



CAREER & TECHNICAL EDUCATION

Gadsden Independent School District

GISD CTE OVERVIEW



- **Career and technical education** is the practice of teaching specific career skills to students in middle school, high school, and post-secondary institutions.
- CTE is made up of 16 career clusters which each related to careers in specific industries
- Overall, students who enter a CTE program are gaining knowledge and hands-on skill experience to prepare them for careers that they otherwise couldn't pursue.



Why CTE?

- CTE Students are more likely to graduate from High School and from Post-Secondary Education
 - The average **high school graduation rate** for students concentrating in **CTE** programs is 97.5 percent, compared to an average national freshman **graduation rate** of 80 percent.
 - 91 percent of **high school graduates** who earned 2-3 **CTE** credits enrolled in college.

Reading Proficiency:

District- 42% CTE- 45.24%

Math:

District-10.3% CTE- 19.86%



Why CTE?

- Education aligned to career goals = motivation
- Real world Experiences
- Job Readiness
- Work Based Learning/Instruction
- Leadership
- Membership
- Mentorship



CTE PATHWAYS OFFERED in GISD

Ag Mechanics (GHS)

Media (CHS,GHS)

Ag Plant Systems (GHS)

(All)

Architecture Drafting (STHS)

Audio Visual Production (CHS)

Automotive Technology (CHS,GHS)

Biomedical Science (STHS)

(CHS,STHS)

Computer Programming (AVECHS)

Computer Science (STHS)

Construction Trades (STHS)

Creative

Culinary Arts/Hospitality

Education & Training (All)

Electronics (GHS)

Engineering (GHS,STHS)

Law Enforcement

Marketing (GHS,STHS)

Welding (CHS,STHS)

CTSO: Career and Technical Student organizations

- A career and technical student organization (CTSO) is an extracurricular group for students in CTE pathways to further their knowledge and skills by participating in activities, events, and competitions.
 - Local
 - State
 - National
- To be an authorized CTSO the organization must specifically relate to one or more of the 16 national career clusters.
 - (Some CTSOs apply to more than one Cluster)
- Participation in CTSOs requires that students meet the same guidelines as those participating in Sports/Athletics (NMAA Guidelines)
- Being part of a CTSO can set students apart from those who aren't members.
 - Resume building
 - Leadership

7 CTSOs in the Gadsden District

- Business Professionals of America (BPA)- AVECHS, CHS, GHS, STHS
 - Is focused on providing student members with opportunities in leadership and citizenship while gaining academic and technological skills.
- DECA- GHS, STHS
 - helps students develop college and career readiness skills. Specifically, DECA is focused on preparing students for careers in four clusters:
 - Business Management & Administration
 - Finance
 - Hospitality & Tourism
 - Marketing



CTSOs in the Gadsden District

- SkillsUSA- CHS, GHS, STHS
 - SkillsUSA is applicable for students in any career cluster or pathway.
- Technology Student Association (TSA) CHS, GHS, STHS
 - is the only CTSO specifically focused on the Science, Technology, Engineering, and Mathematics (STEM) career cluster.



What Can We Do?

- Pre-K – 6th grade- Career Days, guest speakers, invite CTE Students to present at school or mentor students
- 7th-8th Grade- Career Exploration, Development of Next Step Plan, encourage students to take advanced courses
- 9th-12th Grade- Declare a program of Study
 - Complete 3-4 courses in a single CTE Pathway
 - Gain Industry Certification
 - Take Dual Credit Course in related Pathway
 - Participate in a CTSO

Chaparral High School CTE Programs

- Automotive Tech
- Welding
- Teacher Cadet
- Culinary
- Criminal Justice
- Creative Media
- Digital Audio-Video Production



Digital Audio - Video Production

2019 Certifications - Precision Exams

- **Video Production 1** - 30 students earned certification through testing.
- **Video Production 2** - 6 students earned certification through testing.
- **Television Broadcast 1** - 2 students certified



2019 Certifications Chaparral High School

Students earned A total of 195 certifications

In areas such as:

- Arts, AV, & Communication (62)
- Information Technology (12)
- Law,Public Safety, Corrections and Security (38)
- Culinary Arts (79)
- Transportation, Distribution & Logistics (2)
- Welding (1)

Competitions

- Chaparral SkillsUSA and BPA chapter has competed in State Competition since 2010.
- Qualified for National and has continued competing at the national level since 2013.



Business Professionals of America Competition Results 2019



	Event	State	Nationals
Sheyla Lopez		3	25
Video Production Team 1	Video Production	2	20
	Video Production	1	16
Estefani Soto	Promotional Photography	Top 10 National Finalist	8

Student Testimonials

- Leopoldo Moreno
- Daniel Martinez
- Sheyla Lopez



Student Testimonials

Leopoldo Moreno

- Class of 2015 Valedictorian
- Member of the Creative Media and Media Production CTE Pathways
- Graduated NMSU in 2019 with a Bachelor's of Science in Information Engineering Technology

- How CTE courses helped me
 - Time management skills
 - Networking Skills
 - Skills learned within path helped me decide on degree
 - Used production and computer skills in College employment



Student Testimonials

Daniel Martinez

- Sophomore at New Mexico State University
- Member of Media Production CTE Pathway and Creative Media Pathway
- Volunteer at Chaparral High School
- Mesilla Valley Pro Music

- How CTE courses helped me
 - Responsibility
 - Soft skills
 - Guided my decision in going to college
 - Decision making
 - Introduced me to my career of choice



Student Testimonials

Sheyla Lopez

- Senior at Chaparral High School
- Member of Media Production CTE Pathways
- How CTE courses helped me
 - Academic
 - Responsibility and Management
 - Academic achievement
 - Social
 - Soft skills
 - Personal
 - Becoming a confident person
 - Motivation toward hard work
 - Provides idea/guide toward desired degree



Gadsden High School Programs

Agriculture/Metal

Fabrication

Agriculture/Plant Systems

Automotive Technology

Creative Media

Culinary Arts

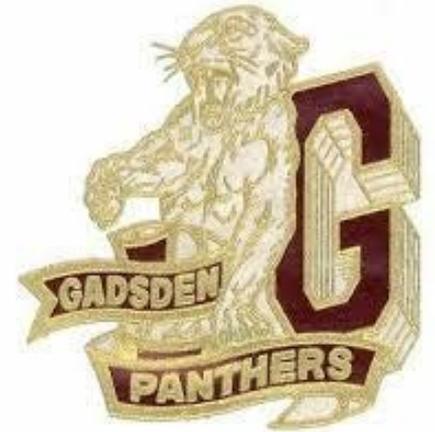
Education

Journalism

Electronics

Project Lead The Way

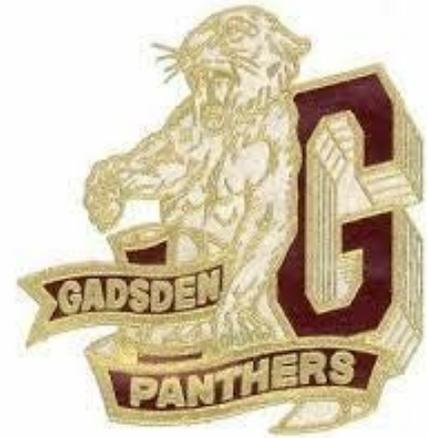
Marketing



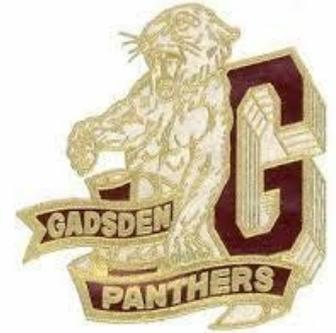
<http://www.gisdcte.com/ghs.html>

Gadsden Marketing Program Since 2007

- Principles Of Marketing
- Retailing
- Entrepreneurship
 - Precision Exam Certifications



Principles of Marketing



Students gain a basic understanding of marketing such as

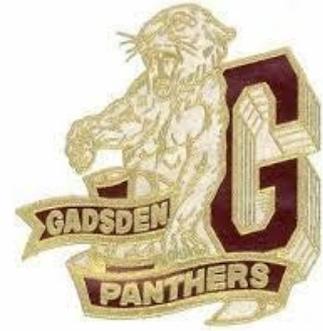
- Selling, Promotion, and Advertising
- Apply math, communication skills, etc.



Retail Marketing

- In-depth knowledge of the marketing functions.
- Importance of supervisory and management responsibilities.
- Gain hands-on retail experience by working in a student supply store, the Panther Paw.

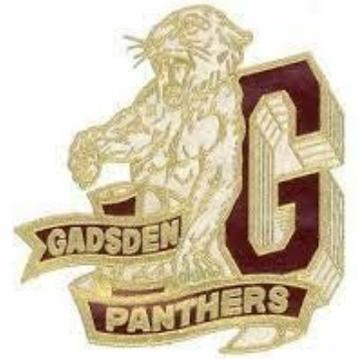
Retail Marketing



Running the Panther Paw

- Inventory
- Cash Handling- Cash Register
- Customer Service
- Pricing
- Promotion, etc.

Retailing: Screen Printing



As part of the Retailing class, students will learn about screen printing!
Design, create, and sell shirts!



Entrepreneurship

Students will learn how to create a business plan for a business of their choice.

They will also gain hands-on experience in the student supply store.



CTSO: part of pathway, students become members of DECA

Study marketing, management and entrepreneurship in business, finance, hospitality, and marketing sales and services



Competition

Regional & State Competitions

Chance to attend Nationals in places like Florida, Nashville, Anaheim CA, and more!





Conferences

New York Experience

Sports & Entertainment Marketing
Conference

International Career Development Conference

Southern Region Leadership Conference

Summer Officer Leadership Training



New York Experience

Students receive:

- Marketing strategies presentation in a major sports/entertainment venue
- Marketing/team building workshop in NY's most unique setting
- Advice from experts from the world of finance, fashion, and business





Sports & Entertainment Marketing Conference

- Takes place in Orlando, FL
- Attend conferences held at Universal Studios
- Visit theme parks



Student Testimonial

Violet Ramos

- Freshman at Gadsden High School
- First year DECA member
- ICDC Attendee 2019
 - Networking
 - Competition Experience
 - Inspirational Guest Speaker



Student Testimonial

Flor Ornelas

- Just graduated from Gadsden High School
- 2 years in DECA
- Skills learned
 - Communication skills
 - Customer service
 - Networking skills
 - Time management skills
- CTSO'S
- Went to nationals twice
 - Travel
 - People
 - networks/ mentors
 - Colleges



Student Testimonial

Matthew Gallardo

- Junior at New Mexico State University pursuing a degree in Marketing
 - BCIS 111
 - Networking
- DECA President 2017
- New Mexico Finalist - Financial literacy
- Nationals Competition 2017
- Sports and entertainment conference 2016
 - Solar Bears
 - Tampa Bay Buccaneers
- Screen Printing





CLASS OF 2008 & 2012

Rebecca Palomares-- NMSU

**Sales and Growth Manager at Sock Club-
Austin TX**

Angel Mendoza-- NMSU

Accounting- Ernst & Young- San Antonio, TX

Raul Munoz--Cornell University

Advertising Analytics at Hulu-Santa Monica ,CA

Alleene Leake-- NMSU

Accounting with PwC- Houston , TX

Santa Teresa High School Programs Overview

- Wood working
- Drafting
- PLTW
- Culinary Arts
- Child development
- Biomedical Sciences
- Criminal Justice
- Business and Marketing
- Welding



Santa Teresa - Welding

Welding 1, 2 and 3

Independent Study

CTSO is Skills USA - 19 members 18-19 School year

The first year we went to competition we took first place for individual welding, the National conference was an awesome experience



Santa Teresa - Welding

Certifications - 15 for 18-19 School year

The welding program has the ability to test and certify 53 certifications for students

All processes on steel plate

We can do pipe and other materials



Santa Teresa - Welding



Please come visit the Welding shop and ask some questions

Thank You