

## NEWS

Arlington headed to DigiGirlz

22 girls from the Arlington IGNITE club are heading to Reston for the Microsoft DigiGirlz Day on March 7th. Plan to bring your girls next year. The event is free to qualifying students.

<http://www.microsoft.com/about/diversity/programs/digigirlzday.msp>



Students headed for DigiGirlz

## RESOURCES FROM OTHER STATES

Nontraditional Careers 101: A faculty development website from Arizona about recruiting and retaining nontraditional students

[http://phase.arizona.edu/PHASE\\_ADE\\_Partnership/Index.htm](http://phase.arizona.edu/PHASE_ADE_Partnership/Index.htm)

North Dakota Projects

[www.nd.gov/cte/services/specpop/nontrad/projects02-03.html](http://www.nd.gov/cte/services/specpop/nontrad/projects02-03.html)

Minnesota Resources List  
[www.iseek.org/sv/10112.jsp](http://www.iseek.org/sv/10112.jsp)

## CONFERENCES

Virginia Transition Forum. Roanoke, March 16-19

PJ will be at the Transition Forum this month. She's not presenting, but hopes to meet as many of you as possible while she's there.

Virginia Career Education High Five III Conference. Richmond, April 16-17

PJ hopes to present Just say no to stereotypes at this year's conference. Look for her there.

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## Keep up with recent research

# Strategies for Increasing Nontraditional Enrollment: What the Research Shows

Overcoming bias in student, parent, teacher and counselor attitudes and expectations is one key to increasing enrollment in nontraditional CTE courses. These courses offer great opportunities for real jobs but many students and their families never see the opportunities because they don't even consider these courses and careers. Other times they consider and reject them because they fear they won't be accepted in the classroom or the world of work beyond.

The federal Office of Vocational & Adult Education has summarized research on improving nontraditional enrollment in CTE:

[www.icsps.ilstu.edu/projects/newlook/NTO\\_Root\\_Causes.pdf](http://www.icsps.ilstu.edu/projects/newlook/NTO_Root_Causes.pdf). Based on their work, we can pinpoint some techniques that will help you change attitudes and improve enrollment numbers in your school.

### Strategy: Give students more exposure to nontraditional role models.

Research shows that meeting and getting to know people working in non-traditional careers is one of the best ways to help students overcome their biases and consider nontraditional courses on their own merits.

### Strategy: Use up-to-date, gender-neutral curriculum and guidance materials.

The way you market nontraditional courses is important. Make sure your classroom and guidance materials present courses as open to and valuable for *all* students. This doesn't mean emphasizing that "this course is OK for boys too." That strategy draws attention to the old stereotype and unwittingly helps to reinforce it. Instead use material with pictures and information about both men and women working in these careers.

### Strategy: Work with peer groups.

Students stick with their peers. Encourage like-minded students to participate together in recruitment activities. Target influential

students and student leaders. Involve your existing nontraditional students in recruiting for next year.

### Strategy: Conduct both targeted and broad-spectrum recruitment activities.

Many students don't feel welcome in nontraditional courses unless they're specifically invited to join. Take your recruiting into the student community and invite student groups to participate. Encourage teachers to speak directly to students in pre-enrollment classes about the opportunities in nontraditional classes. If you know students who seem to have a talent for one of these nontraditional courses but shy away from it because of their gender, talk to them yourself.

Just like any other program aimed at changing behavior – lots of outreach is required. You don't tell students "Don't smoke" just once and then forget it. They need to hear the message about these new opportunities over and over again from many sources throughout the school year: from their teachers, on message boards, in assembly, from role models, in hands-on activities.

### Strategy: Advertising works – on television and in the real life of your school.

We all think we see too many ads for cars or insurance on TV, but those ads are there because they work. Don't hesitate to market your nontraditional programs to your students. Advertise on school bulletin boards, websites, newspapers, blogs and TV stations. Promote the successes of your current nontraditional students.

### Strategy: Be confident.

We need more men in nontraditional fields like nursing and teaching. We need more women in computers, engineering and trades. Students with the talent to succeed in these fields will reap real benefits from stepping up to this challenge.

## Which CTE Courses Are Nontraditional?

Some courses are nontraditional for males. Some are nontraditional for females. When you plan a nontraditional event – be sure you target the right course with the right gender. Draw some ideas from the list below or find detailed information in Appendix K of the CTERS Manual on the Office of Career & Technical Education website here:

[www.doe.virginia.gov/VDOE/Instruction/CTE/rdc.html](http://www.doe.virginia.gov/VDOE/Instruction/CTE/rdc.html)

### NONTRADITIONAL FOR FEMALES

#### Agricultural Education

Agricultural Machinery Service (1102)  
Agricultural Production (1103)  
Agricultural Business (1101)  
Turf Grass Management (1108)  
Natural Resources Management (1104)  
Horticultural Science (1105)  
Veterinary Science (1109)  
Equine Management (1110)

#### Business & Information Technology

Computer Network Software Operations (2106)  
Database Design & Management (2107)  
Computer Information Systems (2103)  
Design, Multimedia, & Web Technology (2111)  
Programming (2112)

#### Health & Medical Sciences

Sports Medicine (3116)

#### Marketing

Financial Services Marketing (4105)  
Sports & Recreational Marketing (4106)

#### Technology Education

Design & Technology (5101) Including Technology Foundations, Transfer, & Assessment  
Pre-Engineering Program (5102) Including: Engineering, Engineering Design, Digital Electronics, Principles of Engineering, Computer Integrated Manufacturing, Engineering Design & Development  
Principles of Technology (5107)  
Communication & IT (5103) Including: Communication Systems, Computer Control & Automation, Graphic Communications, Geospatial Technology, Video & Media, Imaging Technology  
Biotechnology Program (5108)  
Production Technology (5105) Including: Manufacturing, Construction, Materials & Processes, Production Systems, IT in Production Systems  
Technical Design & Illustration (5106) Including: Drawing & Design, Digital Visualization  
Control Technology (5104) Including: Electronics Systems, Power & Transportation, Energy & Power

#### Trade & Industrial Education

Heating, Ventilation, AC & Refrig. (6210)  
Brick Layer (6707)  
Brick Masonry (6202)  
Building Trades (6203)  
Carpentry (6205)  
Basic Carpentry (6703)  
Cabinetmaking (6204)  
Electricity (6207)  
Plumbing (6212)  
Firefighting (6501)  
Basic Auto Body Repair (6701)  
Automotive Body Technology (6206)  
Automotive Body Repair (6603)  
Industrial Maintenance Technology (6301)  
Automotive Technology (6605)  
Automotive Maintenance (6702)  
Automotive Servicing (6606)  
Aviation Maintenance Technology (6601)  
Aircraft Pilot Training (6602)  
Diesel Equipment Technology (6608)  
Basic Small Engine Repair (6708)  
Small Engine Technology (6609)  
Utility/Heavy Construction Technology (6213)  
Utility/Heavy Construction Technology (6213)  
Precision Machining Technology (6305)  
Sheet Metal (6306)  
Welding (6307)  
Electronics Technology (6108)  
Robotic Workcell Technology (6110)  
Computer Networking (CISCO) (6113)  
Computer Repair & Servicing (6705)  
Computer Systems Technology (6112)  
Drafting (6102)  
Motorsports Technology (6104)  
Telecommunications (6103)  
Graphic Imaging Technology (6106)  
Barbering (6107)  
Radio Communications (6109)  
Building Management (6209)  
Criminal Justice (6502)  
Public Safety (6503)  
Marine Service Technology (6308)

#### Family & Consumer Sciences

Culinary Arts (7105)

#### Career Connections

NONE

### NONTRADITIONAL FOR MALES

#### Agricultural Education

Floral Design (1111)

#### Business & Information Technology

Business (Special Programs) (2102)  
Business & Information Technology (2101) Including: Notetaking, Office Administration, Keyboarding, Digital Input, Word Processing, Legal & Medical Systems Administration,  
Computer Applications, IT Fundamentals  
Accounting (2110)

#### Health & Medical Sciences

Dental Assistant (3101)  
Physical Therapy (3113)  
Home Health Aide (3105)  
Medical Assistant (3106)  
Practical Nursing (3109)  
Emergency Medical Technology (3102)  
Health Career Cluster (3103)  
Surgical Technology (3110)  
Veterinary Assistant (3111)  
Biotechnology Foundations (3114)  
Pharmacy Technician (3115)  
Nursing Aide (3108)

#### Marketing

Apparel & Accessories Marketing (4103)  
Hospitality & Recreation Marketing (4104)  
Real Estate Marketing (4107)

#### Technology Education

NONE

#### Trade & Industrial Education

Cosmetology (6403)  
Commercial Sewing (6406)  
Nail Technician (6407)

#### Family & Consumer Sciences

Early Childhood Education (7101)  
Fashion Design (7104)  
Interior Design (7107)  
Family & Human Services (7103)  
Hospitality Services (7106)  
Work & Family Management (7108)  
GRADS (7204)  
Family Focus (7301) Including: Nutrition & Wellness, Family Relations, Parenting, Resource Management

#### Career Connections

Teacher Preparation Program (8102)

*"Change is the law of life and those who look only to the past or present are certain to miss the future."*

—John F. Kennedy