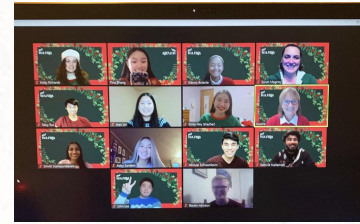


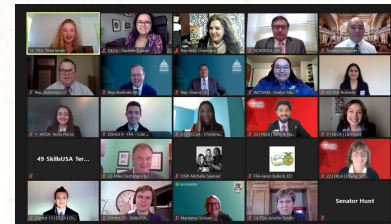


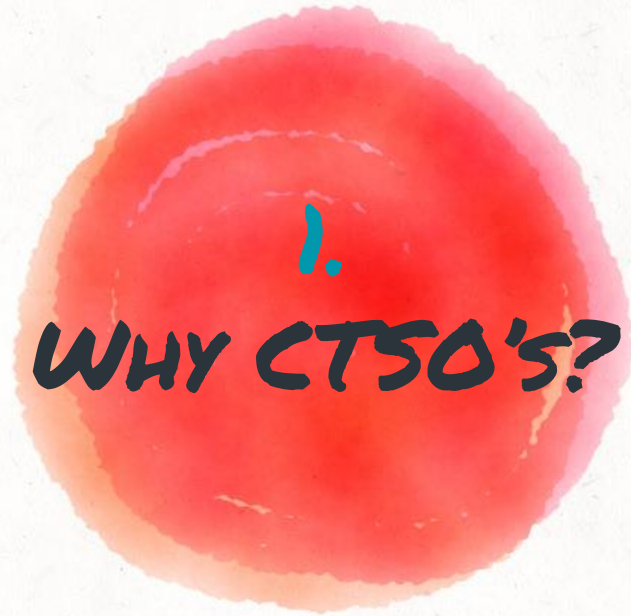
Washington CTSO's and Career Readiness





To provide leadership and services to our members as they prepare students for lifelong career success and to provide leadership to enhance and support Career and Technical Education (CTE) in communities and schools.





WHY CTSO'S?

Career

- ▶ Opens **exploration** and **dialogue** about careers, post high school futures and options.



Competition

- ▶ Tests **skills** and **knowledge** at state and national competitions.



Leadership

- ▶ Develop **Leadership** that is **community** oriented to make a positive social and global impact



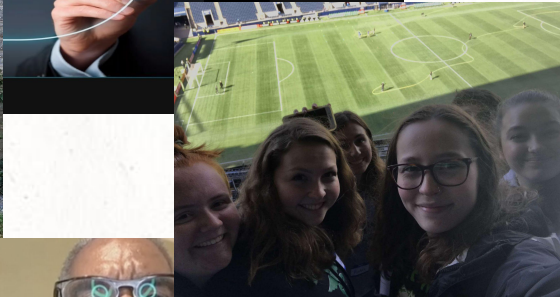


CTSO's and Career

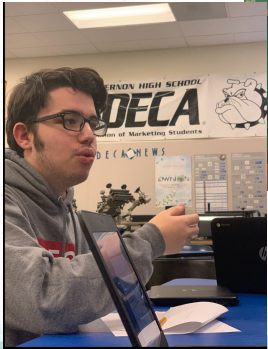
CTSO'S AND CAREER



- Connection to Industry Professionals
- Student to Student Experiences
- Opportunity oriented events



CTSO'S AND CAREER



- In classroom learning
 - Sales & Marketing
 - Beginning Floral Design
 - Sports Medicine I & II
- Experiential Learning
 - Bulldog Store
 - Little Friends Preschool
 - Sports Medicine



Competition in CTSO's

COMPETITION

- Teamwork
- Critical Thinking
- Setting and Achieving Goals
- Public Speaking
- Communication Skills



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Professional Development

FMS
Sample Event

FOOD MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

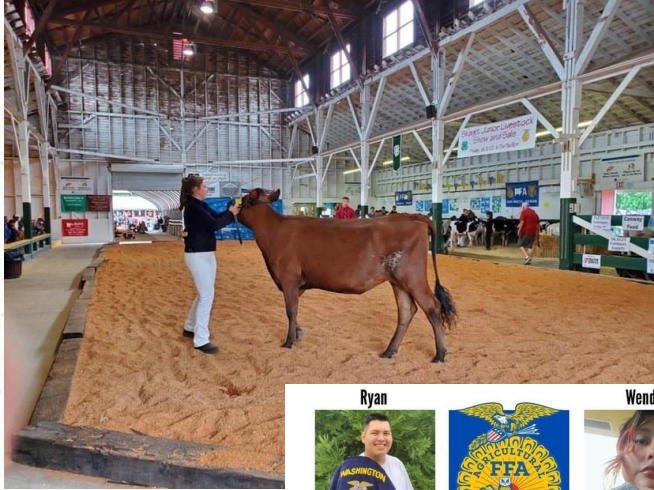
1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the need for professional and ethical standards in marketing.
2. Explain the nature of marketing management.
3. Explain the nature of channel-member relationships.
4. Discuss internal and external audiences for public relations activities.
5. Explain consequences of unprofessional and/or unethical behavior in marketing.



COMPETITION



Ryan



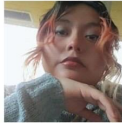
Chelsea



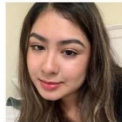
Dean



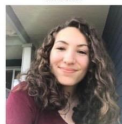
Wendy



Odalis



Kaitlin





Leadership

LEADERSHIP



- Community Service is Integrated within the organizations
- Accessible resources and support for students
- Leadership positions at chapter, state, and national levels

Denise is sharing computer sound



STORYTIME

My Personal Journey in the world of CTSO's

IMPACT

2,027,880

STUDENT MEMBERS COMBINED

61% FELT MORE CONFIDENT AND CLEAR ON THEIR CAREER PATH (ERCA)

MAKING AN IMPACT

With more than 2 million student members combined, these 11 organizations have a definite impact on student's overall college and career readiness.



Students who participate in CTSOs demonstrate higher levels of academic engagement and motivation, civic engagement, career self-efficacy and employability skills than other students.



According to the National Research Center for Career and Technical Education, participating in leadership and professional development activities in a CTSO raises students' educational aspirations.



Students who participate in school organizations in 10th grade have higher grade point averages and are more likely to be enrolled in college at 21 than other students.

CTSOs WERE ASSOCIATED WITH HIGHER GPAs AND HIGHER GRADUATION RATES FOR ALL

MEMBERS (UNIV. OF S. MISS.)

THANK YOU!



DECA

@mountvernondeca



WCTSM @mvsportsmedicine



FBLA

@mvhsfbla



FFA

@mountvernonffa



FCCLA

@fcclamv



SKILLSUSA

@skillsusawa



QUESTIONS?

THANK YOU!



DECA @mountvernondeca

DECA provides experiential, career connected learning opportunities. By creating partnerships between business and education, Washington DECA maximizes real-world experiences to develop students into leaders and entrepreneurs.



FFA @mountvernonffa

FFA is an organization that changes lives and prepares members for premier leadership, personal growth and career success through agricultural education through hands-on on experience that lead to real-world success.



WCTSMSA @mvsportsmedicine

WCTSMSA members participate in competitions and network with professionals. Students gain career and college readiness skills in sports medicine and related careers, and learn how to help others develop, grow and succeed, both on and off the field.



FCCLA @fcclamv

FCCLA members focus on the roles of family member, wage earner and community leader. Members develop skills for life including character development, creative and critical thinking, and interpersonal communication.



FBLA @mvhsfbla

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.



SKILLSUSA @skillsusawa

Skills USA is a national organization for students exploring trade, industrial, technical health and service-related careers. Areas of competition include architectural drafting, construction, carpentry, computer programming, web design and nurse assisting

QUESTIONS?