

MOVING FROM THE 3R'S TO THE 3E'S ***A CAREER IN EVERY STUDENT'S FUTURE***

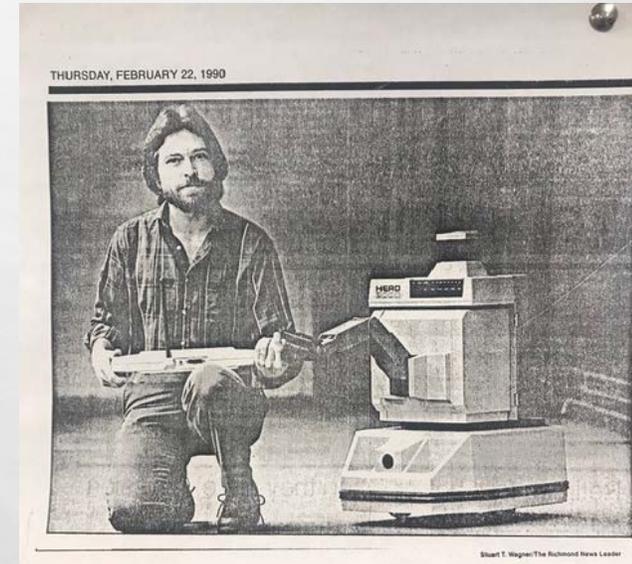
HENRICO COUNTY PUBLIC SCHOOLS



HENRICO COUNTY PUBLIC SCHOOL

WHO AM I?

- MAC BEATON – DIRECTOR OF CAREER AND TECHNICAL EDUCATION
 - CONTACT INFORMATION:
MRBEATON@HENRICO.K12.VA.US
- *MY STORY*



CTE Letter of Intent Signing Day 2.0!
A career in Every student's future

A LITTLE ABOUT HENRICO COUNTY SCHOOLS

ENROLLMENT: 51,500 +

NUMBER OF HIGH SCHOOLS: 9

NUMBER OF MIDDLE SCHOOLS: 11

NUMBER OF ADVANCED CAREER EDUCATION CENTERS: 2

CURRENT PLANS TO BUILD 2 MORE

NUMBER OF ALTERNATIVE HIGH SCHOOLS: 1

MOVING FROM THE 3R'S TO THE 3E'S

RETHINKING HOW TO MEASURE THE SUCCESS OF A SCHOOL!

SUCCESS FROM THE CTE PERSPECTIVE!

- ACCOMPLISHMENTS THAT WE ARE PROUD OF INCLUDE:
 - OVER 6066 STUDENTS EARN AN INDUSTRY CERTIFICATION OR STATE LICENSE WITH OVER AN 86% PASS RATE.
 - STUDENTS LEAVE OUR PROGRAMS PREPARED FOR POSTSECONDARY AND THE WORKPLACE
 - GRADUATION RATE OF 97.02%
 - 43.2% OF CTE COMPLETERS EARNED ADVANCED DIPLOMA.
- BEYOND THE CLASSROOM
 - OPPORTUNITIES FOR STUDENT LEADERSHIP THROUGH CTSOS.
 - HOUSE BUILDING PROGRAM
 - INTERNSHIPS/EXTERNSHIPS

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FROM THE CTE PERSPECTIVE: CTE WORKS!

SOL Test	2017-2018	2016-2017	2015-2016
EOC English: Reading (1S1)	98.34% (1,481 of 1,506)	99.53% (1,477 of 1,484)	99.58% (2,617 of 2,628)
EOC Mathematics (Highest level) (1S2)	98.41% (1,484 of 1,508)	98.72% (1,464 of 1,483)	99.24% (2,614 of 2,634)

In Comparison HCPS Average for EOC Testing

Reading: 90%

Math: Alg. I. - 82%
Geo. - 82%
Alg. II. - 89%

SOL Test	2017-2018
EOC English: Reading (1S1)	97.51% (861 of 883)
EOC Mathematics (Highest Level) (1S2)	97.29% (860 of 884)

HCPS Average for EOC Testing for Special Populations

Reading: 55%

Math: Alg. I. - 45%
Geo. - 45%
Alg. II. - 69%

THE NEED:

- **AGING WORKFORCE**
- **THE MINDSET THAT EVERYONE MUST GO TO COLLEGE**
- **BUSINESSES WANTED TO HELP BUT DIDN'T KNOW HOW**
- **THE IDEA THAT SUCCESS IS ONLY DEFINED ONE WAY**
- **CAREERS ARE SOMETHING YOU THINK ABOUT AFTER COLLEGE**
- **CHANGING THE MINDSET THAT A CAREER PATHWAY IS NOT A STRAIGHT LINE**

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RETHINKING HOW TO MEASURE THE SUCCESS OF A SCHOOL!

WHY DID WE RETHINK WHAT WE WERE DOING?

- IN THE PAST OUR GOAL WAS TO GRADUATE EVERY STUDENT COLLEGE AND CAREER READY.
 - WHILE THIS WAS A GREAT GOAL, WE STARTED TO SEE THAT THE FOCUS WAS NOT BASED ON THE FUTURE OF THE STUDENT, BUT ON MAKING SURE THE STUDENT GRADUATES.
- RATIONALE OF PAST GOAL:
 - SOL TESTING
 - IN VIRGINIA OUR STUDENTS HAVE TO PASS END OF COURSE TESTS KNOWN AS SOL TEST.
 - ON-TIME GRADUATION RATE
 - DEPENDED ON SCHOOL COUNSELORS TO HELP PLOT THE COURSE FOR STUDENT SUCCESS
 - COLLEGE AND CAREER PLAN AT 7TH GRADE FOR ALL STUDENTS

CTE: OPTIONS THAT WORK FOR STUDENTS

- **CTE PROVIDES OPTIONS**
 - **CERTIFICATIONS**
 - **WORK EXPERIENCE**
 - **DUAL CREDIT**
 - **COLLEGE PREP**
 - **MILITARY**
- **RESPONSE WAS:**
 - **CTE IS GREAT FOR THOSE STUDENTS**



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WHAT ARE WE DOING DIFFERENT

- WE ARE BEGINNING TO FOCUS ON CAREER PATHWAYS BY STARTING WITH THE END "CAREER SUCCESS" IN MIND.
- WE HAVE A MULTIFACETED APPROACH:
 - YOU MUST FIRST CHANGE THE TRADITIONAL MINDSET ABOUT CAREER FOCUSED COURSEWORK.
 - ACADEMICS AND CTE SHOULD NOT BE TO SEPARATE CONTENT AREAS, BUT THOUGHT OF AS COMPLEMENTARY.
 - INVOLVE BUSINESS PARTNERS AND COMMUNITY IN THE GOAL OF EDUCATION BY HELPING EVERYONE HAVE A PART IN THE OUTCOMES.

MAKING THE SHIFT: THE 3E'S

NOT JUST COLLEGE AND CAREER READY!

- WHAT ARE THE 3E'S

- ENROLLED

- ENLISTED

- AND/OR

- EMPLOYED

LETTER OF INTENT SIGNING DAY!

- **HOW THE IDEA OF THE CTE LETTER OF INTENT SIGNING DAY CAME ABOUT?**
 - **ASKING SENIORS ABOUT THEIR PLANS AFTER GRADUATION ALWAYS GOT THE SAME ANSWERS.**
 - **ALREADY CELEBRATED COLLEGE AND THE MILITARY COMMITMENTS**
 - **HOW DO YOU GET THE STUDENTS AND PARENTS TO VALUE THE CHOICE OF JOINING THE WORKFORCE**
 - **WANTED TO MAKE THE DECISION OF JOINING THE WORKFORCE VALUABLE - SIMILAR TO THAT OF A COLLEGE ATHLETE.**

LETTER OF INTENT SIGNING DAY

PRIMARY OBJECTIVE:

- **TO CELEBRATE AND RECOGNIZE STUDENTS GRADUATING HIGH SCHOOL AND COMPLETING A CTE CONCENTRATION THAT WILL DIRECTLY ENTER THE WORKFORCE OR SOME FORM OF POST-SECONDARY TRAINING THAT IS DIRECTLY CONNECTED TO DEVELOPING THE WORKFORCE SUCH AS APPRENTICESHIP PROGRAMS.**

SECONDARY OBJECTIVES:

- **HIGHLIGHT THE MANY LUCRATIVE OPPORTUNITIES FOR STUDENTS SO THAT PARENTS UNDERSTAND THE VALUE OF THE ALTERNATIVES TO A 4-YEAR COLLEGE.**
- **ENCOURAGE BUSINESSES TO ENGAGE WITH STUDENTS PRIOR TO GRADUATION FOR HELP TO ATTAIN THEIR WORKFORCE NEEDS.**
- **ENCOURAGE STUDENTS TO CONTINUE TO STRIVE FOR EXCELLENCE AS THEIR HIGH SCHOOL CAREER ENDS AND THEIR FUTURE CAREER BEGINS.**

CONSIDERATIONS FOR THE EVENT

● LOCATION

- NOT TOO BIG OR SMALL
- NOT AT A SCHOOL
- TECHNOLOGY
- DRAW FOR THE COMMUNITY

● COST

- LITTLE TO NO COST

● THE “LOOK”

- PROFESSIONAL
- CELEBRATION
- MEDIA WORTHY

● THE “LETTER”

- RESPONSIBILITIES OF BOTH PARTIES
- SALARY AND BENEFITS
- 4 YEAR PLAN

HOW WE DID IT

- **EMPLOYER BUY IN!**

- **NEEDED TO HELP EMPLOYERS UNDERSTAND THE VALUE OF BEING A PART OF THE SOLUTION.**
- **UNDERSTANDING THE “LETTER OF INTENT”**
- **UNDERSTANDING WHAT THE SCHOOL SYSTEM HAD TO OFFER**
- **UNDERSTANDING THE SKILLS THAT THE STUDENTS WERE ENTERING INTO THE WORKFORCE WITH**
 - **SOFT SKILLS**
 - **HARD SKILLS**
 - **CERTIFICATIONS**
- **INTERVIEWS FOR STUDENTS**

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YEAR ONE

- **26 STUDENTS**
- **11 BUSINESS**
- **GREAT MEDIA COVERAGE**



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AFTERMATH OF YEAR ONE

● **HUGE SUCCESS!**

- **MORE BUSINESS INVOLVEMENT**
- **MORE OPPORTUNITIES FOR STUDENTS**
- **MORE PUBLIC AWARENESS**
- **MORE PARENT QUESTIONS**
- **WORKSHOPS FOR STUDENTS NOT JUST CAREER DAYS**



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OPENING THE DOORS FOR BUSINESS PARTNERSHIPS!

- **BUSINESSES REACHING OUT WANTING TO PARTNER!**
- **BACK TO SCHOOL BUSINESS APPRECIATION DINNER FILLED IN LESS THAN 24 HOURS.**
- **CALLS CONTINUE.**
- **VISITS TO CLASSROOMS BY BUSINESSES INCREASED**
- **“HAND SHAKE NOT HAND OUT” MOTTO**
- **BUSINESSES FROM AROUND THE COUNTRY CONTINUE TO CALL**



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SIGNING DAY 2.0!

- **110 STUDENTS**
- **66 BUSINESSES**
- **RECEPTION FOR PARENTS TO MEET EMPLOYER**
- **“ALL DAY” EVENT!**
- **ELECTED OFFICIALS IN ATTENDANCE**
- **GROWING OUR FUTURE**

WHAT WAS DIFFERENT

- **THE PRIDE**
- **THE ENERGY**
- **THE ATTENDANCE**
- **THE MIX OF STUDENTS AND PROGRAMS**
- **THE EXPECTATIONS!**



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COST OF THE PROGRAM

- **DESIGNED TO HAVE NO COST!**
- **WANTED IT TO BE EASILY REPLICATED**
- **LOCATION WAS AT THE JUNIOR ACHIEVEMENT BUILDING AT ONE OF OUR LIBRARIES**
- **ADVISORY COUNCIL VOLUNTEERS HELP OUR STAFF**
- **STUDENTS PREPARED THE FOOD FOR THE RECEPTION**



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WHAT NEXT: SIGNING DAY 3.0

- **START EARLY**
- **CAREER EXPOSURE DAY**
- **INTERNSHIPS/WORK EXPERIENCE**
- **NEED LARGER FACILITY**
- **MORE OPPORTUNITIES**



Letter of Intent Signing Day 3.0!



Be a part of helping building the future of our students!

Business Partner	Number Needing to Hire

Coming in April 2020!

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THANK YOU!

