Planning, Developing, Sustaining, & Marketing your CP

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Mrs. Leah Keuscher, Principal @ Wooster HS
Mrs. Luz Verdin, CP Coordinator @ Wooster HS
Session Overview

✧ Who we are; Who you are
✧ Planning your CP
✧ Developing your CP
✧ Sustaining your CP
✧ Marketing your CP
✧ Conclusion & Questions
We are Wooster

✧ 1700 students
✧ 53% Hispanic, 30% White, 7% Asian, 7% Black, 2% Native American, 1% Pacific Islander
✧ 11% IEP, 11% LEP, 45% F/RL
✧ DP since 1997; CP since 2014; MYP Candidate
✧ Only IB school in Northern Nevada, but not for long!
✧ www.woostercolts.com

Who We are; Who you are
We are WCSD

✧ Washoe County School District, Reno, NV
✧ 2nd Largest District
✧ 63,000 Students
✧ 94 Schools
✧ Diverse Population
✧ IB Programmes include: MYP, CP, DP
✧ District & State Supported
✧ www.washoeschools.net

Who We are; Who you are
We are Nevada

Nevada’s Six Career & Technical Education (CTE) Program Career Clusters (http://www.doe.nv.gov/)

✧ Agricultural & Natural Resources
✧ Business & Marketing Education
✧ Family & Consumer Sciences
✧ Health Science & Public Safety
✧ Information & Media Technologies
✧ Skilled & Technical Sciences
Who Are You?

∗ Take a second to share w/one person next to you:
  - Your name & role; your state, district, & school
  - IB programmes your school offers
  - Your knowledge of Career Related Studies (CRS) in your state & what CRS your school currently offers
  - Exchange your email with that person so you can network!

Who We are; Who you are
Planning Wooster’s CP

✧ Why did Wooster do it?
✧ State movement - teacher merit pay
✧ District movement - uniqueness for each school
✧ Green Energy Academy - Ugly stepchild ;)
✧ New IB programme continuum CP - opportunity

Planning your CP
Planning your CP

✧ Share with someone why are you considering/or why your school has a CP programme.
✧ What exists that could be the foundation for your CP programme? Perhaps consider:
  ▪ CTE pathways
  ▪ Teacher strengths
  ▪ Clubs
  ▪ Special programs
  ▪ District initiatives
  ▪ State requirements
Developing Wooster’s CP

🔹Our Core & Supports
🔹CRS Programme pathways
🔹Alignment to Special Programs
🔹Alignment to the Community
# Developing Wooster’s CP: Our Core & Supports

## IBCP Core

<table>
<thead>
<tr>
<th>PERSONAL &amp; PROFESSIONAL SKILLS</th>
<th>REFLECTIVE PROJECT</th>
<th>SERVICE LEARNING</th>
<th>LANGUAGE DEVELOPMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Thinking processes</td>
<td>• Identify and explore an ethical dilemma associated with an issue that arises from their career-related studies</td>
<td>• Process &amp; Product</td>
<td>• Spanish</td>
</tr>
<tr>
<td>• Effective communication</td>
<td>• Develop a well-reasoned argument based on appropriate supporting evidence.</td>
<td>• Reflections on planning and progress</td>
<td>• Chinese</td>
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<tr>
<td>• Personal development</td>
<td></td>
<td></td>
<td>• French</td>
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<tr>
<td>• Intercultural understanding</td>
<td></td>
<td></td>
<td>• English</td>
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<tr>
<td>• Applied ethics</td>
<td></td>
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<td>• Sign Language</td>
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### Requirements

- **Thinking processes**
  - 90 hours minimum
  - Zero period class twice per week
  - 5th period M-F (modified block)

- **Effective communication**
  - 40 hours minimum
  - New requirement 50 hours
  - New criteria has changed to only 5
  - There will be new format options

- **Personal development**
  - 50 hours minimum
  - 2 Options:
    - Written Essay w/ reflections
    - Written Essay w/ extra medium

- **Intercultural understanding**
  - 50 hours minimum

- **Applied ethics**
  - 50 hours minimum
Developing Wooster’s CP
Our Program Pathways

ENERGY TECHNOLOGIES

ENTREPRENEURSHIP

HUMAN DEVELOPMENT

HSJROTC

PHOTOGRAPHY

Developing your CP
## CTE Program Pathways

<table>
<thead>
<tr>
<th>CTE Strand</th>
<th>Energy Technologies</th>
<th>Entrepreneurship</th>
<th>Human Development</th>
<th>Photography</th>
<th>JROTC</th>
</tr>
</thead>
</table>
| 9th grade MYP classes | • Individuals & Societies (Social Studies)  
• Language Acquisition (World Language)  
• Language & Literature (English)  
• Mathematics  
• Science  
• PE, Computer Lit. & Health | • Individuals & Societies (Social Studies)  
• Language Acquisition (World Language)  
• Language & Literature (English)  
• Mathematics  
• Science  
• Choice of Art, Design/Tech, or PE (Highly recommended: Health) | • Individuals & Societies (Social Studies)  
• Language Acquisition (World Language)  
• Language & Literature (English)  
• Mathematics  
• Science  
• Choice of Art, Design/Tech, or PE (Highly recommended: Computer Lit) | • Individuals & Societies (Social Studies)  
• Language Acquisition (World Language)  
• Language & Literature (English)  
• Mathematics  
• Science  
• PE, Computer Lit. & Health | • Individuals & Societies (Social Studies)  
• Language Acquisition (World Language)  
• Language & Literature (English)  
• Mathematics  
• Science  
• ROTC I-II |
| 10th grade | * Energy Technologies Level I  
* Principle of Business and Marketing (Computer Lit credit)  
* Human Development Level I (Health credit)  
* Photography Level I | | | | • ROTC III-IV (4 semesters fulfill P.E. credit) |
| 11th grade | * Energy Technologies Level II  
* IBPPS I (Honors class, this is not a DP class)  
IBCP Core  
2 IB DP classes (min) | * Entrepreneurship Level I  
* IBPPS I (Honors class, this is not a DP class)  
IBCP Core  
2 IB DP classes (min) | * Human Development Level II  
* IBPPS I (Honors class, this is not a DP class)  
IBCP Core  
2 IB DP classes (min) | * Photograph Level II  
* IBPPS I (Honors class, this is not a DP class)  
IBCP Core  
2 IB DP classes (min) | • ROTC V-VI (5 semesters fulfill Health credit)  
• IBPPS I (Honors class, this is not a DP class)  
IBCP Core  
2 IB DP classes (min) |
| 12th Grade | * Energy Technologies Level III  
* IBPPS II (Honors class, this is not a DP class)  
IBCP Core  
2 IB DP classes (min) | * Entrepreneurship Level II  
* IBPPS II (Honors class, this is not a DP class)  
IBCP Core  
2 IB DP classes (min) | * Human Development Level III  
* IBPPS II (Honors class, this is not a DP class)  
IBCP Core  
2 IB DP classes (min) | Photography Level III  
* IBPPS I (Honors class, this is not a DP class)  
IBCP Core  
2 IB DP classes (min) | • ROTC VII-VIII (6th semester, fulfills a .5 credit of the Arts and Humanities/CTE)  
(7th semester, fulfills the other .5 credit of the Arts and Humanities/CTE credit & .5 Honors credit)  
(8th semester, Cadet will receive the other .5 Honors Credit)  
IBPPS II (CTE credit)  
IBCP Core  
2 IB DP classes (min) |

### Developing your CP
Developing Wooster's CP
Alignment to Special Programs

- English Language Learners
- Special Education
- Free/Reduced Lunch
- Other Programs
Developing Wooster’s CP Alignment to the Community

Developing your CP
Briefly brainstorm the things you may need to consider to begin implementation of your CP and share with a partner. Perhaps consider:

- Structure of your school (bell schedule, calendar)
- Current CTE Pathways
- Special Programs you can utilize and/or must consider
- Community partnerships and state/district requirements
Sustaining Wooster’s CP

✧ In our School
  - Build Capacity in Programs – consider needs of the many!*
    - *Embroidery Machine & Bike Shop faux pas! ;)
  - Work together

Sustaining your CP
Sustaining Wooster’s CP

✧ In Our District & State
  - Communicate
  - Advocate
  - Hire smart
  - Fund – access for all!

✧ In our community
  - Network
  - Seek opportunities for students
  - Create new partners in education

Sustaining your CP
Identify resources currently in place in your school, district, state, and community that may support the long-term success of your CP programme – share with a partner. Perhaps consider:

- Enthusiastic teachers or strong pathways
- Pathways working together/alignment
- Funds available (district/state)
- Community partnerships
Marketing Wooster’s CP

Here are some of the ways we market Wooster’s CP programme:

- Website, Twitter, Facebook, Instagram
- Local Media (TV, Radio, Newspaper)
- IB Ambassadors & Link Crew
- Staff, Students
- Parent Boosters
- NAIWS
- Teacher & Student Exchange
- Outreach Nights (middle schools, parents, district community alliance)
- Career & Job fairs
- Other Schools Visit Us (you can, too!)
- IBEN!

Marketing your CP

Biz skills with a side of greens

Students learning to raise, sell lettuce as part of curriculum
FAMILY OUTREACH INFORMATION NIGHTS
With a partner, share what do you do now to market your CP program?

How can you broaden that to extend all stakeholders’ understanding of the CP and CTE?
Thank You
Gracias
Merci

✧ Remember, plan, develop, sustain & market!
✧ If you have any questions after today – please reach out to us.
  ▪ lkeuscher@washoeschools.net
  ▪ lverdin@washoeschools.net
  ▪ dryan@washoeschools.net
✧ Remember, we’re that school in Reno, Nevada – the only one in the north! We’re that school 45 minutes away from beautiful Lake Tahoe – come and visit, share, and be inspired!) ;)

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