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**Newsletter Editor:**  
**Kathleen Kennedy**

**CTE—Developing Nebraska Workforce**

“Nebraska Lays Groundwork for Future Global Economic Competition” commonly known as the Batelle Report states that Nebraska was found to be well positioned in the fundamentals driving economic development.

12 primary clusters were identified as driving the state’s economic base. The five current strength Industry Clusters that are considered specialized, growing and outpacing national growth are: Financial Services, Transportation, Warehousing & Distribution Logistics, Precision Metals Manufacturing, Biosciences and Renewable Energy. Three emerging strength or opportunistic Clusters that are now specialized and gaining competitive shares are: Research and Development (R&D) and Engineering Services, Health Sciences, and Hospitality and Tourism. Four Industry Clusters representing Retention Clusters that are specialized, but challenged in the employment and competitive share categories

are: Agriculture and Food Processing, Business Management & Administrative Services, Software & Computer Services and Agriculture Machinery. To view the report’s Executive summary and PowerPoint presentation, visit [www.neded.org](http://www.neded.org).

CTE programs based on the standards from National CTE groups like the National Consortium on Health Science and Technology Education and the National Association of State Administrators of Family and Consumer Sciences are applying and using the knowledge and skill statements from the States Career Cluster initiative as frameworks for their programs. Advisory committees, from the State Workforce Investment Board and FutureForce Nebraska, assist in developing CTE courses and NCE programs of study that are helping to meet the needs of Nebraska’s workforce.

According to the report, *Up to the Challenge*, by fusing the four C’s



**Kathleen Kennedy**  
ACTEN President

(critical thinking and problem solving, collaboration, communication, and creativity and innovation), CTE programs can make college and career-readiness a reality for every student.

I applaud all CTE educators who are working closely with business and industry groups to develop and continually update education programs, which give our students the options for pursuing entry-level jobs, degrees in higher education and advanced career paths. As we fuse CTE strategies, the four C’s and career-focused education programs, we ARE strengthening Nebraska’s workforce pipeline.

## Partnerships for Innovation—Ericka Volker

Partnerships for Innovation and Nebraska Career Education in cooperation with the Association for Career and Technical Education of Nebraska (ACTEN) are pleased to announce NEXUS '11, a leadership experience designed to strengthen our career education professional organizations. This one-day workshop on January 22, 2011 is packed with innovative ideas and strategies coupled with time for organizational reflection – all designed to help map the future for each organization. NEXUS has been moved from the NCE Conference due the opportunity to launch a significant marketing initiative this spring.

The NEXUS '10 Conference focused on how to develop and build relationships among organizations and with business/industry partners. This year's topic is on marketing nonprofit organizations. On a small budget and with a group of volunteers, how do we get out our message? How do we effectively communicate our programs and organizations which will entice others to take action? How do we partner among the professional organizations to send a clear and consistent message of what CTE does for Nebraskans?

We are delighted to have Molly Skold as our facilitator for this year's NEXUS '11. Molly championed the Big O! campaign, coordinated the marketing and public relations for the Salvation Army Kroc Center and now works to populate the Mutual of Omaha Midtown Crossing Center. Skold has extensive knowledge and experience in marketing messages and getting the attention of those who can make a significant change in a community.

### ACTE Achieve 100 Award

ACTE's exclusive Achieve 100 Award recognizes schools and institutions that have 100 percent ACTE membership participation from each and every member of their career and technical staff.

The Award: A beautiful, engraved plaque that will distinguish the achievements of your school or institution. The plaque will be configured so that each year, as your school or institution qualifies, year plates can be ordered through ACTE, which can then be affixed to your permanent plaque. Award winners will also be recognized in *Techniques*.

How to Participate: To access the application form visit [www.acteonline.org/awards](http://www.acteonline.org/awards) and click on "Achieve 100" in the right hand column. Fill out the application form by listing all the names and member numbers of the faculty members who are CTE faculty. The faculty members must be members of ACTE as of November 30, 2010, and applications are due January 15, 2011. Applications can be submitted online, or by mail or fax.

For more information about the ACTE Achieve 100 Award, please contact Lauren Schultz at [lschultz@acteonline.org](mailto:lschultz@acteonline.org) or call her at 800-826-9972, ext 305.

## What is the Next Career That We Should be Preparing Our Students For?

As Career and Technical educators, it is never a surprise when we learn of new trends related to careers, industry trends, and technologies. For several years, Nebraska Career Educators have encouraged program development around the six career fields identified in the NCE Career Education model.

In recent months, the CTE model proposed by Nebraska Career Education has been revised to reflect college and career trends in many areas. The most recent model is illustrated below.



Major changes include:

- Environmental and Agricultural is now Agriculture, Food and Natural Resources
- Industrial, Manufacturing and Engineering Systems is now Skilled and Technical Sciences
- Entrepreneurship and Employment are now a component of each of the six career fields
- The “Center” Foundation Knowledge and Skills are now College and Career Readiness indicators

The indicators are now:

- Academic/Technical Foundation
- Communication
- Critical Thinking and Problem Solving
- Creativity and Innovation
- Global, Social and Culture
- Intellectual Curiosity and Innovation

- Interpersonal and Intrapersonal
- Teamwork and Leadership
- Technology
- Work Environment
- Work Ethic and Responsibility

Recently in a report published by the University of California San Diego Extension, the top ten new career fields hit each of our six career fields. The top ten careers identified in the report are:

- Health Care Information Technology
- Mobile Media
- Data Mining
- Embedded Engineering, including manufacturing and food design streamlining
- Geriatric Health Care
- Occupational Health and Safety
- Speech/English Translation and Interpretation
- Sustainable Business Practices
- Feature Writing for Websites
- Teaching English as a Foreign Language

To continue to be relevant and to prepare our students for the next generation of changes, we must address the expectations of these and other emerging, high-wage, high-demand careers in our courses. Even more importantly, as these skills and hot careers will change nearly as quickly as the next generation of the iPod is introduced, or as quickly as Chevrolet introduces their latest version of its Malibu. It is also essential that we demonstrate to our students the 21st century skills necessary to adapt to a changing career environment.



DeLayne Havlovic  
ACTEN Past President

**The 2011 CEFN Grant application, the Outstanding Secondary Career and Technical Education Student, and the Outstanding Secondary Special Populations Career and Technical Education Student Scholarship application forms are posted under the CEFN tab on the ACTEN website.**

**Be sure to check the ACTEN website in the coming days for the 2011 ACTEN Awards information and nomination forms.**

### ACTEN Board Seeking Nominations for 2011-2012 Officers

The ACTEN Nominations Committee will be seeking nominations for several board positions for the 2011-2012 school year. Open positions include:

- President Elect
- Treasurer
- Agriculture Education Representative (elected by NAEA at June Conference)
- Business Education
- Family & Consumer Sciences
- New & Related Services

All positions will begin October 1, 2011. No prior board experience is required. All you need is a desire to be a leader among state Career and Technical Association colleagues.

If you are interested in any of the mentioned positions, or if you would like more information, please contact DeLayne Havlovic, ACTEN Past President and Nominations Committee Chairperson. DeLayne can be contacted via e-mail at [delayne.havlovic@ops.org](mailto:delayne.havlovic@ops.org) or by phone at 402.557.2610.

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### 2011 ACTEN Awards Program

The time is now to nominate a colleague and leader in Career and Technical Education for an Association for Career and Technical Education of Nebraska award. Recognition is given to selected nominees for their outstanding contributions and service to CTE students, programs and the CTE community.

The following award categories are currently being sought. All nomination materials must be received by the ACTEN Office on or before March 1, 2011:

- ACTEN Outstanding Career and Technical Education Teacher (One teacher from each ACTEN Division will be recognized and one ACTEN Teacher of the Year will be recognized). ACTEN's Teacher of the Year recipient will advance on to the Region V Teacher of the Year process in 2012.
- ACTEN Outstanding Career and Technical Educator – This award recognizes CTE educators, other than full-time classroom/laboratory teachers.
- ACTEN Outstanding New Career and Technical Teacher – This award recognizes a CTE teacher who has taught a minimum of three years, but no more than five years for their outstanding contributions to education.
- ACTEN Outstanding Teacher in Community Service – This award recognizes a teacher with significant accomplishments and outstanding leadership in programs and activities that promote community involvement.

The ACTEN awards committee will be chaired in 2011 by DeLayne Havlovic, ACTEN Past-President. If you have questions, please contact DeLayne via e-mail at [delayne.layne.havlovic@ops.org](mailto:delayne.layne.havlovic@ops.org) or by phone at 402.557.2610. Questions can also be directed to Lila Kulwicki, ACTEN Executive Secretary via e-mail at [acte.nebraska@juno.com](mailto:acte.nebraska@juno.com).



## Marketing Career Education

**Ronita Jacobsen, Family and Consumer Sciences Teachers of Nebraska President**

How do you market your individual career education program? How can we as a state organization market career education and perhaps unite ourselves? Take one idea, student discussion, and parent involvement, mix it with a Nexus Leadership Meeting add an ACTEN board meeting along with a few e-mails equals a marketing poster created for all divisions.

This project simply began with me, as last year's president-elect for FCSTN, attending the ACTE national conference held in Nashville, TN. As I attended sessions, I was looking to be inspired as I thought about my program of work theme for 2010-2011. After listening to Chef Jeff Henderson, inspiration hit and the theme "FCSTN... The Key to Unlocking Your Dream" was created.

From there, I spoke to students in my classes about my theme, program of work, and its meaning to me. After sharing my idea for a design logo (which students were NOT impressed by!), students took it upon themselves to provide me with much better design ideas. Students brought back several designs, however, the world and key design presented by one student definitely matched my logo design desires. Anthony Thompson, a student's father - who happens to be a graphic designer, listened as his daughter expressed my thoughts on FCS and career education. That night, he created the design I would later have his daughter, my interior design student, paint above my classroom door.



During the 2010 Nexus Leadership meeting, FCSTN board members put together a plan to modify the design to meet the needs of marketing FCS education. Thompson volunteered to modify, as desired by board members, the logo which would then be provided to each FCS teacher who pays their FCSTN dues. Plans are to have additional posters printed in a variety of sizes for purchase by any FCS teacher at the FCSTN store during the 2011 NCE conference.

The marketing plan did not stop there. Following the September ACTEN board meeting, Thompson again agreed to modify the design to meet the needs of all ACTE divisions. Plans are being made for these posters to be available for purchase at the NCE conference. Thompson volunteered his time and designs as a way of "giving back to the educational system" and showing his support for career education.

Perhaps when we talk about "marketing" our programs, we should begin by actively engaging our students, parents, and community members. They are the ones who have experienced the impact career education has not only on individuals, but society as a whole. Through career education we can empower students with the essential keys necessary for unlocking their dreams within an ever changing world.



## Q: What Do YOU Need to Succeed in Today's High-Tech Classroom?

A: Everything YOU Need Is at GOODHEART-WILLCOX!

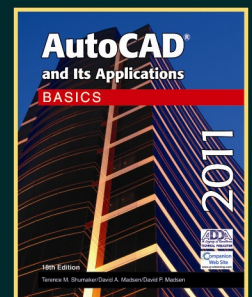
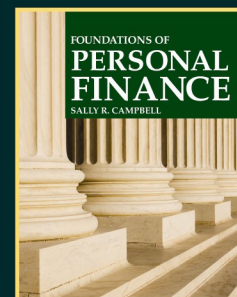
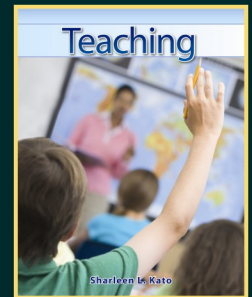
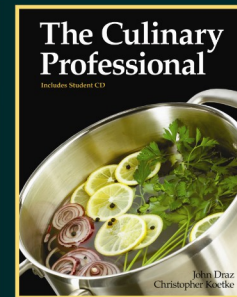
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## Congratulations to the Fall 2010 FinanceChallenge ONLINE! Winners!!

Jennifer Davidson, Nebraska Council on Economic Development

We had record participation with **2nd Place**—Pierce High School, 1,391 students across the state participating in the challenge. 62 teams entered the middle school division. 345 teams entered the high school division.

### High School Division

**1st Place**—Greeley-Wolbach High School, Teacher: Kathleen Kennedy

**2nd Place**—Pierce High School, Teacher: Greg Warneke

**3rd place**—Syracuse High School, Teacher: Susan Wellman

### Middle School Division

**1st place**—Keiwit Middle School, Teacher: Rose Bernstein

**2nd place**—Platteview Central Junior High, Teacher: Michelle Tiller

**3rd place**—Norris Middle School, Teacher: Sid Conrad

The winning teacher of the MP3 player was Tom Dickey of Omaha North High School!

Be sure to enter your students in The EconChallenge ONLINE! ([www.econchallenge.org](http://www.econchallenge.org)) which runs Nov. 29th through Dec. 3rd.



## Congratulations to the winners!!

### 1st Place

Greeley-Wolbach High School Students

Dustin Nordhues

Ashley Dugan

Ryley Wondercheck

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technical education**

*Get your hands on SCC*

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Degree in 18-24 months**

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BEATRICE LINCOLN MILFORD  
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## WELCOME NEW MEMBERS

### Administration

- ◆ Barb Waller

### Business Education

- ◆ LeeAnn Runyon

### Engineering and Technology Education

- ◆ Christopher Burke
- ◆ Matthew Wichman
- ◆ Adam Whitmore

### Family and Consumer Sciences

- ◆ Melissa Eischeid

### Guidance and Career Development

- ◆ Daphne Hall

### Health Science Technology Education

- ◆ Michele Merrill

### Trade and Industrial Education

- ◆ Larry St. Hilaire

## Membership Promotion for Current Members

ACTE of Nebraska members are encouraged to take advantage of ACTEN's "New Member Sponsorship" promotion. This promotion rewards current members who recruit/sponsor three new members with a dues waiver coupon that can be redeemed at their next membership renewal. The coupon will waive the recipient's ACTEN dues (\$30), but ACTE and state discipline dues will need to be paid. This promotion runs from April 1st through March 31st each year, so there is still time to earn a dues waiver coupon for the current (2010-2011) promotion that could be redeemed at your next membership renewal.

This promotion ties in with ACTEN's New Member promotion because the three new members who have been sponsored will also receive dues waiver coupons that they can redeem when they renew for their second year of membership. Please contact Lila at the ACTEN office ([acte.nebraska@juno.com](mailto:acte.nebraska@juno.com)) for the membership application form, or for more information about this promotion.

**Nebraska FBLA Students Receive National Awards**

Nebraska Future Business Leaders of America students received 28 Top 10 Awards at the FBLA National Leadership Conference July 14-17 in Nashville.

Allison Skidmore of Fairbury High School took top honors with first place in Future Business Leader.

Cindy Talley of Fillmore Central High School was recognized as Nebraska’s Outstanding Local Chapter Adviser. Jenna Woitaszewski of Wood River High School was named to Who’s Who in FBLA.

The Top 10 award winners were

**First Place**

- ♦ Allison Skidmore of Fairbury High School, Future Business Leader
- Jenna Woitaszewski, Brianna Turek and Alexis Carter of Wood River High School and Sally Moore of Fillmore Central High School, Parliamentary Procedure

**Second Place**

- Joseph Chapman of Fillmore Central High School, Business Procedures

- Erin Dwyer, Allison Kuhlman and Nikki Novak of Elmwood-Murdock High School, E-business
- Tyler Wellman of Syracuse High School, Ashley Wood of Minden High School, Lance Johnson of Bellevue West High School, Noah Carpenter of Omaha Northwest High School, Isaac Thompson of Arlington High School, Jenna Woitaszewski of Wood River High School and Meagan Palensky and Lauren Schneider of Raymond Central High School, State Chapter Annual Business Report

**Third Place**

- Alex Shaner, Rebecca Eichelberger and Sam Rickert of Fillmore Central, American Enterprise Project
- Allison Johnson and Taylor Johnson of Meridian High School, Business Plan
- Laura Ruskamp of Johnson-Brock High School, Electronic Career Portfolio
- Nancy Seeman of Stanton High School, Job Interview

**National Business Achievement Awards—America Level (top award in this four-level program)**

- Chelsea Holt of Sandhills High School

**Gold Seal Chapter Award of Merit**

Arlington High School, Blair High School, Dundy County Stratton High School, Elmwood-Murdock High School, Fillmore Central High School, Gibbon High School, Johnson-Brock High School, Lakeview High School, Litchfield High School, Minden High School, Omaha Northwest High School, Pleasanton High School, Raymond Central High School, Sandhills High School, Sandy Creek High School, Syracuse High School, Tri County High School, Twin River High School, Wilber-Clatonia High School and Wood River High School.

Nebraska Future Business Leaders of America is supported through the Nebraska Center for Student Leadership and Extended Learning at the Nebraska Department of Education.

**FBLA first-place award winners**

(Back Row) Jenna Woitaszewski and Alexis Carter, Wood River High School  
 (Front Row) Sally Moore, Fillmore Central High School; Allison Skidmore, Fairbury High School; Brianna Turek, Wood River High School

