



IB CONFERENCE OF THE AMERICAS 2015 *Chicago, IL • 23–26 July*

Planning, Developing, Sustaining, & Marketing your CP

Dr. Dana Ryan, CTE Director @ WCSD
Mrs. Leah Keuscher, Principal @ Wooster HS
Mrs. Luz Verdin, CP Coordinator @ Wooster HS



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Session Overview

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



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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



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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



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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 We are; Who you are



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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



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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



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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

Planning your CP



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Developing Wooster's CP

- ✧ Our Core & Supports
- ✧ CRS Programme pathways
- ✧ Alignment to Special Programs
- ✧ Alignment to the Community



Developing your CP



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Developing Wooster's CP Our Core & Supports

IBCP CORE

PERSONAL & PROFESSIONAL SKILLS	REFLECTIVE PROJECT	SERVICE LEARNING	LANGUAGE DEVELOPMENT
<ul style="list-style-type: none"> • Thinking processes • Effective communication • Personal development • Intercultural understanding • Applied ethics 	<ul style="list-style-type: none"> • Identify and explore an ethical dilemma associated with an issue that arises from their career-related studies • Develop a well-reasoned argument based on appropriate supporting evidence. 	<ul style="list-style-type: none"> • Process & Product • Reflections on planning and progress 	<ul style="list-style-type: none"> • Spanish • Chinese • French • English • Sign Language
<p>90 hours minimum</p> <p>Zero period class twice per week</p> <p>5th period M-F (modified block)</p>	<p>40 hours minimum</p> <ul style="list-style-type: none"> - New requirement 50 hours - New criteria has changed to only 5 - There will be new format options 	<p>50 hours minimum</p> <p>2 Options: Written Essay w/reflections Written Essay w/extra medium</p>	<p>50 hours minimum</p>



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Developing Wooster's CP Our Program Pathways

ENERGY TECHNOLOGIES



ENTREPRENEURSHIP

HSJROTC



HUMAN DEVELOPMENT



PHOTOGRAPHY



Developing your CP

CTE Program Pathways

CTE Strand	Energy Technologies	Entrepreneurship	Human Development	Photography	JROTC
9th grade MYP classes <i>Honors or regular classes or a combination of both</i>	<ul style="list-style-type: none"> ● Individuals & Societies (Social Studies) ● Language Acquisition (World Language) ● Language & Literature (English) ● Mathematics ● Science ● <u>PE, Computer Lit. & Health</u> 	<ul style="list-style-type: none"> ● Individuals & Societies (Social Studies) ● Language Acquisition (World Language) ● Language & Literature (English) ● Mathematics ● Science ● Choice of Art, Design/ Tech, or PE (<u>Highly recommended: Health</u>) 	<ul style="list-style-type: none"> ● Individuals & Societies (Social Studies) ● Language Acquisition (World Language) ● Language & Literature (English) ● Mathematics ● Science ● Choice of Art, Design/Tech, or PE (Highly recommended: Computer Lit) 	<ul style="list-style-type: none"> ● Individuals & Societies (Social Studies) ● Language Acquisition (World Language) ● Language & Literature (English) ● Mathematics ● Science ● <u>PE, Computer Lit. & Health</u> 	<ul style="list-style-type: none"> ● 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 (<i>Computer Lit credit</i>)	*Human Development Level I (<i>Health credit</i>)	*Photography Level I	◇ ROTC III-IV (4 semesters fulfill P.E. credit)
11th grade	* Energy Technologies Level II ● IBPPS I (<i>Honors class, this is not a DP class</i>) ● IBCP Core ● 2 IB DP classes (min)	* Entrepreneurship Level I ● IBPPS I (<i>Honors class, this is not a DP class</i>) ● IBCP Core ● 2 IB DP classes (min)	* Human Development Level II ● IBPPS I (<i>Honors class, this is not a DP class</i>) ● IBCP Core ● 2 IB DP classes (min)	*Photograph Level II ● IBPPS I (<i>Honors class, this is not a DP class</i>) ● IBCP Core ● 2 IB DP classes (min)	◇ ROTC V-VI (5 semesters fulfill Health credit) ◇ IBPPS I (<i>Honors class, this is not a DP class</i>) ● IBCP Core ● 2 IB DP classes (min)
12th Grade	* Energy Technologies Level III ● IBPPS II (<i>Honors class, this is not a DP class</i>) ● IBCP Core ● 2 IB DP classes (min)	*Entrepreneurship Level II ● IBPPS II (<i>Honors class, this is not a DP class</i>) ● IBCP Core ● 2 IB DP classes (min)	* Human Development Level III ● IBPPS II (<i>Honors class, this is not a DP class</i>) ● IBCP Core	Photography Level III ● IBPPS I (<i>Honors class, this is not a DP class</i>) ● IBCP Core ● 2 IB DP classes (min)	◇ ROTC VII-VIII (6 th semester, fulfills a .5 credit of the Arts and Humanities/CTE) (7 th semester, fulfills the other .5 credit of the Arts and Humanities/ CTE credit & .5 Honors credit) (8 th semester, Cadet will receive the other .5 Honors Credit). ● IBPPS II (CTE credit) ● IBCP Core ● 2 IB DP classes (min)

Developing your CP



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Developing Wooster's CP Alignment to Special Programs



- ✧ English Language Learners
- ✧ Special Education
- ✧ Free/Reduced Lunch
- ✧ Other Programs



Developing your CP



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Developing Wooster's CP Alignment to the Community



University of Nevada, Reno



Developing your CP



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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

Developing your CP



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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



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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



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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

Sustaining your CP



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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

RENO REBIRTH

Biz skills with a side of greens



Students learning to raise, sell lettuce as part of curriculum

By Yvonne Beasley
ybeasley@rj.com

Tiny lettuce is about to help Reno high schoolers become farmers and entrepreneurs.

The microgreens — a mid-stage between sprouts and “baby” lettuce — are grown in hydroponic trays by Wooster High School students. The school year's first crop has just started producing tasty leaves in one of the science labs.

When those leaves hit peak

ure out logistics.

“It teaches kids real-world expectations,” said Principal Leah Keuscher. “The yield will help sustain our program.”

The grow-and-sell plan is part of the school's International Baccalaureate program, which requires both academic and career-technical classes. Keuscher hopes eventually to have 75 to 100 students involved.

Richard Jasoni, an associate research ecologist at the Des

MIDDLE SCHOOL OUTREACH WOOSTER PRESENTATIONS



FAMILY OUTREACH INFORMATION NIGHTS





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Marketing Your CP

- ✦ 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?

Marketing your CP



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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!) ;)

