

# CTE DIRECTIONS

## Career and Technical Education News and Information Educator Edition

March 2011

### Message from Mary Shumway and Gary Wixom



Now what do we do?

During the last couple of months, local and national newspapers have been full of articles declaring that education in the United States needs to be fixed. If it needs to be fixed, then it must be broken, right? We have recently heard that the senior year is being wasted, that our students cannot perform up to expectation, that we are behind other nations in educational achievement, that all education must lead to a job, and that many college degrees go “no where”. Now what do we do?

Three significant reports have just been issued here in Utah each designed to help guide the future. The three reports, [The Governor's Education Excellence Commission](#), [Higher Education's 2020 Plan](#), and [Prosperity 2020](#) all have one thing in common as each report embraces the goal that by the year 2020 sixty-six percent of

all Utah citizens will have completed some postsecondary training. Okay, if that is going to happen, some changes need to be made in education at the K-16 level.

Career and Technical Education (CTE) is leading the way by implementing “[rigorous pathways](#)” that will help students prepare for “college and careers.” All of the educational reform movements across the country are consistent in recognizing that we must prepare young people so that they can lead productive and prosperous lives as adults.

The Harvard Graduate School of Education just published a report in February titled “[Pathways to Prosperity](#).” The report focuses on the need to develop meaningful career training as a part of comprehensive school reform. In the movement toward a more meaningful educational experience, there must be a balance between “career ready” and “college ready” experiences. For some the two terms mean the same thing. To others, the two terms are related but different. What everyone seems to be agreeing on is that the United States is facing a challenge in preparing a future workforce that can compete in the global economy. The Harvard study points out that our educational system has not adapted to serve young people in this “radically different world.” The report indicates that along with all the initiatives that are currently underway, we need a more robust pathways system. The study raises the question that the current educational initiatives maybe placing too much emphasis on a single pathway to success—completing a four-year college program of study.

Career and Technical Education provides students a [pathway](#) from a K-12 education to significant postsecondary training through certificates and associate degrees. Often this pathway results in higher wages in occupations that are currently in high demand in the labor market. In Utah, we have such pathways being developed. Making sure that students are aware of and can make a choice to take one of these pathways to success must be a focus of education reform here in the state of Utah. Strengthening the academic foundation for all students is critical and those efforts must be matched with increased opportunities for students to follow pathways to occupations in high demand and high wages. The challenge is to balance “college ready” and “career ready” initiatives to ensure that Utah has a well-trained and productive workforce for the future.



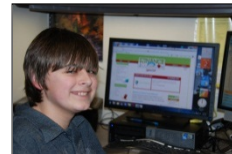
### CTE Month Highlights

Wow, what a FABULOUS month! Below are some highlights:

- **National Groundhog Job Shadow Day:** Throughout the state students participated in job shadows in various areas of business. For example, thirty Utah businesses hosted students from Canyons School District, where students spent the morning shadowing workers in various roles, within various industries, including government. In Tooele School District all seventh grade students participated in a job shadow.



Bailey Neil



Tyson Nicholes



Canyons Students



Tanner Kussee



Lara Dobson

- **Student Blogs:** Students submitted blogs telling about their CTE experience. You can read the blogs at [www.UtahCTE.org](http://www.UtahCTE.org). Students still have an opportunity to write and [submit a blog](#) to be posted on UtahCTE.org, so encourage your students to tell us about one of their CTE experiences.
- **CTE Social Media Day** was Thursday, February 17. Did you participate? Every day should be advocacy for CTE, via the social media networks, highlighting the critical role CTE plays in developing a qualified workforce and preparing students to be college and career ready. Read the social media messages ACTE has provided at <http://www.acteonline.org/content.aspx?id=15440>.

- **CTE Moment:** Thank you for your participation in the first annual “Utah CTE Moment” on Wednesday, February 23. Our mailbox was flooded with photos showcasing a “Utah CTE Moment” at schools throughout the state. The first week of March we will announce, via Twitter and Facebook, where the slideshow of photos can be viewed.



Brighton High School



Box Elder High School



Mountain High School



Jordan High School



Timpview High School

### Career Highlight – Careers in Advertising, Marketing, Promotions, Public Relations

...and Sales Management. In small firms, these jobs might all be performed by the same person – often the business owner – but larger firms can afford to have different workers specialize to perform discrete job tasks. Workers in these jobs are often under pressure to meet deadlines, and may work long hours. They may also travel to meet with clients or with representatives of communications media (e.g., TV, Internet news services). Here is a snapshot of these occupations in Utah (Workforce Information, Utah Department of Workforce Services):

- **Sales Manager** - “5-Star” job, growing at 2.7 percent/year (3,253 currently employed), and hourly median salary of \$42.13 (\$87,620/year).
- **Marketing Manager** – “5-Star” job, growing at 2.4 percent/year (1,265 currently employed), and hourly median salary of \$42.94 (\$89,310/year).
- **Public Relations Specialists** – “3-Star” job, growing at 3.3 percent/year (2,917 currently employed), and hourly median salary of \$22.65 (\$47,120/year).
- **Advertising & Promotions Manager** – “2-Star” job, growing at 0.7 percent/year (258 currently employed), and hourly median salary of \$38.00 (\$79,030/year).

### Congratulations to Gary Bennett!



Gary Bennett, school counselor at Panquitch High School, was the winner of the UtahCTE.org “Join a Utah CTE Social Media Community” contest. He is now the proud owner of an Amazon Kindle™, preloaded with CTE publications. Congratulations! ☺

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