



CTE – Business, Marketing & Info Technology Workshop Tuesday, December 11 9 a.m. – 3:30 p.m.

This Career and Technical Education workshop at CESA 10 will cover a wide range of important topics affecting CTE and allow Business, Marketing and Information Technology teachers an opportunity to network and share best practices.

Expert Employer Panel Discussion:

In addition to the topics listed below, participants will have the opportunity to learn from a panel of business and industry experts. Employers will share what they believe are the most important academic, technical and employability skills needed in the current workforce. This valuable experience will end with a Q & A session.

Workshop Topics and Updates:

- Strategies for Building Strong Business & Industry Partnerships
- CTE Marketing Strategies with a Focus on Students and Parents
- Future Wisconsin Workforce Trends
- Teacher Resources to Help Students Make the Connection of *WHY* CTE is Vitaly Important for All Students, Regardless of Post-Secondary Plans
- DPI Pathways Wisconsin
- Wisconsin Marketing Strategies to Attract & Retain Talent
- Positive Effects of Youth Apprenticeship
- Redefining Ready & New State College and Career Readiness Accountability - - Positive Implications for CTE
- Employability Skills - 16 Classroom Instructional Strategies to Meet Employer Requests for Students Needing Stronger Employability or “Soft” Skills

Optional Tour at CVTC at Conclusion of Workshop:

The final part of the day together will conclude with an opportunity for teachers to tour the CVTC Business Education Center – Eau Claire Clairemont Campus and possibly the Health Education Center. The focus of the tour is to provide teachers with a better understanding of Wisconsin Technical College programs to assist high school students with their Academic and Career Plans. The tour is completely *optional* and is scheduled at the end of the day to make it convenient for those who choose not to participate. The tour will begin at approximately 2:00 p.m. and teachers who would like to attend the tour should plan on driving to CVTC at the conclusion of the workshop at CESA 10.



This optional workshop would include a behind-the-scenes tour of Shear Inspiration Salon and Spa and the new 5,900-square-foot culinary center at the CVTC Business Education Center. In addition to a demonstration lab that can double as a small restaurant (and includes a bar in the corner), there's a nearly 2,000-square-foot production kitchen with three lines, a bakery, and extensive support space including coolers, freezers, lockers, and dry storage in this state-of-the-art culinary lab.