



# CTE ADVISORY COUNCIL – MARKETING TASKFORCE UPDATE

Thursday, October 12, 2017

9:30 AM – 4:00 PM

COLUMBIA CAREER CENTER CONFERENCE ROOM



# Attendees/Introduction

- Brian Noller, director, Northland Career Center
- Sarrah Morgan, director, Lex-La-Ray Technical Center
- Brian Crouse, vice president of education, Missouri Chamber of Commerce
- David Webb, vice president of credit, FCS Financial
- Dr. Roger Barnes, superintendent, Chillicothe R-II
- Vicki Schwinke, dean of academic and student affairs, State Technical College
- Rene Yoesel, director of school counseling, Missouri Department of Elementary and Secondary Education
- Amanda Brown, Columbia Area Career Center
- Becky Conrad, recruitment and placement coordinator, Career and Tech Center at Fort Osage
- Brandon Russell, assistant director, Columbia Area Career Center
- Charles Kinsey, director, Poplar Bluff Technical Career Center
- David Reinke, director, Carrollton Area Career Center
- Marilyn Allen, career and technical education/Perkins coordinator, Affton High School
- Randy Gooch, director of career, technical, and adult education, Columbia Area Career Center
- Scott Nolting, director, Lamar Career and Technical Center

# Department of Elementary and Secondary Education (DESE) staff attendees/presenting

- Leon Busdieker, director, Agriculture, Food and Natural Resources
- Dennis Harden, coordinator, Career and Technical Education
- Janice Rehak, coordinator, Career Education Curriculum
- Sarah Weddington, administrative assistant, Office of College and Career Readiness

# Purpose

- To develop and promote MO CTE image and brand
- Create opportunities and Pathways for Students
- Develop partnerships that grow CTE
- Improving and selling our product

# Review CTE Advisory Sub-Committee Information from April/July Meetings

- David Webb
  - *led a session in April that created information that was shared in July in Springfield to the CTE Advisory Council*
  - *presented this information in the taskforce meeting.*
- Brian Crouse spoke on the
  - *Spoke on the Advisory Council CTE certificate with the State Board of Education and how we can partner with the Workforce Alliance.*
  - *Workforce study Chamber/MERIC, led by Ted Abernathy*
    - There are hopes the workforce study will
      - *Identify key industries*
      - *Bring to light some high impact programs (i.e. Innovation Campus and the CAPS program)*
        - Concerns: There were concerns the directors would be less likely to be interested in the idea because GO CAPS or Innovation Campus could bring up funding threats and they could be a threat in competition.

# Work Groups

- Group A - Students & Parents
  - *Janice Rehak*
  - *Becky Conrad*
  - *Amanda Brown*
  - *Brian Noller*
- Group B - Community Members
  - *Dennis Harden*
  - *Brandon Russell*
  - *David Reinke*
  - *Scott Nolting*
  - *Brian Crouse*
- Group C - Sending School - Counselors, Building/Dist Admin, Superintendents
  - *Rene Yoesel*
  - *Sarra Morgan*
  - *Roger Barnes*
  - *Marilyn Allen*
- Group D - Post-Secondary/Secondary Partnerships & Alumni
  - *Leon Busdieker*
  - *Randy Gooch*
  - *Charles Kinsey*
  - *David Webb*

# What is our purpose?

- Assure experiences that lead to life and Career success
- Preparing professionally skilled workforce for you
- Shared mission and vision
- To provide quality employees and colleagues
- Homegrown talent, gainfully employed, actively engaged in the community
- Showcase skill areas/programs in high demand, not provided in comprehensive high schools
  - *Exposure/Advocacy*
  - *High demand*
  - *Wages*
  - *Related area employment*
  - *Real world application*

# What would most “delight” these groups?

- When students find their purpose and place
- Sharing successes of students with community members
  - *Open house*
- Student success and recognition
- Student testimonials
- Elevated colleagues
  - *Champions of Industry*

# How do we engage these particular groups?

- Mailers, open house, monthly newsletter, social media, attendance at special events, chamber involvement
- Sharing successes of students
- Open houses
- DESE funded subs
- Advisory-active members(leadership)
- Get students out of the classroom
- Tours
- Student led career day
- Teacher externships
- High quality advisory committees

# How does DESE and the schools work together to engage these groups?

- Area of opportunity for data on CTE
  - *Brochures & materials*
  - *Easier & more accessible website, informative, regularly update*
- Short video highlighting CTE(statewide)
- Leadership for CTSO
- DESE & Schools work together
- More consistent message from DESE across the state
- Social media action plan
- Develop a model to use for alumni

# What social media tools do we use to engage this group?

- Facebook
- Twitter
  - *Tell a story*
  - *12-month engagement*
  - *Utilize scheduling tools*
- Instagram
- Utilize student ambassadors/  
leaders to drive engagement
- Snap Chat
- Website (using the 3-click rule)

What might our #hashtag be as a state to promote CTE?

■ #careerready

■ #mocteworks

■ #careerreadymo

■ #cte4me

■ #ctedleadsmo

■ #cte4you

■ #gocareermo

■ #cte4life

# What processes and resources should we use to engage them?

- Dedicated DESE employee for social media, marketing and communicating for CTE
  - *Recommend creating a new DESE marketing position for CTE.*
- Toolkit on how to engage business & industry
- Chamber
- Community
- Business & industry host
- Develop models for engaging
- Alumni
- Industry advocate
- Leverage Resources (ACTE, Advance CTE, etc.)
- LinkedIn
- Tours
- Externships
- Examples of student work
- Social media
- Promotional videos
- Military
- Look for avenues to provide recent graduates
- Advocate ability.
- Foundation model
- Advocates
- Industry partners/relationships

# What “funds” qualify for use in developing tools or resources to engage these groups?

- Perkins
- PD
- Business & foundation
- Grants – career pathways
- High Ed – Linn State, Lincoln, WY Tech, AG on the Move
- Various Groups
- Skill trade organization

# Share Out:

- **Sending Schools, Building Administrators, District Administrators and Superintendents:**

There needs to be a partnership between the sending school and the “technical school”. They need to work together to recognize students

- **Teachers, Coaches, Etc.:** Concerns were the teachers have a hard time getting the students to the technical schools. There were discussions about making a CTE promotional video and putting it on the DESE website and social media. There was also discussion of letting the career center students lead a professional development day

# Share Out:

- **Community Members/Business & Industry:** Requested DESE be more consistent with CTE and that there needs to be advocates or key people to push out information on social media.
- **Students and Parents:** CTE needs to have pamphlets made. Also, a list of CTE schools should be on the DESE website. Also requested DESE open a position for CTE marketing. There was discussion about Larry and Linda Potterfield on how they created a foundation
- **Post-Secondary and Alumni Students:** Alumni needs to advocate for CTE and promote CTE.

# Advance CTE Logo

- Dennis spoke on how the logo for Advance CTE could be used for Missouri CTE.
- The taskforce wanted to come up with something different and new for Missouri.

# Vision Statement Ideas

- “Building tomorrows workforce with today’s students”
- “Skilled and engaged technology industry leaders” #careered4life
- “Missouri students ready for tomorrows careers”
- “Preparing tomorrows workforce to be success ready”
- “Preparing students today for tomorrow’s careers – careers of tomorrow”
- “Creating career ready citizens” #iamcareeready
- “Preparing success ready students”

# Future of the Taskforce

- After the CTE Advisory meeting on October 23, 2017 there will be a date set for another taskforce meeting.
- Agenda for the future meeting will include:
  - *Define the vision of CTE using four group statements (needs to be simple)*
  - *Creating a visual and verbal brand*
  - *Link OCCR to the CTE vision*
    - A logo needs to enhance the school logo, not take away from it
  - *Creating a hashtag based on the vision/purpose*
    - Most general audiences do not understand CTE or TechEd
  - *Build a toolkit based on the stakeholders*
  - *Look for funds*
    - Need a person
  - *Create a slogan that will support the vision*