

LA CTE Leadership Academy - Day 3 Highlights

Great final day where we consolidated the gains of the first two days . . . dived deep into basic Jump Start policy . . . set the foundation for detailed Enterprise Modeling . . . and started our Advocacy efforts.

1) Detailed review of CTE funding sources: a) CDF funds; b) CTE Adder; c) SCA funds; d) other entries described in the CTE Funding Guidance Sources memo. (Note: July MFP remittances with the new larger CDF payments will go out on/about July 25.)

2) Review of the Enterprise Modeling resource, including a trial run of the SPS Point Calculator spreadsheet. This resource offers step-by-step guidance for creating vision-driven CTE program revitalization plans, along with estimates of how creating new student opportunities can raise a school / district letter grade. Your homework assignments will result in the development of *Better CTE Program Selling Packages* on implementing the VWE II course and a new high-demand pathway that you can actually use in your schools / districts.

This November we will use the more-detailed District Enterprise Modeling Spreadsheet to create multi-school district-level Jump Start revitalization plans. Prior to that in-person training we will hold a series of webinars that explore the use of this spreadsheet.

3) *Guest Speaker appearance by Dr. Lisa Vosper.* As a member of the Louisiana NSFY team, Dr. Lisa provided her perspective on the highlights of our NSFY innovation investments.

Key Dr. Lisa advice: a) CASE: copy and 'share' everything; b) "Fail forward" - failure is good when it provides key learning moments and clarifies future opportunities; c) "We have to engage those who we might like to silence" - focus on how you can work with oppositional stakeholders to build common understanding and the foundation for joint efforts.

Final thought: "What you're learning in the Academy will help you transform CTE in Louisiana. *Once you master these capabilities, it would be irresponsible of you not to create positive change.*"

4) Advocacy: we completed a review of basic advocacy methods, and discussed the imperative of "changing the narrative" on CTE.

Best insight - using the implicit stigma against CTE as the springboard for changing the narrative: "Do you want your student to go to college? *Do you want your student to go to college with a competitive advantage?*"

Teams collaborated on a case study of CTE program advocacy. We analyzed: a) the characteristics of effective mission statements (brevity, cadence, "warm words," leveraging existing brand value of associated initiatives); b) key features of effective outreach to different target stakeholders; and c) developing a variety of advocacy goals that are objective, sequenced temporally and balanced in terms of strategic objectives.

5) Jason led a review of the many features / benefits of the www.lacteleaders.com website, including our plans for creating crowd-sourced best-practices implementation resources. We also discussed the likely site of the Nov 12 - 14 in-person training session (somewhere in Baton Rouge).

This was a great launch for the Academy. Laura, Jason and I hope you're all home safe, energized to transform CTE in your school, district and our state.

More to come . . .

Dave "Lefty" Lefkowitz
Assistant Superintendent - Louisiana Department of Education

