A Virtual Convening of Business Leaders and Educators

June 16-17, 2021

Virginia Department of Education
Office of Career, Technical and Adult Education
A Convening of Business Leaders and Educators

Wednesday, June 16, 2021

3:00–4:00 P.M. EXHIBITORS SHOWCASE: LEARNING FROM BUSINESS AND INDUSTRY LEADERS

Visit all exhibitors through the links on the CTE Resource Center’s Experience Works webpage, then attend the live chat at 5:45 p.m. to pose your questions to exhibitors.

Advanced Technology Institute

Mike Ambrose, Director of Admissions

ATI is a career college offering career-focused learning in automotive technology, heavy vehicle/diesel technology, welding, and HVAC. Each program includes opportunities to earn industry-respected certifications in addition to their diploma and/or associate degree, increasing the marketability of ATI graduates.

ECPI

Nathan Douthit, STEM Presenter

ECPI University is based in Virginia Beach and is an educational leader in WBL. ECPI has redefined collegiate programs to give students the greatest possible outcome in the career world. This includes using accelerated schedules (students complete the entire undergraduate program in just two-and-a-half years), hands-on learning, instructors who come from the industries they teach, and offering externships, certification vouchers, career services and free re-audits for life. We have a longstanding reputation of students being successful in their programs and in their fields after graduation! Associate, bachelor’s, and master’s degrees are available in fields of business, criminal justice, cybersecurity, software development, and engineering technology. To learn more about ECPI University and its commitment to excellence, please visit www.ecpi.edu.

eDynamic Learning

Tyler Wood, M.Ed, Vice President of Marketing & Professional Development

Sam Lucchese, Regional Sales Manager

As educators, we strive to meet the needs of all of our students. As a teacher-founded company, eDynamic Learning is no different. In this workshop, we’ll share how our CTE curriculum allows students to explore new and unique career fields in high-demand industries, make decisions about their future, and earn industry certifications in high school. Our courses are continually reviewed to identify potential bias, stereotypes, and inauthenticity. They pave the way to help students find success whether they go on to college or right into the workforce. Courses offer flexibility to accommodate IEP and 504 plans and offer tools to support EL students and those with reading challenges or disabilities. Courses are also WCAG 2.0 AA compliant (508 requirement) to support students who are hearing or visually impaired and are responsively designed to run on all devices, including smartphones. Learn how the course curriculum is flexible to support your teacher or district-authored content and can be personalized to meet your students’ unique needs.
EVERFI

Teagan Seeley, Senior Implementation Manager
Jenny Nakamura, Senior Director of K-12 Programs

EVERFI delivers free comprehensive and evidence-informed digital resources, so educators can equip students with real-world skills for success beyond the classroom. With 100+ interactive lessons for grades K-12 that are self-paced and standards-aligned, students are informed and empowered to learn about critical issues including financial literacy, social-emotional learning, college and readiness, and equity and inclusion. From addressing career exploration and financial planning to learning résumé/interview skills and how to start your own business, educators implementing EVERFI’s resources learn how technology can empower students to make informed, goal-oriented decisions about their futures and support their post-secondary planning.

Gradify and MeckED

Travis Manigan, CEO, Gradify
Ashton Glenn, Career Pathways Advisor at MeckEd

Postsecondary Preparedness for Gen Z. This presentation will feature a discussion on how MeckEd prepares students to take on internships that will build their momentum to become strong candidates for job opportunities in the post-secondary arena. Mr. Manigan shares key attributes that technical and nontechnical job aspirants will need to work at Gradify.

National Center for College & Career Transitions (NC3T)

Brett Pawlowski, Co-founder and Executive Vice President of the National Center for College & Career Transitions

Our vision is that, “Every learner will have a dream and a plan, and every community will have a capable and ready workforce.” Schools and colleges should help students to develop their personal dreams by exposing them to the myriad opportunities available and giving them the tools to hone in on a unique personal vision that aligns with their talents and interests. Students should also develop career navigation skills so they can act upon practical plans to achieve those dreams. All of this is predicated, of course, on providing a sound academic foundation as well as a solid set of career and life readiness competencies that will prepare them for successful adulthood. To complement preparation of individuals, we balance our vision with the need for communities to have a capable and ready workforce. This means that job creators are valued and part of the local conversation, so students gain the skills and knowledge needed to grow vibrant local companies and good-paying jobs. This approach leads to healthier, prosperous communities and greater individual and family well-being.

Virginia Credit Union

Tom Katovsich, Financial Education Manager
Tori Filas, Senior Financial Education Specialist

Virginia Credit Union is a not-for-profit financial cooperative that formed in 1928 for state employees. Currently, Virginia Credit Union has over 700 employees in Central Virginia that serve over 315,000 credit union members from all over the Commonwealth. Our operations center and administrative headquarters are located in Chesterfield County and we have branches in the greater Richmond region, Farmville, Fredericksburg, and Charlottesville. Jobs at Virginia Credit Union range from front-line branch and contact center staff to accounting and finance, technology, data management, physical and cyber security, innovation and project management, human resources, marketing, and more. We offer internship opportunities, part-time positions, scholarships, and free educational resources for teachers, including guest speakers and SOL-aligned lesson plans for middle and high school personal finance learning objectives.
Virginia Department of Transportation (VDOT)

Angela Parsley, K-12 Outreach Coordinator

The Virginia Department of Transportation builds, maintains, and operates the state’s roads, bridges, and tunnels. To maintain a highly skilled workforce, the department provides apprenticeships and training programs to employees. The department offers lessons and outreach activities to K-12 students to share what its workers do and gives students a look at real-life applications of the subjects they are learning about.

Virginia Lottery

Eileen Rodgers, Community Relations Specialist

At the Virginia Lottery, we take playing seriously. Fun matters. Excitement matters. And so does the education of Virginia’s youngest residents. It’s the reason we play so enthusiastically. Every time you scratch a ticket or pick your numbers for the big jackpot, you are creating winners in education all over Virginia. All Virginia Lottery profits go to K-12 public education in the Commonwealth. Last year, the lottery contributed more than $595 million to Virginia’s public schools. We’ve also created programs that help increase awareness of our mission, thank Virginia’s public school educators and give us the opportunity to volunteer in the communities in which we have a presence.

VirtualJobShadow.com

Melinda Spivey, Educational Sales Consultant

Explore how VirtualJobShadow.com’s dynamic and comprehensive platform provides an equitable resource for all Virginia students. Relevant and diverse job shadowing and life skills videos get students excited about the world of work, while other tools help students define and design their path to career success and assist educators in tracking student progress. We’ll also explore how VirtualJobShadow.com helps you meet your job shadowing WBL goals.

4:00–5:00 P.M. OPENING SESSION

Your pre-registration provided your personal link for access to this session.

GREETINGS

INTRODUCTION OF FEATURED SPEAKER

Sharon W. Acuff
Specialist, Marketing and Related Clusters
Office of Career, Technical, and Adult Education
Virginia Department of Education

UNLIMITED OPPORTUNITY: HOW EMPLOYABILITY SKILLS WILL OPEN ANY DOOR AND KNOCK DOWN EVERY WALL

Danny Rubin, Founder of Rubin Education

An email is more than a simple message. A phone call is more than a conversation into a rectangular device. And a résumé is more than a standard component of a job application. Join Danny Rubin, author and founder of Rubin Education (based in Virginia Beach), as he discusses why communication skills hold the keys to both college and career advancement. For example, if a student’s email looks like a text message and contains no subject line, the employer may never respond. That’s a lost opportunity. Our students must understand how to use their words to look their best — in emails, on the phone, on a résumé, in virtual meetings and beyond. Learn to teach your students how the most basic employability tasks contain the seeds of enormous potential.

5:00–5:45 P.M. WORKSHOPS–SESSION I

Select one session to view during this time using the link provided on the CTE Resource Center’s Experience Works webpage, and attend the live chat at 5:45 p.m. to pose questions to Session I presenters and exhibitors. All other sessions will be archived for future viewing after the conference is complete.
I.1: Experiential Learning Opportunities in STEM for Virginia’s CTE Students
Mary Sandy, Director, Virginia Space Grant Consortium
Ian Cawthray, STEM Education Program Specialist, Virginia Space Grant Consortium
Debbie Murray, Manager/Internships and Research Experiences, Virginia Space Grant Consortium

The critical skills currently in greatest demand from employers span all disciplines and are mastered through opportunities that immerse students in authentic learning environments. In this session, we will share the varied opportunities students have to learn and grow through Virginia Space Grant Consortium (VSGC) programs! Through our focus on broadening participation in science, technology, engineering and mathematics (STEM) career fields, our free educational programs and internship opportunities have led thousands of students through navigating their career pathways. VSGC immerses students in learning environments that simulate workplace expectations, providing unique experiential learning activities that challenge students to express their personal creativity, innovation, problem-solving skills, and work ethic. Through collaborative problem-based learning, students build on interpersonal skills, communication, collaboration, and citizenship. Participants will leave with a greater understanding about the role VSGC can play in supporting students and the resources needed to connect future students with these opportunities.

I.2: Building an Effective Work-Based Learning Student Experience
Kenyetta Goshen, Senior Director, Career, Technical, and Adult Education Services, Norfolk Public Schools
Cecil Avery, Senior Coordinator, Career and Technical Education
Tonya Harvey, Career and Technical Education Specialist
Phalishia Johnson, Vocational Evaluator-Career Assessments and Special Populations

Ensuring that all students are college, career, civic, and life ready is paramount to their success. WBL is an integral part of this journey for all students. This session gives you an inside look at a comprehensive internship program that involves student voice and powerful partner connections.

I.3: Using Universal Design for Learning to Increase Engagement & Improve Instruction
Daniel Biegun, Ed.D., Education Specialist, Training and Technical Assistance Center, Old Dominion University

Every student comes to us with a unique combination of strengths, interests, and needs. How do we actively engage all of our students? How do we design dynamic instruction and offer effective assessment opportunities for our diverse groups of learners? Drawing on research related to Universal Design for Learning (UDL), this session will explore practical ways to design educational experiences that engage and challenge learners of all backgrounds and abilities. Participants will also receive access to content and free resources related to the session.

I.4: Partners with a Purpose
Eric Fitzgerald, CTE Director, Rockingham County Public Schools
Bethany Everidge, CTE Coordinator, Harrisonburg City Public Schools
Lauren Hubbard, Human Resources Generalist, Massanutten Resort

Rockingham County Public Schools and Harrisonburg City Public Schools have partnered with Massanutten Resort to provide an in-depth cooperative education WBL experience. Through this partnership, CTE students have the opportunity to use the skills they are taught in class and gain the experience needed to move forward in their career path. Join in as we discuss how the program started, where it is today, and how it is expanding.
I.5: Fueling a Relationship Movement – The Critical Role That Employers Play in Growing and Supporting Work-Based Mentoring in America

Natalie Foster, Director of Programs and Partnerships, MENTOR Virginia

In this session, participants will learn about the importance of work-based mentoring and how to prepare students and corporate partners for the experience through engaging in our core-training curriculum. Connect | Focus | Grow trains young people to leverage the power of relationships to build their social capital, coaching supervisors to manage with a mentoring mindset, and encouraging mentors to support youth workforce development programs to help young people advance their important personal, educational and career goals. A curriculum that has been widely used by companies like Capital One, Starbucks, Nike, and J.P. Morgan, the Connect | Focus | Grow program has positively influenced thousands of young people throughout the nation by guiding their career paths and helping them gain confidence in the workplace.

I.6: Bringing Your Career Unit to Life with Mock Interviews

Dana W. Napier, Business & Information Technology Teacher, York High School, York County Public Schools

Julie Warlick, Career Coach, York County Public Schools

Hear firsthand experiences from two educators who have implemented mock interviews in their school division. Learn how they built a successful classroom career unit beginning with personality and skills exploration through professional portfolio creation, which culminates in an authentic performance assessment incorporating interviews with business partners throughout their community.

I.7: Connecting Career Investigation and Exploration with Virtual Work-Based Learning Opportunities

Dr. Tricia S. Jacobs, Coordinator, Career and Technical Education, Alexandria City Public Schools

Joe Belsterling, CEO, MajorClarity

This presentation will provide insights on why student access to WBL is critical for student success and offer tools to help school divisions scale up WBL offerings, including virtual WBL opportunities that can be offered to every student and used to meet VDOE requirements and benchmarks.

I.8: Sports Medicine

Bobbi Southard, MS, VATL, ATC, Sports Medicine Instructor, Advanced Career Education Center at Hermitage, Henrico County Public Schools

Debbie Kelo, Ph.D., Director of Programs at SwimRVA

In this presentation we will look at some unique experiences through WBL that have been incorporated in the sports medicine class at the Advanced Career Education Center at Hermitage. Some of the opportunities discussed include job shadowing, internships, externships, service learning, and more. Ms. Southard and Dr. Kelo will also discuss a partnership that led to direct certification and employment with SwimRVA.

I.9: How to Turn Your School-Based Enterprise into a Work-Based Learning Experience

Renae Sterling, Marketing Educator, Briar Woods High School, Loudoun County Public Schools

Heather VanDyke, Marketing Educator, Briar Woods High School, Loudoun County Public Schools

WBL experiences are at the heart of the Profile of a Virginia Graduate. WBL provides CTE students with valuable experiences that are an extension of the classroom environment and that complement content knowledge, workplace skills, and career planning. School-based enterprise (SBE) is one of eleven WBL experiences. At the conclusion of this session, business leaders and CTE educators will be able to identify the role of the SBE as it relates to the instruction of WBL competencies and support for WBL experiences through the SBE that are integrated inside and outside the classroom.
WORKSHOPS—SESSION II

Select one session to view during this time using the link provided on the CTE Resource Center's Experience Works webpage, then attend the live chat at 6:45 p.m. to pose questions to Session II presenters. All other sessions will be archived for future viewing after the conference is complete.

II.1: A Flexible Approach to Work-Based Internship Learning Opportunities

Christy Underwood, WBL Coordinator/Marketing Teacher/DECA Advisor/SWVA United Way Ignite Coordinator, Pulaski County Career and Technical Education Center, Pulaski County Public Schools

WBL opportunities are an important part of the high school experience. At Pulaski County Public Schools, we recognize that some of the most valuable lessons about being a good employee come from being employed. While most look to find a straight line between a chosen career path and an internship, learn how Pulaski County Career and Technical Education Center is using big-picture thinking and Virginia Workplace Readiness Skills competencies to create a flexible path connecting potential employers and employees while building the students' skills as an employee.

II.2: Drafting Your WBL Program Blueprint

Missy McDonald Spielman, WBL Coordinator, Frederick County Public Schools

As a WBL coordinator, you are the architect of your program. This workshop will share tips on analyzing resources, developing a strategic plan, and building meaningful community partnerships that will serve as a strong foundation for the WBL opportunities in your school or division.

II.3: Work-Based Learning at the Wilson Workforce and Rehabilitation Center

James Hall, Director, Career and Workforce Development Division

Rusty Eddins, Director, Postsecondary Education and Rehabilitation Transition (PERT)

This presentation will give a brief history of the Wilson Workforce and Rehabilitation Center (WWRC) and the evolution of its WBL programs. The presentation will also include WWRC's current WBL offerings: Postsecondary Education and Rehabilitation Transition (PERT), Student Internship Program (SIP), and External Training Option (ETO). The goal is to provide practical tips and strategies, along with WBL resources.

II.4: Blending Student Engagement with Work-Based Learning

Dr. Jessica Jones, Agricultural Educator, Tunstall High School, Pittsylvania County Public Schools

Students are often faced with the challenge of determining if they are college or career-ready. Society argues students need to be life-ready. In this session, we'll discuss how to blend student engagement with WBL opportunities in unique ways. We'll examine how the K-12 educational system, the community college system, and the local community can all work together to develop a student to be college, career, and life-ready.

II.5: Innovative Strategies to Connect Businesses with Local Schools and Students to Create Work-Based Learning Opportunities

Brandon Hennessey, Business Analyst, Longwood Small Business Development Center

Dana Wilson, Program Coordinator Work-Based Learning, the Institute for Advanced Learning and Research

Jessie Vernon, Program Coordinator II, the Institute for Advanced Learning and Research

This session focuses on how the Longwood Small Business Development Center (SBDC) can connect, support, and collaboratively foster ecosystem partners' efforts, such as the Institute for Advanced Learning and Research (IALR), to help school divisions and students with information about WBL opportunities. The specific efforts of IALR take shape in the way of a common platform (Major Clarity) and programming (NOW: Next Generation of Work) to develop WBL pathways. The high-level benefit of our collaboration is the interconnectivity among regional support organizations in the ecosystem, which avoids redundancy, builds trust, identifies shared visions/goals, and can ultimately be
replicated across the region.

II.6: Virginia Child Labor Laws

Mac Adams, Supervisor of Labor Law, Virginia Department of Labor and Industry

What is the age requirement to send our students out? Where do I find the regulations for students working in their chosen career path? If you have questions, Mac Adams from the Department of Labor and Industry is here to discuss the new legislation for 2021 regarding Child Labor Laws. The presentation will review any changes to existing laws as well as existing regulations. The changes to minimum wage and what that means for career and technical education will also be covered.

II.7 Logistics in Work-Based Learning

Rebekah Melton, RN, BSN, Practical Nursing II Clinical Instructor, Bedford County School of Practical Nursing

Clinicals are an essential part of the nursing program, and creating a partnership with a clinical site can be overwhelming. In this session, Rebekah Melton talks about the ins and outs of setting up a successful clinical program for your nursing classes. Learn what the benefits are for students attending clinicals, what challenges the school will face setting up clinicals, what challenges students will face, and how to tie this into your classroom lessons.

6:45–7:00 P.M.  LIVE CHAT FOR QUESTIONS AND ANSWERS FOR SESSION II WORKSHOPS
Thursday, June 17, 2021
3:00–4:00 P.M.  OPENING SESSION

Your pre-registration provided your personal link for access to this session.

Greetings

Introduction of Featured Speaker
Dr. David Eshelman
Director, Workforce Development & Initiatives
Office of Career, Technical, and Adult Education
Virginia Department of Education

A Practical Model of Implementation of Work-Based Learning in a Technical Environment

Terrie Allsbrooks, Director of College and Career, Petersburg City Public Schools
Joerg Paule, Director of Operations at ept Inc.
Kollina Pezza, Human Resource Manager at ept Inc.
Lorin Sodell, Director of Advanced Manufacturing Education at the Commonwealth Center for Advanced Manufacturing
Christopher Scott, Senior at Petersburg High School and Intern at ept Inc.

The panelists will describe a successful partnership between engineering and manufacturing companies and a local school division to implement practical WBL solutions. The panelists will present their perspectives and answer audience questions on lessons learned and next steps.

Petersburg City Public Schools has developed the Diploma Plus Initiative (DPI) that provides students the skills and qualifications to pursue a wide array of career options. The program’s “plus” on top of Virginia graduation requirements can be: an associate degree, transferrable college credit, workforce-ready certificates/seals, JROTC rankings, and/or industry credentials. Petersburg High School has developed relationships with several companies that now result in regular and successful job shadowing events and internships.

Ept Inc. is a wholly owned subsidiary of ept GmbH in Germany and a manufacturer and distributor of electrical components for automobile wiring harnesses. Ept has registered an apprenticeship program with the Virginia Department of Labor and Industry for training of tool and die makers. They also have hosted several student internships from Petersburg High School.

The Commonwealth Center for Advanced Manufacturing (CCAM) supports manufacturing technology research and process development for industrial, university, and government members. They have been active at bringing manufacturers, K–12 partners, community colleges, and four-year universities together, especially in the area of WBL. Recently, CCAM together with Richard Bland College of William & Mary, brought nine of the area’s manufacturing companies together to launch Virginia’s first chapter of the Federation for Advanced Manufacturing Education (FAME). Participants in the FAME program will earn an associate degree while learning advanced maintenance and
equipment troubleshooting skills at their sponsoring employer.

4:00–4:45 P.M.  WORKSHOPS–SESSION III

Select one session to view during this time using the link provided on the CTE Resource Center’s Experience Works webpage, then attend the live chat at 4:45 p.m. to pose questions to Session III presenters. All other sessions will be archived for future viewing after the conference is complete.

III.1: Virtual Internships: Tech, Training, and Accountability

Travis Manigan, CEO, Gradify
Ashton Glenn, Career Pathways Advisor, MeckEd

This presentation will focus on how MeckEd and Gradify collaborated to provide virtual internships through the COVID-19 pandemic. The discussion will go into detail on how the Gradify platform was instrumental in facilitating career exploration, engagement, and accountability for WBL opportunities.

III.2: Start on Success: Developing Successful Work Experiences for Students with Disabilities

Kelly E. Ligon, M.Ed., Research and Demonstration Associate, Center on Transition Innovations and Transition, Rehabilitation Research Training Center (RRTC)
Martin Kurylowski, M.A., CRC, Transition and Education Services Coordinator, Virginia Department for Aging and Rehabilitative Services (DARS)

This session will highlight Start on Success, a WBL program for high school students with disabilities that has been implemented in Virginia since 2014. The presenters will share what makes the program successful, including the application of 21st century skills, the collaboration between special education, career and technical education, and vocational rehabilitation, and strategies to ensure access to and success in work experiences for all students, including those with disabilities.

III.3: Varina High School Cooperative Education Experience

Kimberly Thompson, Department Chair, Business & Marketing, Varina High School, Henrico County Public Schools

This presentation will focus on the cooperative education WBL opportunity and how the experience helps to build relationships between the community and the school that can lead to student employment during high school and post-graduation.

III.4: Helping Students Have Successful Supervised Agricultural Experiences (SAEs) (WBL Projects) Using Academic Experience Tracker (AET)

Dr. Roger Hanagriff, Academic Developer of Academic Experience Tracker and Associate Professor, Texas A&M University-Kingsville

This session will cover how students can develop their Supervised Agricultural Experience (SAE) project and the important steps to having a complete set of project records, which are planning and AFNR skills; tracking their experience (journals and finances); and reflecting on results. This session will cover common SAE types and will illustrate how to review SAE work and use AET’s online evaluation tool to provide feedback and suggestions. Finally, the session will end with how your students’ records will populate FFA award applications and help them in that effort.

III.5: From Job Shadowing to Entrepreneurship

Parcilla Salley, Instructional Specialist, Richmond Public Schools
Rhonda Turner, Instructional Specialist, Richmond Public Schools
Allison Hunter, Director of Programs and Operations, Metropolitan Business League

This presentation will discuss the divisionwide middle school job shadowing program as the students transition to the high school entrepreneurship program partnered with the Metropolitan Business League. In collaboration with over 25 business and industry partners in the city of Richmond, a
unique job shadowing experience has been created for Richmond Public Schools middle school students. In high school, students are given the tools to assist them in becoming confident entrepreneurs through the Youth Entrepreneurship Initiative, led by the Metropolitan Business League.

**III.6: Virginia’s Pandemic Recovery: Current Labor Market Conditions and Outlook**

*Timothy Aylor*, Senior Economist, Virginia Employment Commission

As the Commonwealth continues to recover and reopen in 2021, the outlook for Virginia’s labor market has been roiled by the cross-currents of long-term demographic and technological change and the massive workplace disruption from the pandemic. This workshop will present information on current labor market conditions and perspectives on how those conditions could be shaped in coming years.

**III.7: Scale Your Career Exploration. A Free, Inspirational, and Easy-to-Implement Tool**

*John Hall*, CEO, Tiggbee LLC

*Dr. Tricia Jacobs*, Coordinator, Career and Technical Education, Alexandria City Public Schools

Tiggbee is a free innovative online software platform that gets students excited about choosing a career pathway and helps them correlate their studies to their future career choices. Tiggbee offers short (about five-minute) immersive videos that feature individuals passionate about their industry and career opportunities while sharing the needed skill and education requirements. Students experience these video events every week from the third grade until they graduate. Students submit questions throughout the week and receive a video response to their questions the following week.

**III.8: Child Labor Requirements in Non-Agricultural Occupations and the Fair Labor Standards Act**

*Cindy Maish*, Community Outreach and Resource Planning Specialist (CORPS), U. S. Department of Labor, Wage and Hour Division

This session focuses on the Fair Labor Standards Act (FLSA) and 29 CFR Part 570 for basic resource materials that govern the application of child labor provisions under the FLSA. Child labor compliance principles, guidance, and child labor resources for the employment of minors under the age of 18 in non-agricultural occupations will be discussed.

**4:45–5:00 P.M. LIVE CHAT FOR QUESTIONS AND ANSWERS FOR WORKSHOPS – SESSION III**

**5:00–5:45 P.M. WORKSHOPS–SESSION IV**

Select one session to view during this time using the link provided on the CTE Resource Center’s Experience Works webpage, then attend the live chat at 5:45 p.m. to pose questions to Session IV presenters. All other sessions will be archived for future viewing after the conference is complete.

**IV.1: The VCU Department of Fashion Design and Merchandising Virtual Tour of Experiential Learning**

*Hawa Stwodah*, Assistant Professor

*Deidra Arrington*, Associate Professor

The Department of Fashion Design and Merchandising is focused on experiences—both in the context of teaching and learning. This approach gives more depth and breadth to the education of the students and makes them marketable in a 21st century fashion industry. The use of technology aims to help streamline research, exploration, and rapid prototyping. Additionally, simulation classes, internships, and study abroad offer students the opportunity to experience the fashion industry in ways which are impossible in a classroom environment. You will take a virtual tour through our facilities, learn about VCUarts, and hear from our students and faculty about what experiential learning means to them.
IV.2: Work-Based Learning Resources Everyone Can Use for Free!

Marianne Moore, Specialist for Secondary Transition, Virginia Department of Education
Judy Averill, Director, Center on Transition Innovations, Virginia Commonwealth University

Are you looking for additional free resources to support and enhance WBL for all students? In this session, participants will learn about online resources that are available in Virginia to assist in the development and enhancement of WBL programs.

IV.3: Criminal Justice Work-Based Learning Experience

Steven Dalton, Criminal Justice Instructor, Bridging Communities Regional Career and Technical Center, New Kent County Public Schools
Karen Mortensen, Director, New Kent-Charles City Victim-Witness Assistance
Mia Bashore, Bridging Communities Alumni and Current Victim Advocate, Bridges of Change

This session will focus on the development, structure, and success of the WBL opportunities for students enrolled in the two-year criminal justice course at Bridging Communities Regional Career and Technical Center. We will look at the partnership developed between Bridging Communities and New Kent-Charles City Victim-Witness Assistance.

IV.4: Explore, Invest, and Live the Registered Apprenticeship Renaissance and Accelerate Work-Based Learning Opportunities and Careers

Kathleen Eddington, Assistant Director, Division of Registered Apprenticeship, Department of Labor and Industry
Justin Roerink, Principal, Hanover Center for Trades and Technology, Coordinator of Career and Technical Education and Workforce Development, Hanover County Public Schools

During this session, you will hear from Virginia Department of Labor and Industry Division of Registered Apprenticeship representatives about the value of apprenticeships, as well as supports that are provided to schools, businesses, and students throughout the process. In addition, you will hear from a representative from Hanover County Public Schools on the process they followed to establish their Youth Registered Apprenticeship program.

IV.5: Labor Market Data and JobEQ for Career and Technical Education: Using Data for New Programs, Perkins V, and Helping Students to Find Jobs

Wilson Cox, Senior Account Manager, Chmura

Chmura’s JobsEQ software provides online access to labor market data and job postings data for every state, metro area, county, and ZIP code in the nation. JobsEQ is being used all over the United States within economic and workforce development, as well as education, including every school division in Virginia. Learn how easy it is for CTE educators to pull data for Perkins V/CLNA, new CTE programs, as well as research which industries, occupations, and skills will be growing/in-demand over the next 10 years.

IV.6: Work-Based Learning in the Capital Region: Capital CoLAB’s Impact in Northern Virginia

Mike Batt, Director, Talent Initiative, Fairfax County Economic Development Authority
Matthew H. Bechtel, WBL Specialist, Fairfax County Public Schools
Robert Owens, Director of Workforce Initiatives, Greater Washington Partnership

The Greater Washington Partnership launched the Capital CoLAB (Collaborative of Leaders in Academia and Business) to build and scale educator-employer partnerships that would expand access to industry-validated, digital tech competencies for learners of all ages across the Capital Region. Learn about Capital CoLAB’s WBL strategy and its impact in the Capital Region.
IV.7: Health Careers Promotion and Preparation: Work-Based Learning with Virginia Area Health Education Centers (AHEC)

Keisha L. Smith, MPA, Executive Director, Virginia Health Workforce Development Authority, State Director, Virginia Area Health Education Centers (AHEC) Program

This presentation will focus on how to create a successful program to transition students from the classroom to a career in the health care field. This session will cover everything from how to promote your programs to building a successful partnership with your area’s business and industry that will create a steady flow of diverse, quality health care professionals into your community.

IV.8: Curriculum in the Community

Heather M. Hiserman, Family and Consumer Sciences Teacher and FCCLA Adviser, Strasburg High School, Shenandoah County Public Schools

Participants will learn about projects that have been developed in the classroom and then carried out in the community. Forming and strengthening community partnerships will be a focus in this service learning process.

IV.9: 300+ Jobs in Agriculture: Farm Bureau Using Work-Based Learning Opportunities and Agriculture in the Classroom

Ron Saacke, Vice President, Special Programs, Virginia Farm Bureau Federation (VFBF)/Agriculture in the Classroom (AITC)

Tammy Maxey, Programs Director, AITC

VFBF, headquartered in Richmond, is Virginia’s largest advocacy organization for farmers and represents over 35,000 farm families in addition to approximately 100,000 individuals/families who support our programs and policies. Along with our corporate investment in internships and scholarships, our county Farm Bureaus support local FFA & 4-H while also offering over $120,000 combined in scholarships locally. The State Fair scholarship program for livestock exhibitors is also well known throughout Virginia.

Virginia’s AITC is an affiliated 501(c)3 nonprofit that connects children to agriculture through free programs that include ready-to-use, farm-based curriculum in core subject areas, teacher training and resources, grants to schools for gardens and other agriculture learning projects, and teacher recognition awards. Connecting children to their local farmers through volunteer initiatives also opens the door to career introduction and job opportunities. All AITC programs are supported by sponsors and donors across the state to ensure no cost to educators.

5:45–6:00 P.M.  LIVE CHAT FOR QUESTIONS AND ANSWERS FOR WORKSHOPS – SESSION IV

6:00–7:00 P.M.  CLOSING SESSION

Your pre-registration provided your personal link for access to this session.

Introduction of Featured Speaker

George R. Willcox
Director, Operations and Accountability
Office of Career, Technical, and Adult Education
Virginia Department of Education

Meeting the Challenge: Work-Based Learning in Virginia

Jennifer Stevens, President and CEO, Virginia Ed Strategies

Darla Edwards, Director of Partnerships & Business Engagement, Virginia Ed Strategies

Danielle Meyer, Specialist, Work-Based Learning, Career and Technical Education, Loudoun County Public Schools

Business and economic development entities nationwide and throughout the Commonwealth tout the need for public–private partnerships that strengthen the linkage between the classroom and the workplace at all levels, allowing for the reimagining of student training in academic, technical, and
employability skills. State education leaders and local school divisions have responded by changing graduation requirements and instituting new programs to ensure that students graduate from high school life and work ready. To this end, work-based learning experiences such as job-shadowing, internships, apprenticeships, and others have become a critical element of every high school in Virginia, but the challenges are great, and the COVID-19 pandemic made it even more difficult for schools to offer these opportunities to their students. Virginia Ed Strategies has partnered with schools, employers, community organizations, and others statewide to develop collaborative, innovative solutions to these challenges, and during this presentation, we will highlight some of the success stories of the past year and share a call-to-action for schools and businesses to consider as we continue our work together for the career preparation of Virginia’s students.

**Virginia Department of Education Work-Based Learning Updates**

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