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 Arizona Department of Education
 Tom Horne, Superintendent of Public Instruction

Tech Prep: Reaching Out To Students

When it comes to *students*, we as Administrators, Counselors, Teachers, Parents, Community Leaders, and Employers have one thing in common: Preparing today's youth to become tomorrow's successful adults. Tech Prep Programs are a proven effective strategy to achieve this shared goal.

However, helping students find their path to success is sometimes difficult. With so many directions and distractions to choose from, students need to be informed about all the options available to them and how the decisions they are making right now will impact their future.

With this in mind, Tech Prep has dedicated this issue to providing you with new ideas and strategies for reaching out to students: "All About Recruitment."



Changing the Face of Education: Why Students Enroll in CTE Programs

In a recent survey among Arizona Tech Prep students, parents, and educators, respondents were asked why students enrolled in Career and Technical education.¹ The responses, listed below, mirror findings from national studies. For example, both nationally and within Arizona, students learned about the programs through recruitment, and enrolled in them mainly because the program was a match with the student's future career path. See chart

below for all the reasons students shared. In one such national study, most students learned about career and technical programs through career centers, and chose to participate in the program because of an interest in the area of study. In this study, students also reported that earning advance college credit was an important factor, and parents played a critical role in the decision of pursuing a career and technical program.²

'Why Did You (or Your Child) Enroll In Career And Technical Education?'

Responses	Students		Parents	
	2000	2003	2000	2003
The program will teach about my/their future career	50%	51%	46%	51%
I/they will earn college credit	24%	28%	25%	41%
My parents/I thought that it would be a good idea	13%	13%	23%	27%
A teacher/counselor suggested it	18%	20%	33%	29%
My/their friends are attending	12%	14%	13%	11%
Other	19%	17%	14%	9%

Percentages do not total 100% because respondents were asked to check all answers that apply. ¹Arizona Tech Prep 2003 Effectiveness Survey. ²Jackson, Diane, "Student Success Stories from Exemplary and Promising CTE Programs." www.nccte.org

A Letter From the Director:



This issue of "Tech Prep Connections" is dedicated to helping you improve your outreach strategies and more effectively inform students of the opportunities available to them through Tech Prep and the Career and Technical Education programs offered in your school.

As educators, we are responsible for helping our students explore careers and enabling them to make informed decisions about their career interests.

In this issue, you will find information about students' decision-making process regarding enrollment in CTE programs, you'll see some outstanding examples of recruitment activities around the state, and hopefully come away with some new ideas you can use to promote your own programs.

You'll also see the importance of including parents and counselors in the marketing efforts, as well as the critical role career counseling and career exploration play in bringing students to your program.

At the state and local levels, Tech Prep is strongly committed to your success in the classroom. Our dedicated local Tech Prep Directors are available around the state to assist you locally, and the Tech Prep team at ADE is also working on your behalf.

We at Tech Prep are looking forward to an exciting new year in 2004, and hope that this issue gives you some great new strategies to build your programs.

Sincerely,

Dennis Fiscus
 State Tech Prep Director
 Arizona Department of Education

For more information visit us on the web at www.aztechprep.org.

Assure Success: Have A CTSO in YOUR Program

Tyler Grandil,
Arizona Department of Education

Want to motivate your students? Need a practical way to show your students how things are in the “real world”? Want to make certain that your students have a better chance at success past high school? Then make certain that a CTSO is a part of your program!

Just what is a CTSO? Career and Technical Student Organizations (C-T-S-O), are more commonly known as FFA, Skills USA-VICA, FBLA, FCCLA and DECA. These are the organizations within Arizona Career and Technical Education (CTE) that make the programs of Agriculture, Industrial Technology Education, Family and Consumer Science, Business Education and Marketing Education come alive.

Students see these organizations as the fun and social aspect of these educational programs. Educators see them as a motivational tool where the competencies in the classroom can be put to practical use.

Tech Prep sees them as an integral part of helping deliver hands on and practical aspect to the secondary program. Programs with strong CTSO components are much more likely to attract students than are those programs without CTSOs.

A study by Purdue University showed that students involved in CTSO activities enjoy their classes more, find their classes and activities to be more challenging, have a clearer focus on a career, and are better prepared to enter a career than students not in a CTSO. Check out the full report at http://www.ffa.org/news/alger/downloads/pdf/news_release.pdf.



Professional Development: Marketing 101—The How-To Book on Recruiting CTE Students

Vic Harrel, CTE Director for Paradise Valley High School District

In today's educational environment there is a lot of pressure on students to perform — pressure to achieve high performance on state-mandated academic assessments, pressure from parents to take all the right courses for college admission, and pressure from themselves to find the right path for their lives.

With all of this occurring how do we as Career and Technical Educators promote our programs, and hopefully convince students to take CTE courses? There is no **one** fail-safe way. Here are some things I have found to work in promoting CTE to potential students.

1. **Informational**

brochures mailed directly to homes. The brochures

outline programs, describe classes, present a coherent sequence of instruction, are informational without being overwhelming, and get to the parents.



2. **Participation by current students and teachers at Career Fairs at the Middle/Junior High Schools.**

We use students to demonstrate activities in CTE classes. Current students with their enthusiasm are very good marketing tools.

3. **Visits to program areas by potential students** have been an effective way to generate interest. Invite students to come to the CTE classes to watch the activities. Make sure that on scheduled days for the tours there are a lot of hands-on activities.

4. **Present CTE information** to every parent group you can. Ultimately it is the parents that have great influence on what their student's schedule looks like.

5. **Have an updated website** that is dynamic. We are Career and TECHNICAL Education after all. Demonstrate the technical side of the

house as often as you can. Students love it!

6. **Present to the local school board as often as possible.** Have students take part in the presentations. The Board is ultimately responsible for support of the CTE program. When more board members are informed about CTE, you increase the potential to offer classes students want to take.

7. **Movie Theater Ads.** I have found on-screen theater advertising has been helpful. It can be expensive, but it reaches students in an environment they can be found. Have on-screen ads showing at least the month prior to registration. It will be worth the effort.

8. **Presentations at Future Freshman or Parents' Night** again present an opportunity to attract students you might not otherwise contact.

9. **Articles in the local newspaper** provide an opportunity to highlight programs. The locals are papers such as The Independent, etc. They go to every home in the district.

10. If there is a **district newsletter or newspaper**, have articles and achievements included. Talk to the district's information office to request the opportunity to develop and present articles.

Whatever you do **get parents involved** as much as possible. Parents talk! Use students as spokespersons. Kids will listen to peers. And finally, build a good program. Kids will not stay if they get nothing out of the class, and they will kill a program by talking negatively about the class.



For more information visit us on the web at www.aztechprep.org.

Using Tech Prep To Market Your Program

Tech Prep Directors around the state are great resources in marketing your programs. From research to promotional items, Tech Prep is here to help you spread the word and encourage students to take advantage of articulated courses, increased academic rigor, hands-on learning opportunities and more.



In January three new brochures will be available, targeting a *General Audience*, *Employers*, and *Parents*. These items will be available for educators to share with students and their parents as well as potential business partners.

In addition to marketing pieces, Tech Prep can help you contact secondary and post-secondary educators to ensure positive communications between high school

and college instructors. Directors can assist in organizing formal gatherings such as articulation meetings, or simply provide you with contact information.

Another way Tech Prep can help you connect to your students is through targeted professional development.

Workshops on integrated academics will enhance classroom teaching styles, increasing opportunities for students to sell other students.

Workshops such as “Secrets to Exceptional Speaking” provide another venue for improving teachers while giving students valuable workplace skills.

Take advantage of all the support materials Tech Prep has to offer. And, see the Mohave Tech Prep

inset (below) for a sample flyer you can create yourself to market your articulated Tech Prep programs to students.

Contact your local director for additional assistance. And remember to visit our website at www.aztechprep.org!

TECH PREP: SOUNDS WEIRD, WORKS GREAT! SPREAD THE WORD!

Nelda Caplinger, Mohave Tech Prep

“Tech Prep.” It may sound weird, but it has huge benefits for parents and students. For example, students who are in high school and successfully complete Tech Prep courses can earn college credit before graduating, save college costs and time, discover new career options, and take advantage of an easy career game plan.

It's easy to do! Ninth and tenth grade students can see their guidance counselor in order to develop the Tech Prep career pathway game plan (the sequence of courses listing all of the needed courses from the current grade level into the first two years of college). Eleventh and twelfth grade students can see their counselor to find out which courses are Tech Prep ones, and then follow the remaining pathway plan from that point. Once the courses are successfully completed, there is no need to take them again at the college (this is earned college credit!). It's that simple, so spread the word!

If You Are a High School Student, It Helps To:

- Discover what you may be good at and enjoy doing... see your counselor or go on the web and take one of the many free “Career Interest Inventory” assessments.
- Know that Tech Prep is a valuable career pathway OPTION... once you select a pathway option, you can continue on that pathway OR change your pathway OR take a non-Tech Prep pathway.
- Update your Tech Prep career pathway plan each semester... this will ensure that you stay on track all the way.



Community College Corner: Recruitment Strategies That Work

Mary Jondrow, Arizona Department of Education

Helping high school students focus on their futures in college has proven to be a boon for Arizona's community colleges. A study in Arizona demonstrated that students who receive community college credit while in high school are more likely to go on to college. Once there, they out perform the general population of new students.¹

It's no wonder many community colleges see Tech Prep as an excellent opportunity to recruit their future students. With Tech Prep's focus on articulated programs between high school and community college, the transition for students is much easier.

Pima Community College in Tucson has focused part of their student recruitment efforts on Tech Prep students. In September, Patti Gardiner, Digital Arts Facilitator for Pima

Community College (PCC), hosted an open house for high school and current PCC students. She presented on the careers open to students who complete a Digital Arts Degree, and the added benefits of participating in Tech Prep programs in high school. Her presentation generated a lot of interest and she has received a number of inquiries from high school teachers and students.

At Eastern Arizona College in Thatcher, Job Placement and Occupational Advisor, Gayrene Claridge makes it a point to call Tech Prep students during the summer to discuss their plans for college. “I want to be sure they are aware that they have earned college credits and that those credits are already on their transcripts. Some of these kids have 15 – 18 credits by the

“EAC classes fill up quickly. When I call Tech Prep students it helps them get the classes and schedule they want. It makes their transition into college easier.”

*—Gayrene Claridge,
Eastern Arizona College*

time they graduate from high school. They can use their Tech Prep credits with us at Eastern Arizona College or transfer them to another institution. Either way, these kids really have a head start on college.”

¹ Puyear, D.E., Thor, L.M., and Mills, K.L., *Concurrent Enrollment in Arizona: Encouraging Success in High School, New Directions for Community Colleges*, Jossey-Bass: San Francisco, no. 113, Spring 2001.

Best Practices From Around The State

Accounting Students Tour CCC Campus

Geri Finch, Coconino County Tech Prep

For the past two years, Sinagua High School Accounting I and Accounting II students have taken a field trip to the Coconino Community College campus. It is a chance for the students to explore the varied learning opportunities available to them at a community college. Students range in age from sophomores to seniors.



Students were given an orientation in part by Catherine Peterson of CCC.

During their visit to CCC, students were given a gift bag filled with great "stuff" like a calculator, an accordion file organizer and a supply pouch to take back to school with them.

A tour of the campus included the photo lab, a ceramics and water painting class in progress was observed, the biology lab, library and the computer lab. The tour also included the day care facility and an orientation of some of the class room technology.

The tour was very well received and is a favorite for these accounting students each year. Many of the students indicated how nice it is to know that such a great facility was here for them, and that as a result of the tour, they look forward to attending classes at CCC in the near future.

"Give a man a fish, feed him for a day; teach a man to fish, feed him for life."

—Stephen Covey

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Tech Camp Gives Students a Taste of Technology

Jan Graham, Western Maricopa Tech Prep Consortium



On August 6, "Good Morning Arizona" featured Tech Camp students and faculty on a live broadcast on Channel 3.

Western Maricopa Tech Prep Consortium partnered with Glendale Community College and the MCCD Workforce Development Office to offer Tech Camp August 5-7 at GCC. Forty-six students from twenty high schools engaged in hands-on projects in the fields of robotics, electronics, computer technology, and

engineering. The students had the opportunity for dynamic interaction with community college faculty and business and industry leaders in technology during site visits.



Western Maricopa Tech Prep Consortium and Glendale Community College recently received WESTMARC's *Best of the West Award* for Tech Camp 2003.



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"Sorry to get you out of school this early, son, but I need your help with this computer."

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