**Evaluating and Marketing Your Program**

**Transcript**

**March 20, 2024**

**00:00:03: VDOE - Amy Hammond | Region 5:** Good afternoon again and welcome to the Career and Technical Education High-Quality Work-Based Learning professional development session, “Evaluating and Marketing Your Program”. We are excited to have you here with us for the last of four sessions we're offering based on your feedback to learn more about implementing a high-quality work-based learning program in your division.

**00:00:24: VDOE - Amy Hammond | Region 5:** Again, if you're using a link today, to join us today, please click on the session’s registration in the chat box in order to individually register. This is important for us to send you an attendance certificate for attending today's live session. If you are viewing this webinar in a recorded format, an attendance certificate will not be generated from us.

**00:00:47: VDOE - Amy Hammond | Region 5:** My name is Amy Hammond, and I am the Secondary Workforce Development Specialist for Superintendent’s Region 5. Joining me today presenting is Mrs. Kim Radford, Secondary Workforce Development Specialist for Region 6.

**00:01:01: VDOE - Amy Hammond | Region 5:** Now let's get started.

**00:01:07: VDOE - Amy Hammond | Region 5:** Let's quickly review some housekeeping tips for today's training. The chat feature is open for all attendees during this session. We ask that you only use the chat box feature to access the links that will be posted, or as prompted. For all other general questions, please put those in the Q&A section and we will do our best to address them. All sessions are being recorded and will be posted to the VDOE website on the CTE Program Administration and Management page, accompanied by transcript.

**00:01:39: VDOE - Amy Hammond | Region 5:** Professional development points may be awarded based upon the policies of your school division. At the end of the live session, webinar attendees will receive a survey to complete in order to earn the attendance certificate. Again, if you've joined us today, join today's session using another person's link, you will need to register using the link in the chat in order to receive an attendance certificate.

**00:02:04: VDOE - Amy Hammond | Region 5:** Now let's take a look at today's agenda.

**00:02:10: VDOE - Amy Hammond | Region 5:** For today's session, we will provide an overview of the CTE High-Quality Work-Based Learning evaluation resources available to you utilizing the CTE High-Quality Work-Based Learning Guide. We'll highlight valuable CTE high- quality work-based learning promotional resources for use in your program. And lastly, we will review the CTE high-quality work-based learning data and record retention recommendations. Following the presentation, we'll provide a Q&A session, where we ask that you submit your questions using the Q&A feature. Don't forget that you can submit your questions anytime during the session. At the end of today's session, you will have the opportunity to complete a survey to give us feedback and also record your attendance at our live session today. The attendance certificate will be generated only for those attending live. If you experience any issues with receiving the survey, please contact us at the conclusion of today's session.

**00:03:16: VDOE - Amy Hammond | Region 5:** Now we will start with an overview of the evaluation resources available to you within the CTE High-Quality Work-Based Learning Guide.

**00:03:29: VDOE - Amy Hammond | Region 5:** Now, we're going to walk you through how to find the VDOE CTE High-Quality Work-Based Learning website. The link to the VDOE webpage is being put into the chat so that you can access this while I walk you through it. I know this was covered in the previous sessions, but we want to make sure that everyone is able to access your primary resource.

**00:03:51: VDOE - Amy Hammond | Region 5:** From the VDOE web page, point to the Teaching, Learning and Assessment link. Click on the CTE link under K12 Standards and Instruction column. And on the left-hand side navigation pane, click on the plus sign beside of career and technical education. Click on CTE HQWBL. From the VDOE CTE High-Quality Work-Based Learning web page, click on the first link on the web page. That will allow you to download the entire CTE High-Quality Work-Based Learning Guide.

**00:04:32: VDOE - Amy Hammond | Region 5:** We want to point out that this downloads in an online version of Word.

**00:04:40: VDOE - Amy Hammond | Region 5:** From here you can use the download button to save the entire copy to your desktop or other folder in Word.

**00:04:47: VDOE - Amy Hammond | Region 5:** After opening the document in Word, we want to take a moment here to show you some easy ways to navigate the Guide. From the Word document, using the view tab, activate the navigation pane. Once you do this, you'll note all of the sections you may reference for the Guide on the left-hand side, including each of the 12 CTE High-Quality Work-Based Learning experiences.

**00:05:13: VDOE - Amy Hammond | Region 5:** As you can see, the sections are linked so you can easily check on the section you want.

**00:05:20: VDOE - Amy Hammond | Region 5:** For today's training, we're going to start by looking at the evaluation resources within the guide. We will start in Appendix A.

**00:05:33: VDOE - Amy Hammond | Region 5:** The first evaluation document in Appendix A is the Workplace Evaluation Checklist, which is located on Page 128. This checklist is a safety requirement for all CTE High-Quality Work-Based Learning experiences, after an employer has agreed to participate in a CTE High-Quality Work-Based Learning experience. This Workplace Evaluation Checklist is required to be completed annually

**00:06:01: VDOE - Amy Hammond | Region 5:** Next, on Pages 136 through 139, you'll find the Training Plan Evaluation. As discussed in the second webinar, the Training Plan is used for internship, entrepreneurship, cooperative education, and the supervised agricultural experience immersion. The Training Plan Evaluation is used to measure job performance and is an evaluation that will take place each grading period. Conferences involving the student, the Work-Based Learning designee, and the employer, should also follow each evaluation.

**00:06:42: VDOE - Amy Hammond | Region 5:** The student reflection is located next on Page 140. Let's not forget the importance of receiving evaluative information from all stakeholders, including students. This document provides a space where the student can reflect upon and ask and assess the CTE High- Quality Work-Based Learning experience and how that experience can help in their future career. It's recommended that this document is utilized for job shadowing, service learning, externship, school-based enterprise, mentorship, internship, entrepreneurship, and cooperative education.

**00:07:25: VDOE - Amy Hammond | Region 5:** Last, and equally important, is the Employer Mentor Evaluation form found on page 141. This document allows the employer or mentor an opportunity to provide feedback on the student and experience that can help shape the CTE High-Quality Work-Based Learning experiences in the future. The Employer Mentor Evaluation form is recommended for job shadowing, externship, mentorship, internship, entrepreneurship, and cooperative education.

**00:08:02: VDOE - Amy Hammond | Region 5:** Now we will transition to Appendix D.

**00:08:07: VDOE - Amy Hammond | Region 5:** On Pages 194 and 195, you will find the Service-Learning Project Partner Evaluation. This document can be used with a business or community partner that is involved with the service-learning project and can provide input for evaluating the student, the project planning, and the project completion.

**00:08:32: VDOE - Amy Hammond | Region 5:** If you would like a review of the other forms within the CTE High-Quality Work-Based Learning Guide, please refer to the “Using Forms and Resources” training session, recording from March 6th, 2024, which will be posted on the CTE Administration Professional Development Webpage.

**00:08:51: VDOE - Amy Hammond | Region 5:** Now I will turn the presentation over to Kim to discuss promotional resources.

**00:08:57: VDOE - Kim Radford | Region 6:** Okay, thank you, Amy.

**00:09:00: VDOE - Kim Radford | Region 6:** And now that we've reviewed evaluation tools, let's take a look at how we might be able to utilize that information along with some promotional resources to let others know about the amazing CTE High-Quality Work-Based Learning programs you have in your school division. At the end of this section, we will share a resource links page to all of these promotional resources we'll be discussing. So, you'll have an easy access to them, and so that we keep the chat open.

**00:09:31: VDOE - Kim Radford | Region 6:** So, as a reminder, please put any questions that you have in the Q and A box. And let's get started with some promotional resources we'd like to share with you today.

**00:09:43: VDOE - Kim Radford | Region 6:** So, first of all, have you ever thought about utilizing the passion you have for your CTE High-Quality Work-Based Learning program. You and your teachers are the best marketers for high-quality work-based learning. You know your students, their interests, and your CTE programs. You are really a great person to remote the connection between CTE courses and high-quality work-based learning experiences in your community.

**00:10:10: VDOE - Kim Radford | Region 6:** If your division allows social media accounts to be utilized, LinkedIn is a great way to connect with the business community and parents who might also be on the platform to let them know what you're doing in your CTE high-quality work-based learning program.

**00:10:27: VDOE - Kim Radford | Region 6:** Yvonne Mullins, with Chesterfield County Public Schools, was kind enough to share one of her LinkedIn posts regarding work-based learning experiences for her accounting students at Midlothian High School. Let's take a look at what Yvonne has to say about that experience.

**00:11:00: PRE-RECORDING:** I'm Yvonne Mullins. I'm a teacher at Midlothian High School. I've taught accounting to high school students for the last 10 years. I feel I do a pretty good job of teaching accounting. I am a career switcher, and I've done accounting in my career, but there's nothing that prepares a student like a real-world experience working in an office. This past year, I've had four students work in CPA offices in the Richmond area. Two of them worked last summer in Chesterfield County, and two of them work this past tax season in an office, and they came back with great stories to tell. I never knew accountants had to do this and this and this. Oh, and I'm not just sitting in a classroom doing busy work. So, I just think the experience working in an office of a real CPA of a real accountant is a different experience than what I'm teaching them, and it makes them appreciate even more the basics I'm teaching them and what they can do as a career in an accounting office. So, thank you, Virginia CPAs, for listening. Thank you for taking our students into your offices and teaching them real life skills. We appreciate you guys.

**00:12:08: VDOE - Kim Radford | Region 6:** Alright, isn't that a great testimonial? It's short, easy to understand, and it highlights her program and her students, and it thanks business partners. So again, if your school division has social media accounts, utilizing video on a platform is great way to market your program.

**00:12:31: VDOE - Kim Radford | Region 6:** So now let's explore other ways you can promote CTE high-quality work-based learning experiences in your community

**00:12:41: VDOE - Kim Radford | Region 6:** When we talk about promotion, we need to know who we're promoting to right. So here we outlined the stakeholders in the CTE high-quality work-based learning experience. They include school personnel, students, parents and guardians, and the business community.

**00:13:01: VDOE - Kim Radford | Region 6:** As Amy mentioned earlier, the 2023 – 2024 CTE High-Quality Work-Based Learning Guide is your best resource for all things high-quality work-based learning. In the Guide, there are many suggestions for promoting your CTE high-quality work-based learning experiences.

**00:13:20: VDOE - Kim Radford | Region 6:** So, let's take a look at the suggestions that are specific to each of these stakeholder groups. And we're going to go back to the Guide that Amy has already shown you how to download.

**00:13:31: VDOE - Kim Radford | Region 6:** And for our conversation on marketing to stakeholders, we're going to start on Page 20 of the Guide.

**00:13:39: VDOE - Kim Radford | Region 6:** As Amy reviewed earlier, you can use the navigation tool on the table of contents as we're showing here to get to this section, or you can simply go to Page 20 of the
Guide.

**00:13:52: VDOE - Kim Radford | Region 6:** So, the first group highlighted for promotional activities is school personnel. These are very important CTE high-quality work-based learning stakeholders in your school. School counselors can be your first recruiters. School counselors are the folks who are meeting with students and parents to help, help them with their academic career plan and program of study. Meeting with your school counselors to explain the importance of connecting CTE high-quality work-based learning to career clusters is key to promoting experiences for students. In fact, it can also assist you for data reporting purposes as CTE high-quality work-based learning experiences should be connected to a CTE for each student.

**00:14:41: VDOE - Kim Radford | Region 6:** Many of you have asked for a way to easily explain CTE high-quality work-based learning experiences. And to help you offer a concise one-page view of all of the experiences recognized in Virginia, our team has developed a CTE High-Quality Work-Based Learning At-a-Glance document for schools. It's linked here directly in the guide. School counselors, teachers, administrators, and other CTE high-quality work-based learning stakeholders can have this hanging in their office for reference. We encourage you to make paper copies or provide this resource digitally.

**00:15:20: VDOE - Kim Radford | Region 6:** We've also developed a one-pager for business partners that we will share with you in just a moment.

**00:15:26: VDOE - Kim Radford | Region 6:** And as a reminder, we will provide a document containing links to this resource and all of the other ones that we're going to mention today at the end of this session. So, these fantastic resources will be right at your fingertips.

**00:15:40: VDOE - Kim Radford | Region 6:** Also, linked in this section are the Career Success Stars videos. Career Success Stars is a fantastic resource and may include some of your past students.

**00:15:51: VDOE - Kim Radford | Region 6:** We provide a link to the Career Success Stars here on Page 20 as well as in Appendix E, which we will cover in just a few moments.

**00:16:02: VDOE - Kim Radford | Region 6:** We encourage you to utilize Career Success Stars videos, a fantastic compilation of former CTE students who have gone on to be very successful in their chosen career field.

**00:16:14: VDOE - Kim Radford | Region 6:** Each of the 17 career clusters is also represented here. These videos can be useful in the classroom, for parent information nights, and CTSO meetings, just to name a few.

**00:16:27: VDOE - Kim Radford | Region 6:** Recruiting students is next, starting on Page 21 of the guide. Students can be one of the best resources to promote your CTE high-quality work-based learning program. In this section of the Guide, we offer several ideas to help you recruit students for your program, including conducting student interest surveys, meeting individually with students to discuss their career goals, connecting with students early in middle school to let them see what you do in your CTE classrooms to pique their interest in a high-quality work-based learning experience, and hosting career days. These are just a few, but I bet that many of you have even better ideas that you've implemented to successfully promote your program.

**00:17:15: VDOE - Kim Radford | Region 6:** We're going to offer you an opportunity at later in this session to share those ideas with others today. So, get prepared to share shortly.

**00:17:24: VDOE - Kim Radford | Region 6:** Next in the Guide, we wanted to highlight parental engagement. As you are aware, parents and guardians must give consent for their student to participate in the CTE high-quality work-based learning experience.

**00:17:39: VDOE - Kim Radford | Region 6:** Having parent / guardian buy-in can also be key to the success of your program, so why not utilize them to help market it? In this section of the Guide at the bottom of Page 21, we suggest sending letters home to parents explaining the CTE high-quality work-based learning experiences you offer and encouraging your support of your program. Open houses, newsletters, presentations, and personal conferences with parents are also encouraged.

**00:18:09: VDOE - Kim Radford | Region 6:** Parents can also be an excellent guest speaker resource, and many may want to offer a CTE high-quality work-based learning experience in their business. Have you asked them yet?

**00:18:19: VDOE - Kim Radford | Region 6:** To help with parent / guardian understanding of the 12 CTE high-quality work-based learning experiences recognized in Virginia, we've also linked the one-pager at-a-glance for schools here.

**00:18:33: VDOE - Kim Radford | Region 6:** And last, but certainly not least, we want to highlight ideas to engage employer partners. Of course, we can't have CTE high-quality work-based learning programs without our business partners, right? So, on Page 22, there are several suggestions for reaching out to the business community, including presentations to local organizations, sending out news releases about the successes of your program, asking for business partners to be ambassadors for you, conducting employer appreciation events, just to name a few.

**00:19:06: VDOE - Kim Radford | Region 6:** As I mentioned earlier, we've created an at-a-glance, one pager specifically for you to utilize with business partners. And it's linked right here in the Guide. It's a little bit different from the one we created for schools, as it just offers the basic overview of each experience. This resource can also be found in Appendix E of the Guide. So, let's go to our navigation bar and jump to Appendix E now, and we'll see what else is there.

**00:19:37: VDOE - Kim Radford | Region 6:** So now we see Appendix E, and you'll notice that several promotional resources we've already mentioned are there. We have the CTE High-Quality Work-Based Learning One-Pager for schools. And again, this can be utilized with school counselors, administrators, parents, guardians, and other CTE high-quality work-based learning stakeholders.

**00:20:00: VDOE - Kim Radford | Region 6:** Next is the one-pager for business partners, and this provides a more basic view of all 12 of the CTE high-quality work-based learning experiences including grade levels and hours requirements.

**00:20:14: VDOE - Kim Radford | Region 6:** In Appendix E, you can also find the 12 CTE High-Quality Work-Based Learning Experiences Roadmap. And this is a fantastic resource to use to get the conversation started with any CTE high-quality work-based learning stakeholder. Our Secondary Workforce Development Specialist team uses it in all of our presentations and conversations. We encourage you to utilize it in your school division, and with your business conversations as well.

**00:20:46: VDOE - Kim Radford | Region 6:** And finally, Appendix E also highlights the CTE Resource Center, and we have placed a link to the CTE High-Quality Work-Base Learning page that we're showing you right now, in the chat.

**00:21:00: VDOE - Kim Radford | Region 6:** The CTE Resource Center supports Career and Technical Education programs in Virginia's public schools by providing curriculum development and program design and implementation. And again, this link takes you directly to our page on the CTE Resource Center. Here you will see information for Experience Works 2023. And if you click on the green “Go” button at the bottom, you will see links to all of the 27 sessions and 19 exhibitor videos that we provide here as a resource for you.

**00:21:35: VDOE - Kim Radford | Region 6:** We provided an extensive review of the CTE Resource Center in the “Using Forms and Resources” training session that Amy's already mentioned. So, we encourage you to check that out if you'd like to explore this resource in more detail.

**00:21:48: VDOE - Kim Radford | Region 6:** And now that we've covered resources and ideas available to you in the Guide, we want to share another example. Earlier I mentioned how powerful student testimonials can be. So, let's take a look at an excellent example of a student testimonial for Health and Medical Sciences, by Jazzlyn Fernandez, who recently graduated from River Bend High School in Spotsylvania County.

**00:22:25: PRE-RECORDING:** Hi. My name is Jazzlyn Fernandez. I'm a Senior at River Bend High School, though I take specialized classes at the Spotsylvania Career and Tech Center in order to specialize in the medical program. So, as of my high school journey, I was able to take Health and Medical pathways in tenth grade, which evolved into Medical Assistant I in eleventh grade and Medical Assistant 2 in twelfth grade. I participated in a 40-hour one week work-based learning experience, which was promoted through all the high schools as well as the CTC Center, and it's available for all students. So, I was able to be matched up with Virginia Cardiovascular Consultants, VCC, and this is how I was able to have the experience. I plan on using this opportunity as my gateway into the clinical world, as just learning about it is so much more different than being able to experience it. Being able to have this opportunity has led to more wisdom and more experience, which has allowed me to understand more of what goes on in the real world. This externship has allowed me to secure an interview for a medical assistant position in a cardiovascular-based setting. This externship has not only allowed me to build my resume, but also have hands-on learning experience which I could take with me to higher places of education such as college, and further beyond. My advice for fellow students thinking about doing an externship is to just do it. The best way to learn about if you want to go into a career path is being able to just take this experience because it's a way for such a short amount of time to see if your passion truly is developed there. For if you take this experience, then you really get to understand the means and the ways of what you want to do. So, being able to take this opportunity really just allows you to grow that passion that need to be able to help others, especially if you're thinking about going into the medical field or overall. Taking an extra trip just allows you to see what is the right calling for you.

**00:24:16: VDOE - Kim Radford | Region 6:** So, isn't it great to hear from students? They're the best. And Jazzlyn offers a fantastic summary of her externship experience. If you attended Experience Works last year, you may have also seen this video, and we love to feature student testimonials. We want you to have the opportunity to submit student testimonials from your division as well. So as promised, in the chat, we've included a link to all of the resources we've mentioned in our training sessions, and it's called the CTE High-Quality Work-Based Learning Training Sessions Resource links page.

00:24:54: VDOE - Kim Radford | Region 6: Once you click on this chat link, you will have easy access to all of the websites and resources we've mentioned. When you scroll down near to the bottom of this page, you will have access to the Student Testimonial Guidance document Jazzlyn used to make her video, along with a sample release.

**00:25:15: VDOE - Kim Radford | Region 6:** The Student Testimonial Video Guidance Document includes some great tips, including the fact that the student testimonial must be published on your school division website or YouTube page in order for us to use it. We will also need to receive a copy of the completed release form either from your division or by using the sample form that we provide here.

**00:25:38: VDOE - Kim Radford | Region 6:** We hope this information will assist you in developing more student testimonials in your division. And don't forget to share these with your Regional Secondary Workforce Development Specialist. We want them.

**00:25:52: VDOE - Kim Radford | Region 6:** And so now, we've reviewed many promotional tools. But you don't have to use all of them. You just need to choose the ones that are right for your division and for your CTE High-Quality Work-Based Learning program. We recommend you start with one or two and see what really works for your program, and please remember to share them with us. And speaking of sharing, now, it's your turn. We are going to open up the chat as we would like to know more about what you're doing in your division to promote your CTE High-Quality Work-Based Learning program.

**00:26:27: VDOE - Kim Radford | Region 6:** So, if you would at this time, please put any ideas or promotional activities that you found to be successful, that you would like to share. Or you can also comment on any of the ideas that we've shared today that you feel like you might want to implement.

**00:26:45: VDOE - Kim Radford | Region 6:** So, I'll give you a few moments to do that and Amy is going to review any responses that we get.

**00:27:06: VDOE - Kim Radford | Region 6:** Anybody going to share today? We have anything in the chat, Amy?

**00:27:11: VDOE - Amy Hammond | Region 5:** There's one that's come through, collaborate with their school and community outreach team to develop videos.

**00:27:17: VDOE - Kim Radford | Region 6:** Awesome. Thank you, Pam.

**00:27:22: VDOE - Kim Radford | Region 6:** Now we have some more coming in.

**00:27:24: VDOE - Amy Hammond | Region 5:** Now they’re coming. Collaborate with the Chamber of Commerce, student facing social media, short commercials for their program. They also contact the local news agency. Submit the work-based learning partnerships for the VSBA business honor roll awards, videos are included, student information sessions. And then their website and social media.

**00:27:54: VDOE - Kim Radford | Region 6:** Wow! Those are some really great ideas. So please continue to put those ideas in the chat, so we can record those and share those with other folks in our regions who might not have been able to come today because we want everybody to have successful promotional efforts.

**00:28:11: VDOE - Kim Radford | Region 6:** And if you want to find out more, you can certainly reach out to colleagues directly, or contact us, contact your Regional Secondary Workforce Development Specialist because we can certainly connect you with CTE high-quality work-based learning leaders in our region and folks who just have some really great ideas.

**00:28:31: VDOE - Kim Radford | Region 6:** It's our goal to create successful promotional efforts across the Commonwealth, and we also want to celebrate the successes you may be enjoying in your school division. So let us know what you're doing.

**00:28:46: VDOE - Kim Radford | Region 6:** And this has been just a great time of sharing, but now I need to turn it back over to Amy, so we can see how we might be able to utilize CTE high-quality work-based learning information to further market programs in our division. So, Amy, I'm going to turn it back over to you.

**00:29:06: VDOE - Amy Hammond | Region 5:** Thank you, Kim, for that wonderful information. Now let's take a look at CTE High-Quality Work-Based Learning data for growing your program and record retention guidance.

**00:29:21: VDOE - Amy Hammond | Region 5:** Here you will see a list of ideas of areas in which you can gather some data that can be beneficial when growing and marketing your CTE high-quality work-based learning program. Some examples are the number of CTE high-quality work-based learning experiences within your schools and or division, your overall career in technical education enrollment, the CTE program completed data, any industry credentials that are earned, the hours students participated within their high-quality work-based learning experiences, and any wages earned during those experiences. And lastly, the number of business partners that host CTE high-quality work-based learning experiences within your community.

**00:30:13: VDOE - Amy Hammond | Region 5:** The screenshot on the right is of the Year End Hour and Wage Report from the Time Log and Wage Calculator. This information is valuable when presenting to school boards, business partners, and other community organizations like Chambers of Commerce or economic development boards.

**00:30:32: VDOE - Amy Hammond | Region 5:** In this Year End and Wage Report, you can see that the student worked 320 hours at $12 an hour, generating a total of $3,840 in income during their internship experience.

**00:30:49: VDOE - Amy Hammond | Region 5:** How to use the Time Log and Wage Calculator was covered extensively in the “Using Forms and Resources” training session. If you would like to understand that in more detail. If you missed this session, we've included the Time Log and Wage Calculator template link on the CTE High-Quality Work-Based Learning Resource Links page that Kim shared.

**00:31:13: VDOE - Amy Hammond | Region 5:** For a bigger picture, you could combine all of your student data into one spreadsheet to represent how the students in your division or your school, are contributing to the economic impact within your community. Jason Van Nus, Work-Based Learning Coordinator of the Year in Georgia, showed us during Experience Works 2023, how to engage the business community for program promotion. Particularly impactful are his recommendations for showing the number of students, average wages, average hours per semester, and economic impact within the community.

**00:31:55: VDOE - Amy Hammond | Region 5:** The link for this presentation was just shared on our resources page. In his presentation, he reviewed that when compiling his division's data for fiscal year 22-23, 408 students participated in the division's work-based learning program, logging almost 150,000 hours, equating to over 100.6 million dollars in wages earned. This is an impressive economic impact for the community.

**00:32:33: VDOE - Amy Hammond | Region 5:** What school board, business or community organization wouldn't want to get behind CTE high-quality work-based learning with these statistics?

**00:32:42: VDOE - Amy Hammond | Region 5:** It also reinforces that secondary student learners are viable options and are successful contributors to the local economy. This information is not only important to share with the community and business partners, but it's also important data to share with your Regional Secondary Workforce Development Specialist.

**00:33:03: VDOE - Amy Hammond | Region 5:** It is our goal to collect this information within each region to show the economic impact CTE high-quality work-based learning is providing across the Commonwealth.

**00:33:16: VDOE - Amy Hammond | Region 5:** Now let's transition to record retention. This information is located on Page 78 in the 2023 - 2024 CTE High-Quality Work-Based Learning Guide. All work experience forms should be kept for five years after a student graduates from high school. These forms include training agreements, training plans, if applicable, course competency records, local wage and hour information, documentation of workplace visits, record of employment, and employment evaluations.

**00:33:57: VDOE - Amy Hammond | Region 5:** Now, it's time for another chat question. What data do you feel is missing that would help in order to promote your CTE high-quality work-based learning program? Please place your responses in the chat and Kim will help review those responses for us.

**00:34:21: VDOE - Kim Radford | Region 6:** We'll give you guys a few moments to think about that question and type your answers in.

**00:34:41: VDOE - Kim Radford | Region 6:** Okay, we have some coming in now. Occupational titles in industries would be helpful. None right now, but I highly recommend working with local colleges, if at all possible. Training plans and hourly wages in Augusta County. Anybody else? Any other feedback? Pathways would be helpful. I think those are the main ones that we're seeing in the chat right now. Oh, here's one more. I'm sorry. Couple more. We find the issue of student limitation with transportation and other aspects and outcomes from the student’s job would also be helpful data.

**00:35:43: VDOE - Amy Hammond | Region 5:** Great, is that all the feedback?

**00:35:45: VDOE - Kim Radford | Region 6:** That's all that I see right now.

**00:35:47: VDOE - Amy Hammond | Region 5:** Okay, thank you so much for your wonderful feedback and new ways that we can incorporate data to promote CTE high-quality work-based learning programs.

**00:35:56: VDOE - Amy Hammond | Region 5:** Now, we would like to open up questions in the Q and A. We'll only have a few minutes for questions this afternoon. So, Nikki, do we have anything in the Q and A that we can answer quickly?

**00:36:14: VDOE- Dr. Nikki Finley | Region 2:** Good afternoon, everyone. Amy, right now, there are no questions.

**00:36:23: VDOE - Amy Hammond | Region 5:** Great. If you still have questions, we, you can reach out directly or you can connect with your specialist. And now I'll transition the presentation back over to Kim, who will share all of our contact information.

**00:36:40: VDOE - Kim Radford | Region 6:** Yeah, so, and I will recognize one more. Eric mentioned one of the data pieces would be business partner engagement through career fairs, job fairs and that sort of thing in nontraditional forms of work-based learning would be helpful data pieces. So, thank you all for putting that information in the chat and, as Amy mentioned at the beginning of the session, this is the final of four training opportunities the VDOE Secondary Workforce Development Specialist team has offered, based upon the feedback we've received from many of you.

**00:37:17: VDOE - Kim Radford | Region 6:** And if you weren't able to attend all of the sessions, we're putting the link in the chat to the CTE Program Administration Professional Development webpage. Once you click on the link, you will see links to all of the session recordings and transcripts that have been posted so far. Some of them are still being posted. So once all of the training session recordings and transcripts are available, you'll receive an email notification from your Regional Secondary Workforce Development Specialist to let you know when these are all available as a resource to you.

**00:37:57: VDOE - Kim Radford | Region 6:** And then we also want to make sure that you have CTE Experience Works 2024 - Pathways for the Future on your calendar for this June 26 and 27. This will be a great opportunity for you to obtain more CTE high-quality work-based learning professional development, and it will be done virtually so, no travel will be involved this summer. The Secondary Workforce Development Specialist team is finalizing all the conference details so watch your email for more information coming your way very soon.

**00:38:35: VDOE - Kim Radford | Region 6:** And we've referred to our Regional Secondary Workforce Development Specialist team on many occasions today. And here's a list of our contact information, including our regional assignments. Please don't hesitate to contact us with any questions that you may have regarding your Career and Technical Education high-quality work-based learning programs.

**00:38:59: VDOE - Kim Radford | Region 6:** If you have any questions about this particular training session, please feel free to contact Amy, me, or, again, your Regional Secondary Workforce Development specialist. Our email information is provided here along with the contact information for the Office of Career Technical and Adult Education at the Virginia Department of Education.

**00:39:20: VDOE - Kim Radford | Region 6:** If you have general questions regarding CTE, please email the CTE mailbox at CTE@doe.virginia.gov, or you can call 804-750-8163.

**00:39:38: VDOE - Kim Radford | Region 6:** And as we've mentioned, we represent the Office of Career, Technical and Adult Education. And on this slide, we provide the contact information for the leaders in our department. Our director, Dr. Anthony Williams, Associate Director for Curriculum Instruction and Innovation, Ms. Kelly Davis, Associate Director for Program Administration and Workforce Development, Bill Hatch, and our fearless leader, the Program and Administration and Workforce Development Coordinator, Sharon Acuff.

**00:40:14: VDOE - Kim Radford | Region 6:** So again, we want to thank you for joining us today. We hope this session was informative and proves to be helpful as you continue to work towards building your CTE high-quality work-based learning programs.

**00:40:27: VDOE - Kim Radford | Region 6:** Please keep in mind that only the participants who attended today's live session will earn an attendance certificate by completing the survey that will come up at the end of this session. Once you've completed the survey, please allow us a few days for the certificates to be generated. Again, please don't close your zoom window until you receive the survey.

**00:40:49: VDOE - Kim Radford | Region 6:** We look forward to seeing you attending the virtual CTE Experience Works 2024 Pathways for the Future conference on June 26 and 27.

**00:41:01: VDOE - Kim Radford | Region 6:** In the meantime, again, please feel free to contact us with any questions you may have. Have a great rest of your day. We appreciate you attending and thank you.