



# THE COMMUNIQUE

YOUR PROFESSIONAL VOICE

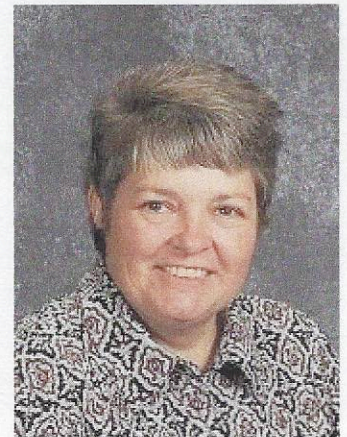
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## Prove Your Value and Build Your Program

It's hard to understand how much K-12 education has changed in the past 20 years. Curriculum standards weren't introduced until 1991, and even then they were voluntary national guidelines; today they dictate much of what is taught in our schools. In addition, while many states had their own accountability systems in place prior to the passage of No Child Left Behind, there was no national mandate for assessment and public reporting until the law's passage in 2002. These two developments have dramatically reshaped public education.

In today's environment of budget cuts, teacher shortages and closing programs, we need to be able to show student impact and attract CTE support through evaluation of programs. Too many programs fail to evaluate, assuming that their hard work is having a positive impact. If you prove that you can take limited resources and produce real and measurable outcomes, especially in a time of limited resources and increased demands, you will certainly earn the credibility you deserve.

To begin this process, you need to step back and lay out the big picture: specifically, define your intervention and the outcomes you intend to produce. The use of a logic model lays out the logic behind your intervention: what resources you invest, what activities you undertake, and what outcomes - short, medium, and long-term - you produce as a result.



**Kathleen Kennedy**  
ACTEN President

### The Logic Model

1. Inputs	2. Activities	3. Outputs	4. Outcomes
What you invest in your program: money, volunteer hours, donated equipment, expertise or other support.	What actions are involved in your program: pairing students with mentors, engaging children in after-school STEM projects.	What actually happened: ten teachers were trained on STEM activities 25 students participated in....	The impact of your work: teachers have increased coverage of STEM content increase in graduation rate....

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## 2010 - 2011 ACTEN Officers

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Newsletter Editor:  
Jason Speck

While inputs and activities are self-explanatory, note that there is a difference between outputs and outcomes. Outputs refer to concrete things that happened as part of your program: a certain number of students went to a career fair, or all CTE teachers at your school spent two weeks on-site at a local company. Outcomes, in contrast, speaks to the meaning and impact of those outputs: students became more interested in careers in certain fields or industries, or became more aware of school and certain careers; teachers participating in a summer internship better understood the link between the classroom and the workplace, and were better able to infuse real-world content into their classrooms.

There are a number of ways to look at the work you are doing. "Hard" data like test scores can make up part of your evaluation, they do not represent the best data you can find. A few options to consider:

**Pre/Post Surveys** One of the simplest, and most common approaches, involves giving the same assessment prior to, and after, your intervention. This allows you to track changes over time, whether those changes involve knowledge, interest, perceptions or something else.

**Observations** Evaluators and program leaders alike can observe program participants and report their progress, particularly in areas such as interpersonal relations or development of certain skills.

**Interviews** You can always interview the participants at the end of your program to find out what they thought, what they learned, and how it affected their lives. These sorts of anecdotal reports can be particularly powerful in telling the story of your program.

**Subject Activity** Another important metric: changes in behavior, such as taking a more challenging course of study, college-going rates, and participating in CTSO competitions.

The important thing, is that you start tracking and measuring the impact of your work, using the best information and methods available to you. Proving the impact of your intervention will pay great dividends in sustaining and growing your program over time, and give you a voice as a partnership leader in the future of your district.

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## Plattsmouth High School of Business

by Don Gilpin, Plattsmouth High School

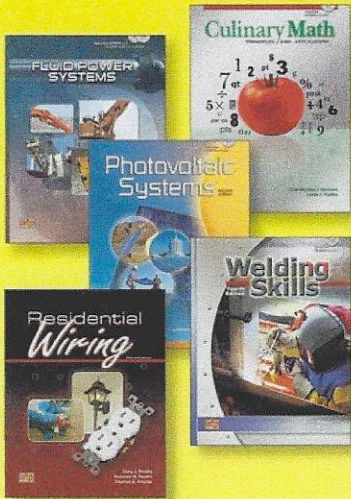
Plattsmouth High School is the first, and so far the only school in Nebraska offering enrollment in High School of Business, a program sponsored by MBA Research (MarkEd). There are now 30 schools across the United States offering this accelerated program. Training and all curriculum materials, including exams and briefings, are provided for the project-based program of study.

Project-based learning is emphasized as the students learn through a series of exciting and relevant projects. For instance, making a video for

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celebrities to use to keep the paparazzi at bay is used to learn about supply and demand. Another project involves determining the best use for a vacant lot in your community and having students present the results to the Chamber of Commerce.

At Plattsburgh High School, students selected for the High School of Business program will take six different business classes over the course of three years, culminating with the operation of a not-for-profit business during their senior year. The courses offered include Principles of Business, Business Economics, Principles of Marketing, Principles of Finance, Principles of Management, and Business Strategies.

MBA Research touts this program as being tailored for students to achieve the skills and confidence to excel in college business administration programs, but I have found it delivers much more. The presentations, research, team work and creativity displayed in the projects will serve our students in whatever they do following high school. I have been an educator for 33 years and can honestly say the High School of Business is the best program and delivery system I have utilized.

For more information visit [www.MBAResearch.org/HSB](http://www.MBAResearch.org/HSB) or contact Don Gilpin at [dgilpin@plattsburghschools.org](mailto:dgilpin@plattsburghschools.org). Teachers are welcome to visit Plattsburgh to see the High School of Business in action.



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## ACTE Region V Report

By Denise McNeel and Wanda Samson

The 36th annual Region V Conference was held April 6-9, 2011, in Rapid City, SD, with the theme of "Leadership as a Matter of Choice". In attendance were 158 people representing 15 of the 16 states. Representing the great state of Nebraska were Denise McNeel from Grand Island Northwest (Health Science) and Wanda Samson from Metro Community College (Business Education).

Kevin Honeycutt from Kansas was the opening speaker. Kevin talked about stepping outside the box and giving students many different choices/options to show or demonstrate they have mastered the learning. Kevin works with at-risk students and kids in juvenile detention.

The first afternoon five different tours were set up for the participants. One group toured Adam's Museum/House tours with dinner at Gold Dust/Four Aces and time to walk around Downtown Deadwood. Another group toured Jon Crane Gallery, checking out the quaint shops of downtown Hill City, and a tour and dinner at Prairie Berry Winery. A walking tour of Prairie's Edge and Journey Museum featuring Native American history, artifacts, and artwork along with time to explore downtown Rapid City along with dinner was a third choice. The fourth choice was to tour RESPEC Engineering in Rapid City and Sanford Underground Lab in Lead with dinner at Gold Dust/Four Aces in Deadwood. The last choice was a tour of Landstrom's Black Hills Gold Jewelry and a tour of Ellsworth Air Force Base with the opportunity to see inside the cockpit of a B-1. Dinner was at a local

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restaurant. It was nice to have these tours the first afternoon instead of at the end of the conference.



Denise McNeel, Grand Island Northwest, presents Moodle, Moodle, What is a Moodle?

A business panel representing five South Dakota businesses (some with ties outside SD), answered questions regarding their expectations of their employees. Malcom Chapman (former US Marine, Rapid City Alderman, and starter of the Chapman Group) discussed five pillars and six character traits. Chapman recommends reading one professional book a week; one he suggests is *Brain Rules* by John Medina. Sprinkled between the speakers were many good breakouts and round tables. Denise's breakout session was titled *Moodle, Moodle, What is a Moodle?* and Wanda's round table was *Speech Recognition Using Windows 7*.

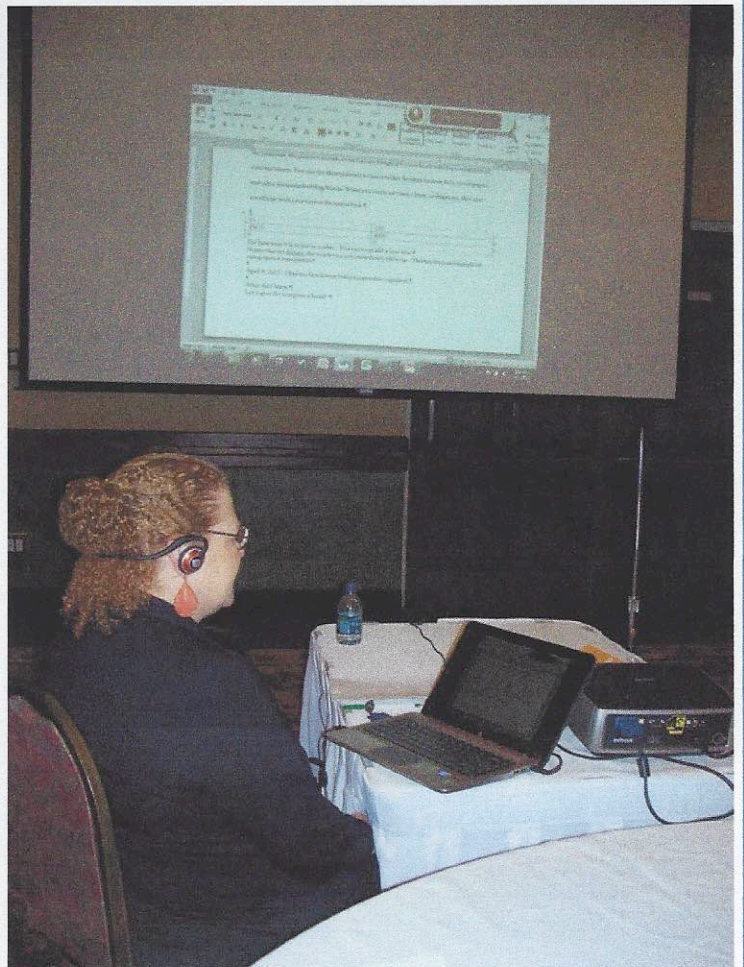
During the State of the States and business meeting the message was the same from all states regarding budget cuts and lower membership. Congratulations to Arizona - the only state with an increase in membership.

The Friday evening dinner and Silent and Live Auctions were enjoyable and successfully raised \$3,233. One half goes to CTE Legislative Support; the other half goes

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to the Fellows Program which encourages and supports younger individuals to become involved.

Throughout the conference in the back of everyone's minds was the question, "Will Mt. Rushmore be open on Saturday?" Since Congress passed a resolution allowing government agencies to stay open, participants were able to tour Mt. Rushmore. During the awards, Pat Olson was recognized for being in the top four in Outstanding Teacher in Community Service and Janet Butler was in the top five for Teacher of the Year. Our newsletter, *The Communique*, received an outstanding publication award.



Wanda Samson, Metro Community College, demonstrates using Windows 7 for Speech Recognition.

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The closing speaker, Pat Bortnem (Director of Health at Southeast Technical Institute) spoke with humor. One of her favorite statements is, "You must be present to win." What a delightful way to end the conference.

This was a wonderful conference with opportunities to network with colleagues and make new friends. Let's not forget the food. One is always well fed at an ACTE Region V conference—breakfast, lunch, and dinner!

Next year's Region V will be held in Jackson Hole, Wyoming April 11-14, 2012, at the Snow King Resort. Salt Lake City will be the host in 2013. If you have an opportunity to attend, it will be worth your time.



Wanda Samson and Denise McNeel were fortunate to visit Mt. Rushmore as part of the activities during the ACTE Region V Conference.

## FCSTN Legislative Workshop 2011

By Sheree Moser

The FCSTN Legislative Workshop was held February 7th at the State Capitol. Twenty teachers and students participated in the workshop. This year 13 Senators attended the legislative luncheon with the workshop participants and 34 FCCLA State Officers, District Chairs, Peer Advisors and State Advisor. Sheree Moser, FCSTN Legislative co-chair with Virginia Whidden, presided over the banquet. The FCCLA State President spoke and FCSTN President Ronita Jacobsen and ACTEN President Kathleen Kennedy were introduced.

Workshop participants gathered in the Capitol Cafeteria to share a continental breakfast, pick up folders and learn of the day's events. Workshop participants were from Chambers, Kearney High School, Plainview, St. Edward, Wahoo, Wakefield and West Point High Schools. Deb Wolken, a representative from NSBEA also attended to see how the workshop is run and organized.

The group traveled to the Warner Chamber directly across from the Norris Chamber on the second floor of the Capitol. Sheree Moser (Legislative Co-Chair) went over the contents of the folder, workshop agenda and how the day would proceed. Senator Tony

Fulton was the first speaker and agreed to fill in for Senator Colby Coash because of a scheduling conflict. Senator Fulton is in his first term after being appointed by Mike Foley in 2006. He shared that he feels strongly about serving within government so he can have an influence on changing things for improving the quality of life for all citizens of Nebraska. He wants to represent his district so that they know their voices are heard.

Senator Fulton shared that he feels the hardest part of running for office is asking people for money because in Nebraska it is seen as a weakness. He knows that the money people invest in his campaign represents the time they have spent

earning it at work, so it is a part of their lives and not just the money. This means they usually agree with your view and you have a responsibility to represent them honorably. Senator Fulton sits on the Appropriations Committee and his priority bill this year was to establish a commission on industrial relations. This commission settles disputes by comparing the wages of the same career making more money and better benefits. He also sponsored a bill to revise the drunk driving laws in Nebraska.

Senator Kate Sullivan again served as the workshop sponsor and keynote for the morning session. She represents District 41 which includes 8 counties in

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## Marketing Poster Completed and Available Online

Ronita Jacobsen, FCSTN President

The creation of a marketing tool to promote Career and Technical Education in schools and communities began at the 2010 Nexus Leadership Meeting held during the 2010 NCE Conference. The goal was to create a marketing tool which would unite all CTE disciplines while promoting individual disciplines. With suggestions from various discipline leaders throughout the year, the poster design was modified slightly from its initial viewing in order to create the desired united image.

Posters were created for each discipline which could be used for marketing purposes within individual schools or as a discipline organization. To access the posters, go to the ACTEN website and look for "Promoting CTE" under the About Us tab or click on this link [http://actenebraska.org/?page\\_id=1225](http://actenebraska.org/?page_id=1225) and follow the directions online. The design(s) can be saved to your computer and used to promote programs within your school and community. Suggested uses are to add the visual to e-mail signatures, web pages, mailings, and posters/signs in the classroom and community. Designs may also be sent to a printing company to make promotional items of your choice. The design could be used on anything from a t-shirt, mug, water bottle, note pads, pens, etc. Items could be used as a gift/thank you to administrators, staff, guest speakers, etc. throughout the year. Any need for design altering or additional design creations can be directed to Anthony Thompson of Thompson Design Studios from the link on the "Promoting CTE" page.

As more disciplines within one school use the posters, more of an impact can be made to demonstrate how disciplines are united to form Career and Technical Education. With this united front, CTE will demonstrate to students and communities the broad spectrum of Career and Technical Education and the impact as a whole it has on preparing career-ready students.



## Welcome New Members

The following individuals have recently joined or reactivated their membership in ACTE and ACTEN.

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## Professional Members:

### Agricultural Education

Rachel Eickman  
Gordon Karney  
Sarah Placke  
Randy Scott

### Business Education

Jay Dalton  
Ian Matthew Maw

### Engineering and Technology Education

Stuart Bernstein

### New and Related Services

Amanda Nipp

### Trade and Industrial Education

Trevor Secora

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central Nebraska. This is her third year in a 4 year term. She shared that she will probably run again but has to make the decision again next year. She has worked hard to establish herself at work and on committees and wants to continue that.

Senator Sullivan's concerns for this coming Legislative term include the budget shortfall, the structure of the revenue going towards education in Nebraska and she will work hard to keep the funding for the Student Leadership Center at the Department of Education. The Student Leadership Center supports the FCCLA State Director at the Nebraska Department of Education. Senator Sullivan also enjoys being involved in shaping public policy. "The salvation of the state is the watchful eye of its citizens" is the motivation Senator Sullivan draws upon while working at the Legislature. With 800 Bills being introduced this year and only one fourth of them with the chance of being passed, the

job is daunting. She uses these concepts as motivation when making decisions as a Legislator....she believes citizens need to seize the opportunity, seek and take advantage of leadership and make good decisions that are from your heart and your head.

Challenges Senator Sullivan sees for today's people all include Family and Consumer Sciences as a core. Childhood obesity, credit card debt, family discord, and anger management are just a few she mentioned. She is working on a bill to restructure the districts within the state as required every 10 years within Nebraska. Another issue she is also working on includes a bill to hold the pipeline company legally liable for any leaks or damage as they begin construction above the Ogallala Aquifer. All of these issues have come about because of the concerns of interested citizens within her district. She enjoys staying

in touch with the people close to her home and makes an effort to get around to each county during the session and her time off during the summer and fall.

After the speakers in the Warner Chamber, the participants took a tour of the Capitol before heading to the Legislative Chamber. Bills being debated included LR37 on Child Welfare Reform, LB 264 requirements for acquiring properties that the state would have to pay to upkeep, LB 326 which would eliminate committees on intergovernmental cooperation, and LB 12 which would eliminate "without parole" provisions relating to life imprisonment.

For lunch the workshop participants met up with the FCCLA state officer team and advisory board at the Governor's Mansion. Senators attending included Senators Greg Adams, Lydia Brasch, Tom Carlson, Charlie Janssen, Tyson Larson, Chris Langemeier,

LeRoy Loudon, Dave Pankonin, Paul Schumacher, Kate Sullivan and John Wightman . The students participating within the workshop split up to sit near the Senators and FCCLA state officers to talk with them about their career path, the importance of students being involved in the legislative process and student organization work within their schools and our state. The FCCLA President briefly addressed the group.

After lunch the workshop participants participated in a tour of the mansion, then moved back to the Capitol to sit in on hearings.

Participants were given a questionnaire to evaluate the workshop and remind them to write a personal thank-you to Senator Sullivan and their home Senator and/or representative who may have stopped by for the luncheon.

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## New Student Members:

### Business Education

Ellie Baker  
Brandon Coslor  
Jocelyn Crabtree  
Lynn Fanta  
Kara Glenn  
Lane Grone  
Dustin Hahn  
Jon Harris

Anthony Kometscher  
Nick Madsen  
Marcy Mantz  
Kaylisha Marion  
Brad Metzler  
Alex Morris  
William Morris  
Zachary Simon  
Kyle Smith  
John Spillman  
Kristen Upp

### Family and Consumer Sciences Education Kaycey Francis

Lovena Glantz  
Abigail Kenny  
Samantha Labrune  
Megan Loberg  
Emily Murphy  
Kelsey Muxfeldt  
Michaela Vestecka

### Engineering and Technology Education

Nathan Smith  
Anthony Anderson  
Cole Bergen  
Bob Cote  
Josh Crouch

Luke Flowerday  
Tom Fry  
Joshua Hogrefe  
Kyle Hubeska  
Ian Koch  
Andrew Ristow  
Chris Schuler  
Patrick Siemek  
Jake Smith  
Brian Staswick  
Cornelis Trejo

### Trade and Industrial Education Tony Meyer