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LANSING

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PUBLIC INSTRUCTION



Informational Update

October 2012

All Informational Updates, with attachments, can be found on our website: www.michigan.gov/octe

Greetings from Patty Cantú:

Hello Everyone,

I hope you are having a great start to the new school year. It's unbelievable that September is already over!

This has been a busy month for us as well as we gear up for the coming year. Please note the following information in this edition of the Update: New and Emerging Program information, update of our Review and Revision of CTE programs, Teacher Certification information, Work-Based Learning workshops, Counselor information, and Race to the Top district competition information. Please be sure to pass this information along to the appropriate people you work with.

Thanks, and have a great October!

New OCTE Staff Member

OCTE is pleased to welcome Valerie Felder as an Education Research Consultant in the Data, Accountability and Technical Assessments Unit. Valerie will assist districts with technical skill assessments implementation and monitoring, as well as with cluster assessment referent groups. Valerie is a doctoral candidate in Education, Evaluation and Research at Wayne State University. She also has a Master's degree in Computer Information Systems and has worked as a special education teacher, middle school science teacher, and as a Computer Systems Quality Assurance Analyst.

Assessment Coordinator Webinar

A webinar for technical skill assessment coordinators will be held TOMORROW, October 2, 2012 from 3:00 – 4:00 p.m. Eastern time. The webinar will cover general information on the assessments to be implemented this school year, including how to identify students to be assessed and contact information for different assessments. There will be a question and answer opportunity. Login information: go to: <https://www.connectmeeting.att.com>, and enter the meeting number: 8778738017. Enter the access code: 8870117. You will need to dial-in by phone (toll free) to be able to hear the audio portion of the meeting. Call (877) 873-8017. Enter the access code: 8870117.

OCTE Fall Update

The OCTE fall update will be held on November 1, 2012. Please see the attached letter of invitation, tentative agenda, and registration information.

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OCTE Reference Documents

The latest OCTE *Frequently Asked Questions* and *Quick Reference Guide* are posted on the OCTE website. We hope these documents will assist you as you work with your programs.

2012 Excellence in Practice Awards

Attached please find the application materials for the 2013 Excellence in Practice Awards. Please print and complete all the requested information and return to OCTE. Please note, applications must postmarked no later than **November 1, 2012**. Late applications will not be considered.

Beyond the Brochure Workshop

Save the date: November 2, 2012

Beyond the Brochure: Strategies to recruit and support female students pursuing training for high-wage, high demand CTE program areas. Assemble your work group now: CEPD or District teams: CTE Administrator, SPOPS Coordinator, Career Center Counselor, lead CTE Teacher and Postsecondary SPOPS coordinator. This workshop is being presented by the National Alliance for Partnerships in Equity and will be held at the Lansing Lexington. Registration information is available at MCCTE/FSU. Please see the attached brochure for additional information.

New and Emerging Application Information for 2012-13

If you are interested in applying for a New and Emerging CTE program during 2012-2013, please contact Diana Bailey of our office at baileyd@michigan.gov or (517) 373-8904 and she will send you the application and related materials. The due date to receive applications for this year is **November 30, 2012**. Only new programs (not currently on our state-recognized CTE program list) that lead to nationally identified new and emerging occupations listed on the ONET Center web site will be considered for approval. Applicants must also be able to identify a business partner and the need for this program: <http://www.onetonline.org/find/bright> and search "New and Emerging" and http://www.onetcenter.org/dl_files/NewEmergingList.pdf.

Review and Revision Update

Update on 2012-13 Review & Revision Programs in Progress:

For the CTE programs listed below, teacher surveys have been completed, business and industry surveys/meetings are in progress and we are planning to segment all of the CIPs on Tuesday, December 11, 2012, at the Henry Center in Lansing.

- 01.0000 Agriculture, Agricultural Operations and Related Sciences
- 01.0101 Agricultural Business and Management
- 01.0601 Applied Horticulture and Horticulture Operations
- 03.0000 Natural Resources and Conservation
- 12.9999 Personal and Culinary Services
- 47.0616 Marine Maintenance
- 48.0501 Machine Tool Operation/Machine Shop
- 48.0508 Welding, Brazing and Soldering
- 48.0701 Woodworking

Change in Academic Alignment Process

An important part of the CTE Standard/Review and Revision process includes an academic alignment to the new CTE program standards that are adopted. Please be advised that the Office of Career and Technical Education will no longer be conducting academic alignment on CIP codes that have less than five currently operating programs.

This policy impacts the following CIP Codes that went through the review and revision process during 2011-2012:

- 47.0607 Airframe Technology
- 47.0608 Power Plant Technology (Aircraft)
- 47.0609 Avionics Maintenance Technology

Although OCTE will not be able to conduct a state academic alignment for these programs, this should not prevent academic alignments from continuing at the local level.

Please contact Diana Bailey, Program and Placement Specialist, OCTE, at baileyd@michigan.gov or (517) 373-8904, if you have any questions or need clarification regarding these issues.

Work-Based Learning Workshops (Managing Your Risk)

The Michigan Career Placement Association (MCPA) conducts two statewide workshops in order to provide information on work-based learning (both CTE and non-CTE) in the fall of each year. For 2012, these workshops will be held Monday, October 22, with an identical workshop on Tuesday, October 23. Please visit the MCPA website for the registration, agenda and other information at: www.mi-cpa.org

Counselor and Administrators Update

Attached please find a letter of invitation and agenda for the Agriculture Careers and Opportunities Update on October 16, 2012.

Assessments Implemented for 2012-2013

CTE Cluster/Program	Assessment	Cut Score	Test Publisher
Business, Management, Administration (52.0299)	General Management	53 %	NOCTI http://www.nocti.org/
Finance (52.0800)	Accounting--Advanced	46.6 %	NOCTI http://www.nocti.org/
Health Sciences (26.0102, 51.0000, 51.1000, 51.0707)	National Healthcare Foundation Skills	70 %	Nat. Consortium for Health Science Education http://www.okcareertech.org/healthtest/
Automotive Technician (47.0604)	NA3SA Electrical/ Electronics Systems	50%	NA3SA http://www.na3sa.com
Information Technology (11.0201, 11.0801, 11.0901, 11.1001)	CompTIA Strata	70 %	Certi Port http://www.certiport.com
Law, Public Safety, Corrections & Security (43.0100)	Criminal Justice	TBD	NOCTI http://www.nocti.org/

Growing Farm Industry Needs High-Tech Workers

From The Detroit News: <http://www.detroitnews.com/article/20120925/BIZ/209250372#ixzz27UG4P6IF>.

While employers are having difficulties filling jobs in engineering, nursing and information technology, a lower-profile but growing Michigan industry also is struggling to hire enough technologically sophisticated workers: agriculture.

Many agribusiness jobs, assisting farmers, pay \$35,000 a year and up — with several recently advertised at agriculture employment website AgCareers.com as paying as high as \$75,000 to \$110,000 a year.

The need for agricultural workers stems in part from a projected 40 percent increase in crops grown in the state by 2025 and an aging work force in which half of the facility managers will retire in the next 10 years, said Jim Byrum, president of the 500-member Michigan Agri-Business Association.

By 2018, the state projects a 0.7 percent rise in farming, fishing and forestry employees and a 7 percent increase in food preparation workers in Michigan. That adds up to more than 25,000 workers.

A 3.9 percent increase, to 124,590 farmers and other agricultural managers, is expected by 2020, according to the state. In addition, the number of agricultural and food science technicians will rise an estimated 5.3 percent to

320 jobs, and the number of agricultural equipment operators will jump 1.7 percent to 1,890 positions, according to state estimates.

“These are not low-wage, poor-benefit occupations,” said Byrum, who said the starting salary for graduates with a degree in crop and soil science is around \$50,000 a year.

The skills involved in agricultural production today are much different than a decade ago because of technology, he said.

“Folks work on highly sophisticated global positioning systems — what we call auto-steer programs — and farmers are accessing information every minute of the day through BlackBerrys and iPhones,” Byrum said. “We don’t just hire people with shovels and pitchforks; we hire people with laptops and iPods.”

Recent open positions listed on AgCareers.com include a plant geneticist, soil scientist and bio statistician.

“There’s nothing about moving manure with a pitchfork in there,” said Dave Armstrong, president and CEO of Greenstone Farm Credit Services, which provides loans, insurance and other banking services to 22,000 farming customers. “We’re not just sows, cows and plows anymore.”

Industry experts say the vacancies are created by an awareness problem.

“We’ve done a horrible job in our industry saying we are looking for folks,” Byrum said. “We need people that don’t just have traditional agriculture expertise but (experience such as) science degrees or logistics and supply chain.”

An auto plant welder can easily transfer those skills to a shop that specializes in agricultural equipment, Armstrong said.

Farm background optional

Crop Production Services, a 10,000-employee Colorado-based company that sells seed, fertilizer and crop protection products, needs to hire 270 people a year nationally just to maintain its operations, said Deanna Pieper, eastern cornbelt regional recruiter in Indianapolis.

“I don’t need you to come from a farm,” Pieper said. “If you have the work ethic, we can teach you the skill that we need.”

Pieper finds that education majors make great salespeople, and sometimes hiring someone without a farming background works better than someone with preconceived notions based on how their family farmed.

Crop Production Services is always looking for custom applicators to run the rigs on location and has a shortage of employees to handle day-to-day tasks such as mixing chemicals in the spring or planning which field needs to be sprayed next.

'High-stakes' job fair

Most companies like Crop Production Services work with agricultural colleges throughout the country, including Michigan State University, which serve as traditional conduits for agricultural majors.

At least 67 employers have signed up for MSU’s Oct. 11 agricultural career fair to vie for students and recent alumni seeking internships and full-time jobs.

“It’s a high-stakes event,” said Jill Cords, career consultant for MSU’s College of Agriculture and Natural Resources, which graduates 500 to 600 students a year. “Employers are fighting for the students earlier and lining up summer internships before the holidays.”

Enrollment at MSU in some programs such as food science, agribusiness management and biosystems engineering has increased. Educators speculate the rise may be due to the popularity of television cooking shows and a stronger presence on campus of employers from large companies like Meijer Inc. and Nestle.

But a labor supply problem remains.

“Some of the majors keep up with need,” Cords said. “Other majors, such as crop and soil science, we have a deficit with more opportunities than we have students.”

FSC Standards

New this fall! FSC standards are now available in MCCTE Navigator. They can be accessed in the resources section under 19.0000 or by login through a specific FCS PSN and should now be used for CIP self-reviews and TRAC standards alignment/gap analysis. If you have any questions, please contact Norma Tims at timsn@michigan.gov or (517) 241-2091.

Teacher Certification

Attached are several items related to teacher certification.

Michigan Works Conferences

Michigan Works is sponsoring two different workshops: Engaging Hard to Engage Students on November 13 and Labor Market Connections for Youth on November 14. Please see the web link for more information.

From NASDCTE

Now Open: Race to the Top District Competition

After revising the proposed criteria announced last May, the U.S. Department of Education released on Friday the finalized application for the Race to the Top District grant competition. Districts are eligible to apply for the grants, which will provide nearly \$400 million to support local reform efforts, if they meet the 2,000 student threshold and implement teacher, principal, and superintendent evaluations by the 2014-2015 school year. Beginning in December, ED expects to award 15 to 25 district grants ranging from \$5 million to \$40 million. Preference will be offered to applicants that form partnerships with public and private organizations. The competition will be based on a 200-point grading scale with the following categories:

- Personalized learning components (40 points)
- Vision for reform (40 points)
- Prior academic track record and district transparency (45 points)
- Continuous improvement (30 points)
- District policy and infrastructure (25 points)
- Budget and sustainability (20 points)

Applications are due October 30, 2012. The finalized application does not include some items proposed earlier this year, such as performance evaluations of school board members, and includes a maximum grant award of \$40 million rather than \$25 million as written in the initial proposal. Access the Race to the Top District application [here](#), and learn more on the ED [Web site](#).

Prior Learning Assessments: A Policy Guide for State Leaders

Labor market projections indicate that most jobs in the future will require a postsecondary certificate or degree, so how can experienced workers without college credentials stay in the game?

Through Prior Learning Assessment (PLA), individuals with relevant job experience receive postsecondary credit for the knowledge and skills that they have learned outside of the classroom. Some state leaders have already embraced the strategy and are creating policies to support PLA. Others have shown interest in implementing PLA in their states. A new resource from the Council for Adult and Experiential Learning (CAEL), State Policy Approaches to Support Prior Learning Assessment, is aimed at helping state leaders develop state policies in support of PLA.

According to CAEL, students with PLA credits were 2.5 more likely to persist to graduation than students without PLA credits. PLAs also benefit state systems such as higher education, economic development, workforce development, and Career Technical Education (CTE).

CAEL's comprehensive guide lays out factors that state leaders should consider while customizing their strategy for PLA implementation. Areas of consideration from the guide include:

- Policies and practices currently in place at colleges and universities – What are the transfer policies for credits earned through PLA?
- Authority – How are PLA policies decided?
- Impact – Do institutions or systems regularly track the use of PLA by students?
- Transparency – How do state residents find out about PLA opportunities?
- Champions – Are there PLA champions in your state?
- Barriers – Are there any existing policy barriers to PLA?

The guide also includes current strategies used by states to promote PLA, such as establishing PLA policy and assessment processes and methods. Case studies from Washington, Tennessee, Pennsylvania, and Vermont are also presented, as well as sample state policies and summaries of PLA in participating states. View the complete guide [here](#).

New Report: CTE Key to Landing Middle-Class Jobs

Career Technical Education (CTE) prepares students for challenging careers and further education at the high school level and beyond, resulting in attainment of credentials like certificates, associate degrees, and bachelor's degrees. While CTE spans a range of learner levels, a recent report from Georgetown University's Center on Education and the Workforce focuses on the subbaccalaureate level, stating that middle-class jobs are abundant for those with subbaccalaureate CTE degrees.

The report reveals that there are currently 29 million "middle jobs," or jobs requiring a two-year degree or less, in the United States that pay middle-class wages between \$35,000 and \$75,000 annually. Such jobs include certified nursing assistants, occupational therapists, licensed practical nurses, paralegals, refrigeration technicians, and more. Five options for training – available through CTE schools and programs across the country – are featured as high-quality, cost-effective ways to prepare individuals for middle jobs:

- Associate degrees
- Postsecondary certificates
- Employer-based training
- Industry-based certifications
- Apprenticeships

The authors also suggest two ways to advance the nation's CTE infrastructure. First, a "Learning & Earning Exchange" should be established to connect data from CTE to the labor market. This information system would make clear to students the labor market demand for specific education and training, help educators improve their practice, and help employers find qualified candidates for job openings. Second, the authors support further federal investment in programs of study, and suggest investing in specific programs of study that include employer-based training.

In international comparisons, the U.S. ranks second in baccalaureate attainment; 31 percent of U.S. workers over 25 years old hold a bachelor's degree or more. However, the subbaccalaureate rate falls at just 10 percent, ranking the U.S. 16th among industrialized nations. Greater federal investments in CTE will help more individuals pursue CTE at the subbaccalaureate level to attain middle-class jobs, and will give decision makers more information linking CTE and labor market outcomes. Click [here](#) to view the report.

Resources

American Careers Magazine 2012/13 Parent Edition

In an effort to support states as they work to help local education agencies increase the participation and completion of students in nontraditional career and technical education programs, the [NAPE Education Foundation](#), in partnership with [Career Communications, Inc.](#), develops a Parent Edition of the [American Careers Magazine](#) each year. This edition is focused on nontraditional careers, highlighting nontraditional role models, sharing information about nontraditional careers, wage earning potential, and economic self-sufficiency.

Educating parents about keeping career options open for their sons and daughters and expanding their vision of what those options might be is a proven strategy for increasing the participation of students in nontraditional CTE programs. This professional publication is a great tool for local school districts to use at parent education events, in direct mailing campaigns, back to school nights, CTE open houses, etc. The 2012-2013 edition provides:

- articles about a wide variety of nontraditional careers,
- a self-test that parents and students can take to discover a child's career interests,

- tips to help parents communicate with their children,
- a list of fast-growing occupations in 16 major career clusters, along with salary and education data, and
- an opportunity for parents to learn about STEM education and careers for the under-represented groups including women and minorities.

Access order form by clicking [here](#). For additional information contact Career Communications at 1-800-669-7795 or online at www.carcom.com.

COMPASS Test Now in MeL's LearningExpress Library

LearningExpress Library (LEL) in MeL now has practice tests for the COMPASS placement measures. Once in LEL, these practice tests can be found in the College Prep. Learning Center under “College Placement Preparation”. All practice exams found in LEL replicate the actual test. They are scored/evaluated and timed just like the real deal. Also in this section, you will find the Asset Test practice.

Please share this information with students (traditional and especially returning!), parents, and counselors. Many community colleges use the COMPASS test for placement purposes if prospective students have not submitted ACT scores.

SMART Competition

Attached please find information on the SMART competition. This is a program for students enrolled in CTE programs and teachers looking for excellent real-world projects: You may also go to: www.smartcompetition.org.

The program is designed with a significant career and technology focus. The Competition Program Activities and Deliverables combine the use of the Bentley software tools, the technical support infrastructure and the academic relevance as essential components to student engagement.

Free Online Geometry Course

From Jason Jeffrey: Traverse Bay Area Intermediate School District is pleased to provide a free online Geometry course aligned to the Common Core State Standards for Mathematics (CCSSM) and the Michigan High School Content Expectations (HSCE). Please see the attached letter for more information.

Presentation on Workforce Needs in Technical Areas

From Scott Palmer, Macomb ISD: The attached presentation contains excellent data compiled recently by the Workforce Intelligence Network regarding manufacturing-related jobs and skills needed in SE Michigan now and in the future. I heard this presentation at the Manufacturing Symposium at Macomb Community College. The presentation has great graphical data on needs. I believe it makes a compelling case for continued (or renewed) investment in E.M.I.T. programs. The presenter was Al Lecz, Director, Employer Strategies, Workforce Intelligence Network (WIN) for SE Michigan. You may contact him at: alan.lecz@win-semich.org or (313) 319-5538.

Education for Life and Work: Developing Transferable Knowledge and Skills in the 21st Century

A new report from the National Research Council (NRC), [*Education for Life and Work: Developing Transferable Knowledge and Skills in the 21st Century*](#) was recently released. As business and political leaders increasingly ask-schools to integrate development of skills such as problem solving, critical thinking, and collaboration into the teaching and learning of academic subjects, the report clarifies the meaning of the terms “21st century skills” and “deeper learning” and examines evidence on links between these skills and positive adult outcomes. The report also outlines teaching methods that support the development of transferable knowledge and skills, assesses the degree to which current standards documents support deeper learning, and recommends future steps for policy and research. A summary of the report’s findings can be found in [the report brief](#) or you may order copies of the report or download a free PDF from the [National Academies Press](#).

New Learning Tools for Mastering Work-Related Soft Skills Are Now Available from ACT!

Career Ready 101, an ACT curriculum solution aligned to the WorkKeys® system, is now equipped to help build skills in all four areas reported by the National Career Readiness Certificate (NCRC™) Plus – Work Discipline, Teamwork, Customer Service Orientation, and Managerial Potential. It features newly developed introductory lessons and quizzes. Go to: http://www.keytrain.com/Career_Ready_101.htm to log in or sign up.

Attachments

MCAN Newsletter

DMA Invitation

2012/2012 North American International Auto Show Poster Contest Brochures

Intersection Newsletter (National Collaborative on Workforce and Disability for Youth) (web page)