



Weese's Wisdom: Summary of Key Insights from Gary's July 10, 2018 Speech



As a teacher *and* a business owner, I can see that we need to make our programs align with the needs of the business community . . . and that students need to be trained using modern training methods on up-to-date equipment.

My teaching style is to: a) lead by example; b) demonstrate work ethic and common sense in the classroom; and c) present the course as if it was on a real job site, so that students obtain real worksite experience.

As leaders and teachers, we know that a strong work ethic is not being taught or demonstrated at home in many cases. We are the ones that need to do that . . . for our students, and for our colleagues as well.

In order to build a successful program you need a strong, dedicated instructor. It's hard to find one, but when you do you have to realize that in most cases they have to take at least a 50% cut in pay. One of my first questions when searching for an instructor is: "Are you financially prepared for the cut in pay?" Then you look for the passion, why do they want to teach?

When you start to strengthen a program you have to work on everything. (!!!) *But your two main components should be the business community and your students.*

Then you involve the whole school ecosystem – businesses, parents and the community too, to raise everything to the professional level that all training should be delivered.

You need administration and the instructors to go to business meetings to make short presentations that state that our schools are there to help meet their future employment needs.

You need business to direct the way and the items you need to teach students who will meet their needs. Set up an Advisory Council, ***or what I prefer to call Business & Education Councils (to clearly state our partnership).*** Have at least two meetings a year (quarterly is better).

Visit the business the week before the meeting. Don't rely on emails to generate meeting attendance. You'll get 2 to 4 times the attendance by contacting your industry partners in person.

To get businesses involved, be professional, personal and persistent . . . and don't go on Mondays or Fridays!

Take part in job shadowing. Have industry partners join us at Career Fairs. And industry sector Career Days. And clubs.

When scheduling industry meetings, *feed your team members.* Everyone takes time to eat. I found barbeque to be a great choice of food. (If they have a good enough time, industry members will pass the hat and pay for the food!)

Participate in middle school Career Fairs. Reach out to middle schools.

During School Nights, have students doing the demonstrations. Parents like to see their children engaged and showcasing the skills they're learning.

Invite parents to chaperone field trips. That gets them engaged and enthusiastic.

Get involved in career and technical student organizations. Participate in as many competitions as you can – we compete in SkillsUSA, and half a dozen Automotive competitions.

Make your students feel important. Go to their games, their band meets and the other events they're involved in.

Hope that you have a great CTE leader who makes you feel important, who makes every team member feel important, who keeps everyone involved and encouraged, who makes everyone feel like an owner of not just their program, but of the entire school. (Be that leader!)

Lead by example: a strong work ethic, passion and commitment. Offer students programs of quality that give them the opportunity for adult success.