

## CTE MONTH

FEBRUARY 2009

### Career Camp Planning

As we watch the snow piling up outside it is hard to think that summer is fast approaching. Now is the time to begin making those Saturday and Summer Camp plans!

### CTE Camp Planning

Visit our site for step-by-step guides to planning events for recruiting nontraditional students: Career Camps, Career Fairs or expos, and Events with speakers [www.ctetrailblazers.org/livewires](http://www.ctetrailblazers.org/livewires).

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

### Planning Timeline:

How much time do you need to plan a successful event?

- Three-months
- Twelve steps

How may we help you?

- Provide Step-by-Step Guides
- Support via email, phone, in person
- Local Exchange Teams

Learn More About Our Services

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

OR

VISIT OUR

Professional

Development Site:

[Curriki.org](http://Curriki.org)

PROFESSIONAL DEVELOPMENT  
MODULES

- POS Worksheets
- Stereotype Threat
- Event Planning:
  - Career Fairs
  - Camps
  - Speaker Sessions
- Recruiting
- Retaining Enrollment
- Sponsors
- Using GIS Software

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## Nontraditional Resources for Virginia's CTE Professionals

# Camps Offer A Taste of the CTE Experience

### *A taste of the future*

Hands-on experiences are the best way to show students what CTE is really like. It is also the best way to convince them that they really can do those nontraditional activities that they never thought about attempting.

Young women who don't even have a driver's license can work on vehicles - looking under the hood, changing a tire - learning that they really can do something that they have only seen from a distance before. Young men who have never considered a nursing career can try on those scrubs, practice CPR, and step inside that ambulance.

The type of experiences a camp provides fosters the confidence students need to try something new. Unfortunately, you can't hand out this experience in an assembly. Role model speakers provide great awareness opportunities, telling students their own success stories that highlight career opportunities. But they can't pass out hands-on experience during lunch time pizzas.

A Camp event showcases careers that are in demand and that provide students opportunities to become an asset in their field.

### Activities for your "Live Wires" or IGNITE Chapters

## "Best Practice" for Success: Virginia Camps

### Summer Camps

One of Virginia's "Best Practices" for supporting CTE enrollment is the "Saturday Camp" model used by the Richmond Technical Center. The experience was designed to excite students about the opportunities being offered through RTC. And it was successful! Students who attended the three Saturday Camp "spread the word" back at their home schools. The measure of success of the camp was an increase in enrollment because of the camp; at least six newly enrolled students indicated they choose to participate in their courses because of the camp experience.

RTC has modified this model from a Saturday Camp to a regular week day "fieldtrip" type camp where students visit RTC for a

full morning schedule, attending a course session of their choice. This model offset the logistical issue of transportation often experienced with a Saturday Camp.

Weekend or Weekday camps should be planned to coincide with registration opportunities. The closer they are to signing up for a course the more probable it is they will sign up for the course that is still fresh in their mind.

A number of Virginia school divisions have used career camps to attract and inform students about CTE. Here we present the best practices gleaned from their experiences, and resources you will need to emulate them.

*CTE Programs around the country have hosted CTE Camps. Here are some to investigate*

- Montgomery County MD, [Plan for the Future Camp](#)
- Spring ISD, TX [Quest Camps](#)
- Suffolk County, NY [Summer Camps for Middle School Students](#)
- Fairfax County Virginia, [Tech Adventure Camp](#)

Students activities for encouraging nontraditional careers

## Career Camps: Introducing Students to Training Opportunities

A Camp is designed to provide campers a taste of life in CTE careers. Camps offer project-based learning experiences that are exciting and encourage campers to investigate the opportunities that become available to those with the skills learned through these experiences. Planning a camp is a big project that requires several months to organize and implement. We divided this plan into three months, but if you plan a complex camp, you may need to start earlier.

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

### Month 1

1. Set Goals and Choose a Type of Camp
  - a. Decide on the goals and how best to meet them
    - ii. Which students will you target
    - iii. Which CTE courses will you target?
    - iv. Size? How many students can you include?
    - v. Time? Weekday, Saturday. Summer?
2. Create a Plan:
  - a. Build a team.
  - b. Make a rough agenda for each day of the Camp.
  - c. Logistics. Facilities, food, transport?
  - d. Marketing. How will you recruit students and support?
  - e. Do you need sponsors?
  - f. Work with the administration.
3. Plan a Detailed Timeline, Delegate Responsibilities, and Create a Budget
  - a. Meet with Team
  - b. Begin to keep a Budget

### Month 2

4. Develop Camp Agenda
  - a. Plan a detailed Agenda for a one day event or a daily schedule for a 2 day camp event
5. Workshop & Lesson Plans
  - a. Each instructor must prepare and submit a syllabus and lesson plan for approval
  - b. Invite any outside speakers. Request biographies and photos
6. Logistic Specifics
  - a. Order materials you need for each stage of the agenda. Double-check the budget to be sure you are on track.
  - b. Book rooms (you may need to do this early if space is tight at your school)
  - c. Arrange for Janitorial Services – Air Conditioning and Clean up

7. Begin Marketing:
  - a. Create and send announcements/invitations
  - b. Create and distribute informational material
  - c. Post/Distribute Flyers
  - d. Advertise in School Paper, TV Station, and Website
  - e. Call the media
  - f. Find a Photographer for the event.
8. Contact Sponsors
  - a. Prepare a call script asking local business sponsors for specific items needed for the Camp.
  - b. Make calls
  - c. Write letters or send emails confirming the conversation

### The Final Weeks

9. Logistics
  - a. Confirm Room – where will food be allowed?
  - b. Confirm Equipment
  - c. Confirm Speakers
  - d. Send e-mail reminders to all invited
10. Agenda and Classroom
  - a. Print materials for your Camp
11. Execute the Event:
  - a. Pick up supplies, food
  - b. Review duties and expectations
  - c. Set up Check-in/Check-out Station
  - d. Call to remind Media of Event
  - e. Volunteers to assist with clean-up

### The Day After

12. Meet with Team To Review the Event
  - a. Review Evaluations
  - b. Plan improvements and replication
  - c. Write Event Report
  - d. Send thank-you letters

*"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*