

## ACTE CONFERENCE RACING TOWARD CHARLOTTE, NC December 4 - 6

Be sure to attend our Sessions Thursday and Friday. PJ will be there so stop by and say "HI!"

### January Career Fairs

It's time to plan for your Career Fairs and Career Expos. Learn how at [www.ctetrailblazers.org/careerfairs](http://www.ctetrailblazers.org/careerfairs).

Email us at [trailblazers@virginia.edu](mailto:trailblazers@virginia.edu) if you would like assistance using a "Best Practice" approach to your Fair this year.

### Implement "Live Wires" in your school

#### What do you do with Live Wires?

- Hold Events
- Create Mentor Programs
- Organize Job Shadow Experiences
- Plan Weekend and Summer Camps
- Offer Fieldtrips for smooth transitions
- Compete in Technology

#### How do we help you?

- Step-by-Step Guides
- Newsletters
- Professional Development through local Exchange Teams

#### Learn More

[www.ctetrailblazers.org/livewires](http://www.ctetrailblazers.org/livewires)

## VISIT OUR PROFESSIONAL DEVELOPMENT SITE [CURRIKI.ORG](http://CURRIKI.ORG)

### PROFESSIONAL DEVELOPMENT MODULES

- Stereotype Threat
- Event Planning
- Recruiting
- Retaining Enrollment
- Sponsors
- Using GIS Software

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## Nontraditional Resources for Virginia's CTE Professionals

# Building Enrollment with CTE "Best Practices"

Promoting enrollment in courses and programs that are nontraditional by gender is vital to filling the need for skilled professionals in Virginia's workforce. Many nontraditional courses prepare students for high-skill, high-wage, high-demand occupations. By promoting individual openness to all available careers, we help to realize equal opportunity for all.

*Trailblazers* has worked with Virginia schools to develop a number of different plans and programs to increase nontraditional enrollments. We are now working to expand across the state the best practices learned from these efforts.

### "Live Wires"

*Live Wires* is a set of student activity programs for creating awareness of and interest in nontraditional courses and careers. Over the next few months we will be rolling out plans for events using "*Best Practices*" for introducing students to CTE and nontraditional careers.

1. *Speaker Events*. Bringing in speakers to talk to girls or boys about their nontraditional career experiences is a good way to give students new role models and encourage them to think about new career possibilities.

### Activities for your "Live Wires"

## "Best Practice" for Success: Role Models

One barrier for those considering a nontraditional career is a shortage of *positive role models*. Students don't have many opportunities to talk to adults about their jobs and have even fewer chances to talk to adults of their own gender who are working in nontraditional careers.

Students can be encouraged to consider these careers and enroll in nontraditional CTE courses by attending events that have invited individuals in nontraditional careers as speakers, arranging visits and field trips

2. *Weekend and Summer Camps*. Sometimes in-school and after-school events just aren't enough to showcase your CTE program. Then consider a weekend or even week-long Camp. This amount of time allows you to introduce students in depth to a range of CTE courses and give them a full hands-on experience.
3. *Trips to CTE Classes*. Many middle school students have no idea what high school CTE classes are like. Most students have never seen a classroom with the kinds of hands-on activities that they can have in a high school CTE class. Arranging a high school field trip is a good way to introduce them to this experience and smooth the transition to high school.
4. *Clubs & Activities*. Bringing single-sex groups of girls or boys together is a great way to help them explore career opportunities without the distractions of gender competitiveness. It's also a chance to introduce them to role models of their own gender with whom they can fully identify.
5. *Competitions*. Making a competition out of a nontraditional activity attracts students who might never have considered it before.

to worksites with nontraditional employees, and connecting students with nontraditional mentors. When you arrange opportunities to meet *role models*, be sure to tell students:

- a) which CTE courses will help them achieve the same success; and
- b) how they can enroll.

### Read more about it

- [Using Role Models to Encourage Nontraditional Participation](#)
- [Selecting and Featuring Role Models for Women and Girls](#)

Students activities for encouraging nontraditional careers

## Live Wires: Introducing students to nontraditional role models

### Organizing an Event With Speakers

A great way to raise interest in nontraditional careers is by holding a Speaker Event. Individuals who are working in nontraditional fields have a story to tell. Inviting them to come to an event and share their stories provides students an opportunity to learn about nontraditional careers. In 2007-08, six Virginia school divisions held events like this: Arlington Charlottesville, Henry, Richmond City Alexandria City, Prince Edward, Prince William, and Stafford. Here are the “Best Practices” learned from these projects.

Learn more about this process and download resources from: [www.ctetrailblazers/speakers](http://www.ctetrailblazers/speakers)

#### 1. An event (or series of events) with speakers working in nontraditional fields is a good way to introduce students to your nontraditional courses

- Nothing in education is simple, but this is one of the easier events to hold. It is a good event for a beginner. Summer camps, Career Expos, and Competitions require more time and effort. Begin with a timeline and a plan.
- **Meet with CTE faculty and others** who will need to be involved with the event.
- **Create a Budget.** Does your school have money to spend on this? See *The August Trailblazers Newsletter* for advice.

#### 2. Target specific CTE courses and the careers related to them

- *The object of this event is to **encourage** students to enroll in nontraditional courses.*
- **Download** the list of nontraditional CTE courses to identify the nontraditional courses taught at your school.
- **Separate events for girls and boys.** The idea is to encourage an under-represented groups to participate.

#### 3. Choose a time of day for your event – before school, lunchtime, or after school?

- **Select a time** that fits your school’s schedule and that will attract students.
- *If you offer lunch, you may need to **control** access* by having students sign up in advance. *Download* tickets from our website.
- **Book the rooms and order supplies.** Arrange for AV equipment. Arrange for cleanup.

#### 4. Recruit speakers and market your event to students

- *Begin to **search** for speakers* after you have decided the courses to target and the time for your event.
- *How **many** speakers do you need?* Don’t be afraid to start small.
- *Request a speaker **biography*** to use for publicizing your event.
- **Keep in touch** with your speakers. After you talk to someone, send a *confirmation* in writing.
- **Market your event beforehand** so students know what they’re getting into.
- **Market your CTE courses.** Prepare handouts about targeted courses, careers they lead to, and the way to enroll.
- *Remember to keep the **emphasis** on expanding **opportunities**,* not on signing up for courses just because they’re nontraditional.

#### 5. Evaluation

- *Prepare **evaluation forms*** for students, speakers, and anyone involved in your event. Keep them very simple.
- *Keep **notes** and save copies* of everything. You’ll learn a lot from putting on an event. Keep notes so you don’t forget.

#### 6. Relax

- *You’ve done a **great job***—Remember, the process of recruiting nontraditional students starts small and builds over time.

*Learn more about why nontraditional career opportunities are important for our students:*

- Nontraditional Careers 101: [www.womenwork.org/resources/tipsheets/nontrad.htm](http://www.womenwork.org/resources/tipsheets/nontrad.htm)
- Nontraditional Careers: [www.northlandcollege.edu/academics/nontradcareers/](http://www.northlandcollege.edu/academics/nontradcareers/)
- Benefits for Males and Females: <http://uhcc.hawaii.edu/nontrad/benefits.php>
- One Stop: [www.careerinfonet.org/](http://www.careerinfonet.org/)

*"I've come to believe that each of us has a personal calling that's as unique as a fingerprint - and that the best way to succeed is to discover what you love and then find a way to offer it to others in the form of service, working hard, and also allowing the energy of the universe to lead you.."*  
Oprah Winfrey