

ASSOCIATIONS & WAYS TO CONNECT WITH EDUCATION



ACTE (Association for Career & Technical Education)

ACTEOnline.org

WHO: "The Association for Career and Technical Education® is the largest national education association dedicated to the advancement of education that prepares youth and adults for careers. It's our mission to provide educational leadership in developing a competitive workforce."

- ACTE's primary membership is CTE educators and administrators. They have an annual national conference in Dec (location varies). There are 5 national regions within the organization, each of which holds a regional conference as well.
- ACTE's website also has great resources for CTE advocacy, infographics, whitepapers and much more (most of it is free/no membership required).

ACTION:

- Become a professional member for ~\$100 annual fee (\$80 for national membership plus varied state fees). Membership allows you access to their valuable daily "Career Tech Update Smart Brief" e-newsletter which aggregates CTE and workforce news from many sources.
- Google "ACTE + your state" to connect locally. There are opportunities to serve and have a voice. They are very focused on legislative advocacy.



NAM (National Association of Manufacturing)

The Manufacturing Institute

NAM.org

TheManufacturingInstitute.org

WHO: "The NAM is the powerful voice of the manufacturing community and the leading advocate for a policy agenda that helps manufacturers compete in the global economy and create jobs across the United States."

- "The Manufacturing Institute is the authority on the attraction, qualification, and development of world-class manufacturing talent."
- They are the one-stop shop for all manufacturing industry data, statistics and news and THE voice for the manufacturing industry in Washington DC.

ACTION: Become a NAM member; membership varies based on your annual revenue.

- With membership you receive the daily "Manufacturing Economy Daily" e-newsletter (same format as ACTE's) which aggregates manufacturing and related news.
- As a member, there are opportunities to participate in committees and have a voice.
- NAM hosts an annual Manufacturing Summit in Washington DC.
- NAM frequently offers webinars (included in your membership) on many topics impacting manufacturers including legislation, workforce development, economy, technology trends, and more.



MFG Day
MFGDay.com

WHAT: "Manufacturing Day is an incredible opportunity to showcase the amazing work manufacturers do on a daily basis and to educate students, community members, media and policymakers on how integral manufacturing is to the local, national and global economy."

- One of the best ways to support and showcase careers in manufacturing
- Created by NAM + AMT + FMA in 2012
- First Friday of October, but an event can take place any day of the year

ACTION: Become a part of the MFG Day network – FREE and TONS of resources

- Offer an open house/tour/"expo"/other event at your facility, list it on MFGDay.com, you control parameters, many resources available on how to promote and execute your event
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National Network
NationalNetwork.org

WHO: "The National Network of Business and Industry Associations (National Network) works to bridge the skills gap by better connecting the worlds of learning and work."

- The National Network represents economic sectors that will be the source of nearly 75 percent of projected job growth by 2020 (an estimated 30 million new jobs).
- Develops tools, guides, whitepapers and other resources about apprenticeships, employability skills, work-and-learn partnerships and related topics.

ACTION: Sign up for free e-mail news alerts; utilize resources available on website



National Skills Coalition
NationalSkillsCoalition.org

WHO: "Engages in organizing, advocacy, and communications to advance state and federal policies that support a strong workforce and industries."

- Created "Business Leaders United for Workforce Partnerships (BLU)" - A group of diverse business leaders addressing the skill gap by seeking strong and effective investments in U.S. workers.

ACTION: Join. It is free to "join the coalition" (become a member), simply sign up to receive their e-mails (click on "join our mailing list" on the home page). You can also support through donation.

- They regularly offer "calls to action" via legislator letter-writing campaigns to support workforce development-focused policy.



SkillsUSA
SkillsUSA.org

WHO: "SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce."

- One of the largest and strongest "career technical student organizations" (CTSOs) in the nation
- Over 300,000 student, educator, and industry members
- Focuses on trade AND leadership/employability skills
- One of the best ways to connect directly with educators and students

ACTION: Become a professional member for ~\$35/year (national + depending on your state fees)

- With your membership, you will receive the "Champions" print magazine and regular e-mail updates/newsletter
- Attend NLSC (National Leadership and Skills Convention) - (Louisville, KY, June 25-29, 2018)
- Google "SkillsUSA + your state" to connect with your state organization
- Connect with your state director and/or state woodworking contest coordinator. Attend your state or local competitions. Ask how you can help (volunteer as a judge, financial or in-kind donation, sponsor a chapter, train and mentor students, develop contest projects)



WCA (Woodwork Career Alliance)
WoodworkCareer.org

WHO: "The WCA's mission is to develop and administer a unified set of Skill Standards for the wood products industry. Since 2011, WCA has developed observable and measurable performance standards and assessments for more than 240 woodworking machine operations."

- This is our industry's skill standards!
- Recognized by several state departments of education as an industry skill standard
- Over 165 schools across the U.S. in the WCA network

ACTION: Become a skill evaluator; connect with a school to help with their student's skill evaluations

- Help with tool skill standard development
- Sponsor or partner with a school

Your State's Industrial Tech Group

WHO: Many states have "independent" CTE educator associations. Some examples: ATIEA (AZ), CITEA (CA), MITES (MI), WTEA (WI)

- This is another avenue to connect directly with educators.
- Most hold annual conferences and other educational and networking opportunities.

ACTION: Google "industrial technical education + your state" (other key words "vocational education", "career technical education")

- Attend conferences, network with teachers, learn about your local education climate.

Remember...

Be persistent. Be patient. Keep trying. Reach out to multiple people (if necessary).
Don't get frustrated or discouraged, building networks and partnerships takes time!

Glossary of Terms

Career Technical Education (CTE) – “Education which provides students of all ages with the academic and technical skills, knowledge and training necessary to succeed in future careers and to become lifelong learners. In total, about 12.5 million high school and college students are enrolled in CTE across the nation. CTE prepares these learners for the world of work by introducing them to workplace competencies, and makes academic content accessible to students by providing it in a hands-on context. In fact, **the high school graduation rate for CTE concentrators is about 90% – 15 percentage points higher than the national average**”. (Source: *Advance CTE*, <https://careertech.org/cte>)

“Perkins” (funding, or Perkins act)- “The Carl D. Perkins Career and Technical Education Act of 2006 (Perkins IV) is a principal source of federal funding to states and discretionary grantees for the improvement of secondary and postsecondary career and technical education programs across the nation. The purpose of the Act is to develop more fully the academic, career, and technical skills of secondary and postsecondary students who elect to enroll in career and technical education programs.”¹ Many schools and educators are dependent on Perkins for funding their program’s equipment, their professional development and are required to meet certain commitments in order to receive Perkins funding, such as having an advisory committee of industry professionals.

1) Source: *Perkins Collaborative Resource Network*, <http://cte.ed.gov/legislation/about-perkins-iv>

Skills Gap – “The gulf between the skills job seekers currently have and the skills employers need to fill their open positions.”¹ “Over the next decade, nearly 3.5M manufacturing jobs likely need to be filled. **The skills gap is expected to result in 2M of those jobs being unfilled.**”²

1) “Closing the Skills Gap”, J. Dimon and M. Seltzer, Jan 5, 2014, politico.com

2) “The skills gap in U.S. manufacturing 2015 and beyond”, Deloitte and The Manufacturing Institute, themanufacturinginstitute.org

Skill Standards – “Quality standards for people.” An observable, measurable level of achievement or performance in a desired skill or area of knowledge. A method for collaboratively defining the expectations of a particular skill set and objectively identifying if an individual has met them or not. **WoodworkCareer.org has developed skill standards for the wood products manufacturing industry.**

Work-based Learning – “An instructional strategy that is essential in preparing all students for success in postsecondary education and careers. The primary purposes of work-based learning are to expose students to future options and provide opportunities for skill development and mastery over time. All work-based learning experiences involve interactions with industry or community professionals that are linked to school-based instruction.”¹ **Work-based learning methods include internships, mentorships, and apprenticeships.**

1) <http://www.linkedlearning.org/en/about/work-based-learning/>

Workforce Development – a broadly used and defined term which refers to any activity which strengthens the workforce for an economy or business through vocational education, youth and adult training/retraining, human resources policies, or other measures.

Key CTE Legislators: Follow the **House/Senate CTE Caucus** here to find out the status of CTE and Perkins legislation:

<http://ctepolicywatch.typepad.com/blog/cte-caucus/>

Senate Co-Chairs:

Tammy Baldwin (D-WI)

Tim Kaine (D-VA)

Rob Portman (R-OH)

Todd Young (R-IN)

House Co-Chairs:

Jim Langevin (D-RI)

Glenn Thompson (R-PA)

Go to <http://www.acteonline.org/caucus/> for a complete Caucus membership list

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