- Use of technology to introduce and educate students about available college and career options. Through age appropriate lessons, students will be inspired to plan for their future. How to integrate this program from elementary school - high school will be addressed.  
*Presenters: Amy Smith and Shelley Kaler, Pell City Schools*
- 2:00 - 2:50 pm**  
**Wilson Hall**  
**202**
- Workplace Skill Development Guidance and Work-Based Learning**
- This session will include a brief description of business and industry compliance standards for work-based learning classes, timelines for completion of the application process for students, and the essential guidance participation in the application/verification/interview process.  
*Presenter: Mike Rutledge, Alabama State Department of Education*
- 2:00 - 2:50 pm**  
**Wilson Hall**  
**203**
- Planning for Success: Academic and Career Planning for Students**
- The first step in planning for success is developing a yearly career development plan with measurable goals for each system. We will discuss the importance of exposure to career tech programs in the earlier grades (K-9) and the importance of self-exploration before creating 4-year plans. We will also debunk the myth that students are EITHER “academic” OR “career tech.” Best practices for creating meaningful 4-year plans and grade level activities for effective academic and career planning will also be on the agenda. In addition, we will look at the importance of teachers, parents, and students understanding opportunities available to them through career pathways.  
*Presenter: Shawna McCullar, Career Coach*
- 2:00 - 2:50 pm**  
**Business Building**  
**106**
- Careers in Construction**
- Session is designed to clearly communicate the vastness of opportunities available to students considering a career in Construction. Overview includes industry introduction, dispelling of myths, current trends, and helping identify and assist students find pathways they can pursue to help them take the steps they need to prepare well for a future as industry participants and leaders.  
*Presenter: Joshua Dean, Alabama Homebuilders Association*
- 2:00 - 2:50 pm**  
**Business Building**  
**109**
- Helping Students Make Lemonade**
- We’ve all heard the saying “making lemonade out of lemons.” Sometimes that’s easier said than done! Appreciative Inquiry is a process that cultivates hope and can bring about positive change based on the idea that a particular line of questioning or “inquiry” can move a student in certain directions. By focusing on strengths and positive experiences rather than traditional “problem-solving” approaches, coaches and students can discover assets, capabilities and resources that may result in a motivation to dream and design futures together.  
*Presenter: Christine Wiggins, Wallace State Community College*
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# CONTENT SESSIONS

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**2:00 - 2:50 pm**  
**Business Building**  
**111**

## **The Child Development Associate Credential, The First Step to Meeting the Need for High Quality Early Childhood Teachers**

It is an exciting time in the field of Early Childhood Education in Alabama. The Alabama Department of Early Childhood Education has funded over 800 Office of School Readiness First Class Pre-K classrooms statewide. With this growth, the need for early childhood education teachers with high quality credentials is being felt in all areas of the state. The Child Development Associate (CDA) credential is an industry recognized national credential that would allow a high school graduate who earned the CDA to work in a First Class Pre-K Classroom. This credential is in high demand statewide in all early childhood settings and would be an impressive credential for a high school graduate. This session will review the basics of the CDA credential, the steps to earn the credential and the potential for growth after the credential has been earned.

*Presenter: Joy Winchester, Alabama Department of Early Childhood Education*

**2:00 - 2:50 pm**  
**Business Building**  
**113**

## **Simulated Workplace - Real World Applications in the Classroom**

With the national emphasis on providing real world work based learning experiences, Simulated Workplace is being implemented in career tech programs in Alabama high schools and career tech centers. The Simulated Workplace environment promotes the sharing of responsibility for learning between the student and the instructor. Simulated Workplace protocols will be covered with an emphasis on 5S, an international lean manufacturing process that can be applied to all career fields and to organizational practices in the home.

*Presenter: Susan Harrison, Southern Regional Education Board*

**2:00 - 2:50 pm**  
**Business Building**  
**118**

## **Business and Education Partnerships**

Learn how your students will benefit from having a healthy relationship between the local school and businesses in this interactive session.

*Presenter: Otis Grayson, Career Coach*

**2:00 - 2:50 pm**  
**Business Building**  
**119**

## **Conquering the FAFSA**

The Free Application for Federal Student Aid (FAFSA) is the key to unlocking money for college, but completing it can be an overwhelming process for everyone involved. This session will provide educators best practices and tools to boost FAFSA completion in their school or district including, in-school FAFSA workshops, data tracking, and lesson plans. The session will also cover the most common FAFSA mistakes and myths.

*Presenter: Ashleigh Staples, Alabama Possible*

**2:00 - 2:50 pm**  
**Business Building**  
**120**

## **Career Success through Internships & Job Shadowing in High School**

Most students and parents believe the pathway to a successful career is earning that 4-year degree. Forty-seven percent of the workforce in Alabama is employed by small businesses. These small businesses are looking for something more than just a college degree - find out tips to help your students discover their passions, build their resume and possibly avoid college debt.

*Presenter: Pam Mashburn, exploreMedia*

**2:00 - 2:50 pm**  
**Wilson Hall 210**

## **Hospitality Careers - Leading with a Servant's Heart**

The hospitality industry is for everyone, but not everyone is cut out to make it their livelihood long term. What do recruiters look for in potential hires? What personality type succeeds? What is a first impression?

*Presenter: Ms. Melina Porche, Ross Bridge Resort*

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# CONTENT SESSIONS

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3:00 - 3:50 pm  
Wilson Hall 100

## **How To Make Soft Skills Stick: ‘Connecting the Dots’ with Students Using Unique and Interactive Activities**

Tom McNeal is a youth speaker, human resources professional who has hired over 3,000 people and action sports athlete who has tasted both failure and success. During his tenure in human resources and hiring over 3,000 people, there is a common thread for what brings success and what brings struggles with many of those being defined as ‘soft skills’ or ‘life skills’. This interactive and ‘action-packed’ presentation will provide a simple roadmap to middle and high school students on how they can stand out and shine no matter what their dreams are!

*Presenter: Tom McNeal, Bring the Message*

3:00 - 3:50 pm  
Wilson Hall 101

## **Alabama Green Industry Jobs - We Have a Place for You!**

The Green Industry provides students with many types of job opportunities across our state. This session will introduce landscape horticulture, ornamental and vegetable production, and public horticulture careers. In addition, participants will be exposed to the newly released Alabama Green Jobs Marketing Website, which is geared towards giving students the information they need on the types of jobs available in our industry.

*Presenter: Bethany O’Rear, Alabama Cooperative Extension System*

3:00 - 3:50 pm  
Wilson Hall 102

## **LinkedIn: Networking and Connecting with Business/Industry**

Learn how to use LinkedIn to build your professional network, connect with business/industry, join professional development groups, and internship opportunities for your students! Business/Industry partnerships are vital to building programs, job shadowing opportunities, finding professional speakers for classroom presentations, as well as finding out what types of positions companies are hiring for. LinkedIn is an invaluable resource that will allow you to connect and grow your professional network.

*Presenter: Ashley McDuff, Career Coach*

3:00 - 3:50 pm  
Wilson Hall 103

## **What Do You Want to Be When You Grow Up?**

Provide an overview of the Alabama Department of Rehabilitation Services (ADRS). Explain the services offered by the Vocational Rehabilitation (VR) division of ADRS. Discuss careers available within the VR division of ADRS. Discuss recruiting for these careers.

*Presenter: Dana Barber, Alabama Department of Rehabilitation Services*

3:00 - 3:50 pm  
Wilson Hall 200

## **Elementary Career Development Activities**

This session focuses on planning and implementing career focused activities in elementary to include career exploration, team building, career fairs, and community/industry involvement.

*Presenter: Kendall Braswell, Career Coach*

3:00 - 3:50 pm  
Wilson Hall 201

## **How to Develop a Comprehensive Career Development Program -Elementary through High School**

Use of technology to introduce and educate students about available college and career options. Through age appropriate lessons, students will be inspired to plan for their future. How to integrate this program from elementary school - high school will be addressed.

*Presenters: Amy Smith and Shelley Kaler, Pell City Schools*

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This session will include a brief description of business and industry compliance standards for work-based learning classes, timelines for completion of the application process for students, and the essential guidance participation in the application/verification/interview process.

*Presenter: Mike Rutledge, Alabama State Department of Education*

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- 3:00 - 3:50 pm**  
**Business Building 106**
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- Presenter: Christine Wiggins, Wallace State Community College*
- 3:00 - 3:50 pm**  
**Business Building 111**
- Achieve Alabama**
- We help connect students throughout the State of Alabama with the school that best fits their needs and with scholarship opportunities that will enable them to pursue their goals and dreams.
- Presenter: Willietta Ellis Conner, Alabama State Department of Education*
- 3:00 - 3:50 pm**  
**Business Building 113**
- Simulated Workplace - Real World Applications in the Classroom**
- With the national emphasis on providing real world work based learning experiences, Simulated Workplace is being implemented in career tech programs in Alabama high schools and career tech centers. The Simulated Workplace environment promotes the sharing of responsibility for learning between the student and the instructor. Simulated Workplace protocols will be covered with an emphasis on 5S, an international lean manufacturing process that can be applied to all career fields and to organizational practices in the home.
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3:00 - 3:50 pm

**Wilson Hall**  
210

## **Hospitality Careers - Leading with a Servant's Heart**

The hospitality industry is for everyone, but not everyone is cut out to make it their livelihood long term. What do recruiters look for in potential hires? What personality type succeeds? What is a first impression?

*Presenter: Ms. Melina Porche, Ross Bridge Resort*



# CONFERENCE PRESENTERS DIRECTORY

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Thompson, Wade	ABC-North Alabama	<a href="mailto:wade@abcnalabama.org">wade@abcnalabama.org</a>

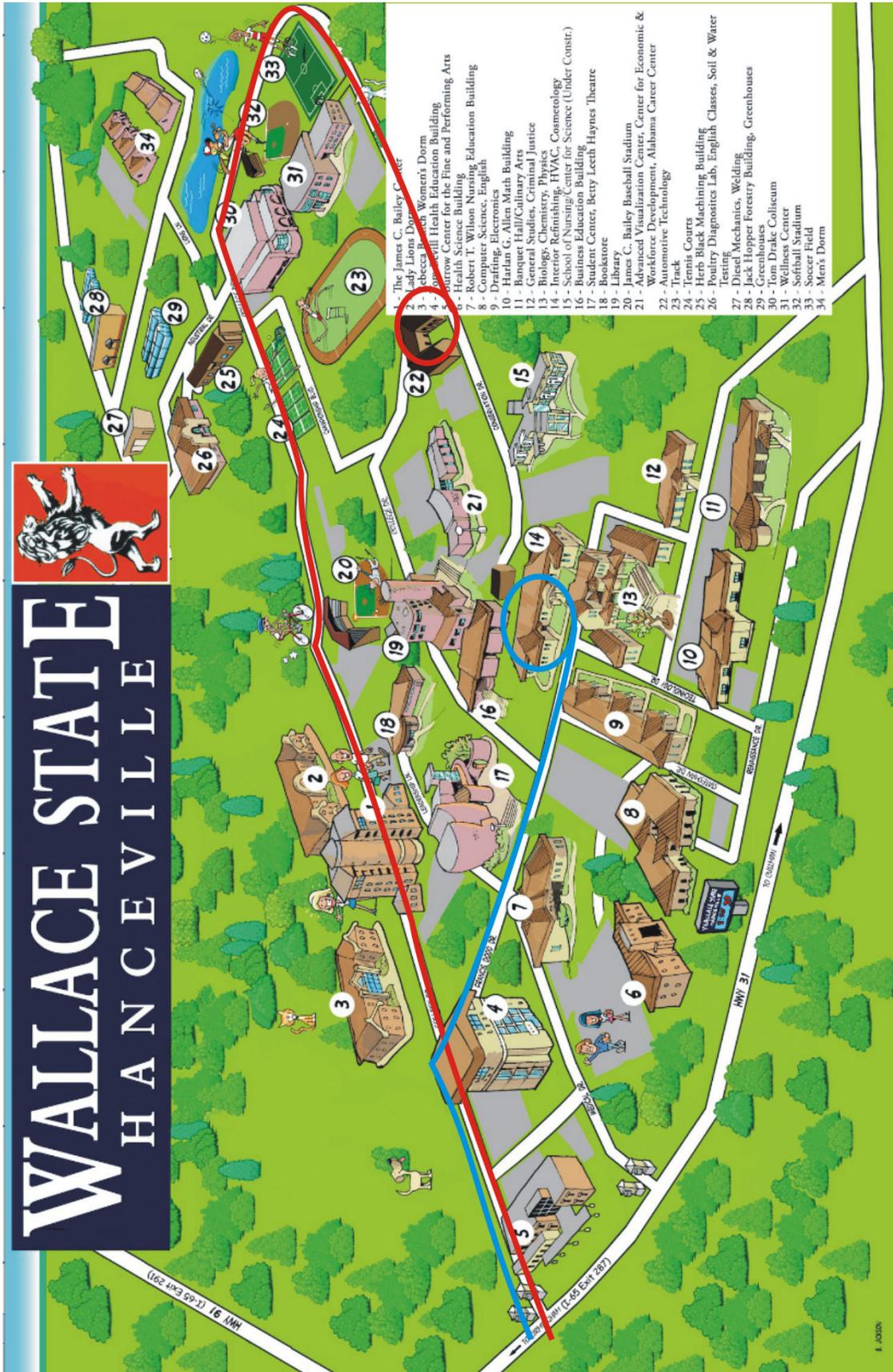
## CAREER DEVELOPMENT CONFERENCE PLANNING COMMITTEE

Natalie Coleman  
Willietta Conner  
Wanda Langley  
Sean J. Stevens

Monica Mack  
Elizabeth Fisher  
Jill Prince

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# CAMPUS MAP





## Connecting Alabama's Future Workforce

Alabama School Counseling Association

Alabama Career Development Association

Alabama Association of Career & Technical Education—Guidance Division

*Certificate of Attendance*

awarded to

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for attending the Alabama Career Development Conference  
January 20, 2017

Total Contact Hours: 6.75

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School or LEA Administrator

Philip C. Cleveland, Deputy State Superintendent of Education  
Alabama State Department of Education

# NOTES

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# NOTES

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**Special thanks to Wallace State Community College—Hanceville  
for hosting this year's  
Alabama Career Development Conference**

