



# 2018 Winter CTE Director Meeting

Wi-Fi Network: Millennium\_Event  
Password: career



# Connecting CTSOs to Classroom Instruction

# Goals

- Articulate why CTSO connections **benefit** teachers and students
- Identify CTSO and classroom instruction **alignments**
- Locate CTSO integration **resources** that will help teachers be successful
- **Support** the integration of CTSOs into classroom instruction

The logo consists of a red square with the letters 'TN' in white, serif font. Below the square is a dark blue horizontal bar.

**TN**

®

**BENEFITS**

# Benefits of CTSO Integration

TIME  
EQUITY

MEANINGFUL  
LEARNING

TRANSPARENT  
PATHWAYS

TEACHER  
SUPPORT

The logo consists of a red square with the letters 'TN' in white, serif font. Below the square is a dark blue horizontal bar.

**TN**

®

**ALIGNMENT**

# Standard Sample – Marketing 1 (30)

Using suitable strategies from the promotional mix, create a product promotional campaign for a local business and or student organization that includes the following steps:

- a. Establish objectives
- b. Identify the target market
- c. Design the theme and promotional message
- d. Select promotional activities, to include plans for promotion through different forms of social media, and provide timeline
- e. Allocate budget amounts
- f. Measure results

# Competition Sample - DECA

You are to assume the role of director of ticket sales for KIKI & COCO LIVE, a touring company that produces live action stage shows featuring beloved children's television characters. The director of the touring company (judge) has asked you to decide how to best market the show and distribute tickets in the upcoming tour of 300 cities.

Every generation has its own popular children's program and characters. For the last 15 years, Kiki and Coco have been fan favorites for viewers aged 2-7 years old. Kiki and Coco are animated twins that go on magical adventures using their imagination. They bring along a cast of fun-loving magical animals to dance and sing songs.

# Competition Sample - DECA

Beginning this summer, a live action stage show KIKI & COCO LIVE will begin touring around North America. The show is scheduled to stop in 300 cities. Unique to this tour, all of the 300 cities that KIKI & COCO LIVE are visiting have populations that do not exceed 250,000 people. It was important for the producers of the show that KIKI & COCO LIVE visit areas that usually are overlooked. Also unique to this tour, all tickets are only \$10.00, with hundreds of half price admission coupons available for distribution in the community.

# Competition Sample - DECA

Given the inexpensive ticket prices, the marketing budget is very small. The director of the touring company (judge) wants you to determine which businesses and organizations within the communities would be appropriate to partner with for ticket distribution, how the half price admission coupons should be distributed and what strategies can be used to market the event without spending a lot of money.

# Competition Sample - DECA

You will present your ideas to the director (judge) in a role-play to take place in the director's (judge's) office. The director of the touring company (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director's (judge's) questions, the director (judge) will conclude the role-play by thanking you for your work.

# Alignment Example: DECA

<b>Program of Study</b>	Marketing Management
<b>Curriculum Standard(s)</b>	<b>Marketing I:</b> 23 & 30 <b>Marketing II:</b> 8, 17 & 18 <b>Advertising and PR:</b> 7, 13 & 24 <b>Event Planning:</b> 8 & 9 <b>Business Management:</b> 27
<b>Competition</b>	Sports and Entertainment Marketing
<b>State Advisor</b>	Steven Mitchell
<b>Program Manager</b>	Tara Campbell

# Alignment Example: FBLA

<b>Program of Study</b>	Business Management
<b>Curriculum Standard(s)</b>	<b>Business Management: 1, 2, 3, 4 &amp; 5</b> <b>Human Resources Management: 2</b>
<b>Competition</b>	Organizational Leadership
<b>State Advisor</b>	Steven Mitchell
<b>Program Manager</b>	Tara Campbell

# Alignment Example: FCCLA

<b>Program of Study</b>	Social Health Science
<b>Curriculum Standard(s)</b>	<b>Intro to Human Studies:</b> 16 & 18 <b>Lifespan Development:</b> 1-16 <b>Family Studies:</b> 7, 8, 14-17
<b>Competition</b>	Interpersonal Communications
<b>State Advisor</b>	Pamela Sieffert
<b>Program Manager</b>	Elizabeth Rafferty

# Alignment Example: FFA

<b>Program of Study</b>	Veterinary Science
<b>Curriculum Standard(s)</b>	<b>Large Animal Science:</b> 10
<b>Competition</b>	Agricultural Issues
<b>Regional Consultants</b>	Stuart Watson, Courtney Halfacre & Stena Meadows
<b>Program Manager</b>	Steve Gass

# Alignment Example: HOSA

<b>Program of Study</b>	Diagnostic Services
<b>Curriculum Standard(s)</b>	<b>Cardiovascular Services:</b> 22
<b>Competition</b>	Community Awareness
<b>State Advisor</b>	Pamela Sieffert
<b>Program Manager</b>	Sloan Hudson

# Alignment Example: SkillsUSA

<b>Program of Study</b>	Advanced Manufacturing
<b>Curriculum Standard(s)</b>	<b>Welding II:</b> 12
<b>Competition</b>	Welding Art & Sculpture
<b>State Advisor</b>	Tracy Whitehead
<b>Program Manager</b>	Deborah Knoll

# Alignment Example: TSA

<b>Program of Study</b>	Advanced STEM Applications
<b>Curriculum Standard(s)</b>	<b>Engineering Design 1:</b> 6
<b>Competition</b>	Dragster Design
<b>State Advisor</b>	Tracy Whitehead
<b>Program Manager</b>	Deborah Knoll

The logo consists of a red square with the letters 'TN' in white, serif font. Below the square is a dark blue horizontal bar.

**TN**

®

**RESOURCES**

# Integration Resources

## FREELY AVAILABLE

<b>DECA:</b>	<a href="#"><u>2017-18 DECA Guide</u></a> <a href="#"><u>Integration How-to</u></a>
<b>HOSA:</b>	<a href="#"><u>Competitive Event Descriptions</u></a>
<b>FBLA:</b>	<a href="#"><u>Competitive Event Descriptions</u></a>
<b>FFA:</b>	<a href="#"><u>2017-2021 CDE/LDE Rules &amp; Revisions</u></a>
<b>SkillsUSA:</b>	<a href="#"><u>Contest Descriptions</u></a>

## AFFILIATION REQUIRED

<b>FCCLA:</b>	<a href="#"><u>Lesson Plans</u></a> <a href="#"><u>Affiliation Help</u></a>
<b>TSA:</b>	<a href="#"><u>Sample Competitions</u></a> <a href="#"><u>Affiliation Help</u></a>

**TN**

**VALUE**

®

# Testimonials

*“Working on projects in class that mirrored my competitions, helped me better understand the class subject. I also felt more confident competing when my teacher saw my work and said that it was something that I’d be good at.”*

- CTE Student

*“As a new agriculture teacher, one of my favorite lessons in Large Animal Science was our ethics unit - a unit that stemmed much debate and opinions of each student. The students’ main assignment was to develop group presentations of specific topics, and use the FFA Agriculture Issues CDE (contest) rules and rubrics. By incorporating my CTSO in to the classroom, I was able to make lessons educational, realistic, and thought provoking.*

- CTE Teacher

# Takeaways

- CTSO competition and standard alignment support teacher instruction and student learning.
- Teachers need to know, and feel, that they have the support of their CTE Directors to integrate CTSOs into the classroom.
- CTSOs offer integration and other competition-related resources. Some are freely available; some require affiliation.
- CTSO State Advisors and Program Managers are able and willing to help teachers make these connections to support high quality instruction and student learning.

# Contact Information

**Brittany Debity-Barker**

Director of Student Leadership

(615) 981-9451

[brittany.debity-barker@tn.gov](mailto:brittany.debity-barker@tn.gov)



***Districts and schools in Tennessee will exemplify excellence and equity such that all students are equipped with the knowledge and skills to successfully embark on their chosen path in life.***

**Excellence | Optimism | Judgment | Courage | Teamwork**