

# How to Sell Your CTE Programs

Catching FIRE!

Presented by Staff from WCCT

# Objectives

*Today we will discuss the importance of:*

- 1) System/center **evaluation** by all staff members.
- 2) **Identification** of gaps and barriers between academic and CTE programs.
- 3) **Formation** of problem solving teams to bridge gaps and overcome barriers.
- 4) **Developing** a local vision for success.
- 5) **Building** partnerships with local businesses and industry.
- 6) **Recruiting** for CTE programs.

# Walker County Center of Technology

Our mission is to motivate and prepare individuals to become productive citizens through academic and technical learning.

Director: Chris McCullar

Assistant Director: Kristi Cain

Counselor: Kelli Adkins

Career Coach: Shawna McCullar

# Who We Are

- We are a career tech center that serves 6 schools.
  - 5 county & 1 city high school
  - 7 county & 1 city middle school
- We operate with 2 schools coming for 3 separate blocks.
- Our current enrollment is over 700.
- We are comprised of 15 career tech programs.

# Looking Back...

- One CTE counselor existed for entire county.
- We hosted 9<sup>th</sup> grade tours only.
- We helped sponsor Groundhog Job Shadow Day that included 9<sup>th</sup> grade.
- Staff were allowed one middle school visit/year for recruiting.
- Advisory committee meetings were the responsibility of each program.

# ...Opportunity for Change

- Career/Tech education moving to the forefront
- New Diploma changes
- Merging of City/County programs with Industrial Maintenance & JROTC
  - No tuition required from city students as in the past
- New Director
  - Proper placement of students leading to a meaningful pathway to connect to job
- New staff-Career Coach
- Staff formed problem-solving teams for school improvement

# TRANSITION PLAN-1<sup>st</sup> Year

## 2<sup>nd</sup> Friday Visits to 8<sup>th</sup> graders



Teachers representing two different technical programs visit 8<sup>th</sup> grade students in our eight middle/junior high schools to discuss careers available in their area of expertise.



## 1<sup>st</sup> Year

- 8<sup>th</sup> and 9<sup>th</sup> graders toured all programs on campus
- Both filled out interest surveys indicating if they wanted to return for program specific (hands-on) visit
- 9<sup>th</sup> graders returned for program specific visits for top 2 programs of interest
- After program specific visit, 9<sup>th</sup> graders completed interest survey for possible enrollment

# 1<sup>st</sup> Year

## Groundhog Job Shadow Day



- Partnership between the Walker County Chamber of Commerce, Bevill State Community College, Walker County Schools, Jasper City Schools, Sumiton Christian Schools, and Walker County businesses.
- Surveys are completed by all 10<sup>th</sup> graders in the county.
- Some students spend the morning shadowing a job of their choice while others attend an age-appropriate career fair.

# Transition Plan - 2<sup>nd</sup> Year

## 2015-16 WCCT Instructor Teams for 8<sup>th</sup> Grade Visits:

Team 1: Business & IT

Team 2: Drafting & Automotive Technology

Team 3: Health Science, Machining, & Industrial  
Maintenance

Team 4: Plant Science & Electrical Technology

Team 5: Diesel Technology & Collision Repair

Team 6: Welding, Graphic Design, and Cosmetology

# Schedule Sample for Middle School Visits

## Team 1:

Tuesday, September 22: Bankhead Middle

Thursday, September 24: Curry Middle (1 hour visit)

Tuesday, September 29: Valley Junior High

Thursday, October 1: Oakman Middle

Tuesday, October 6: Lupton Middle - Be there by 1:40

Thursday, October 8: Carbon Hill Junior High

Tuesday, October 13: Sumiton Middle (1 hour visit)

Friday, October 16: Maddox Middle

## 8<sup>TH</sup> grade tours of WCCT

- All 8<sup>th</sup> graders (city and county) will tour all programs in the spring.
- Will complete survey at the end if they wanted to come back and spend more time in two programs of greatest interest.

## 9<sup>th</sup> Grade Individual Interest Visits to WCCT

- Students will return this fall to spend approximately 30 minutes doing hands-on work in the two programs they requested.
- They will then complete a second survey indicating if they want to enroll in either of the programs for scheduling purposes.
- This information is shared with counselors for proper placement.

## 2nd year



### Groundhog Job Shadow Day

- Partnership has grown due to a more successful program last year with 10th graders rather than 9th.
- No business complained or dropped out.
- With the surveys, we have been able to contact more businesses in areas specific to student needs.
- We plan to place all students this year - no students stay at center for speakers.

2nd year

## Allocated spots to schools

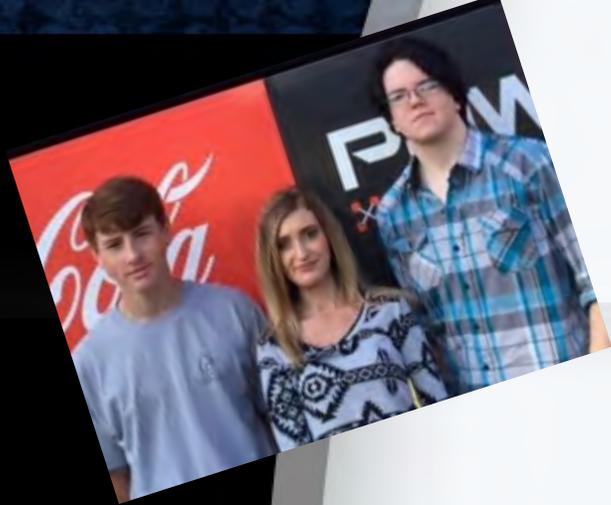
Each school was given allocated spots for each program for incoming sophomores.

Returners were given preference.

Director went out and met with all counselors were asked to place according to the surveys since they best know students.

Before we had seen classes filled with students who were unable to credential or had no interest in the program (dumping ground).

We have seen improvement in proper placement based on feedback from both students and teachers.



It's All About the THEME...

CATCHING



Finding  
Incentive to  
Reach  
Excellence



# Evaluation Time...Looking at What Worked

## WCCT:

- made improvements to what we were currently doing.
- included all programs to school-wide advisory committee meeting.
- invited businesses to jump on board with what we were doing while listening to what they needed.
- is trying new things.
- adopted a theme.

# It's Time to Sell!

- Discuss ideas as a staff.
- Bridge the gap of needs in your school system.
- Ask what the needs are for your industry around you.
- Explore what community opportunities are available to you.
- Know what your resources are....find new ones.
- Support each other.

# You Start the FIRE!

Divide into 4 different groups of 4-5 people each.

Group 1 - Theme  
(Business/Industry)

Group 3- Partnerships

Group 2 - Recruiting

Group 4 - Student Exposure

**School System:** Success County

**Comprised of 4 High Schools:** Aspiration High, Bright High, Creative High, & Discovery High.

**Career Tech Center offers 8 programs:**

Health Science, Carpentry, Automotive Service Technology, Welding, Information Technology, Business, Culinary, and Cosmetology.

WCCT

Walker County Center of Technology

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