

# We are

# CATE!

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September 2014

Volume 1, Issue 7

*A monthly newsletter providing career guidance resources & updates for SC Career and Technology Education*

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Throughout September-November, high schools and career centers across the state will host College Application Day events to assist students with the college application process. The goal of College Application Month is to provide a forum for all South Carolina seniors to complete and file college applications. While much of the focus of College Application Month is geared toward first-generation college students and students who may not otherwise apply to college, we encourage participating high schools to

include activities for all students, including freshmen, sophomores, juniors, and seniors who have already applied to college.

The College Application Month initiative comes at a critical time in our state's history. Overwhelming evidence reveals that higher levels of education lead to greater prosperity and competitiveness in the knowledge economy. However, South Carolina is well short of the national average and behind the national leaders in the proportion of adults who hold graduate/professional and baccalaureate degrees. At the associate degree level, South Carolina exceeds the national average but is well behind the leading states. College Application Month is designed to expand statewide college access and awareness. This year, we are excited to announce over **208** SC high schools and/or career centers are registered to host a College Application event! Great job to our school counselors! *(courtesy of SC Commission on Higher Education)*

*A number of colleges will be offering application fee waivers on the day of their CAM event.*

Go to [www.sccango.org](http://www.sccango.org) and click on the date of your school event to learn more!

Great resources are available for counselors, teachers, students and parents at the [sccango.org](http://sccango.org) site. Be sure to visit it for ideas on kicking off your CAM event!



*National Career Development Association (NCDA)* promotes career development through its annual celebration of National Career Development Month. In addition, each November, NCDA sponsors an annual Poetry and Poster Contest. This year's theme is **Celebrating First Jobs Through Encore Careers**. It is a great way to involve students of all ages, K-12, as you promote and celebrate National Career Development Month in November. We are pleased to announce SC had 14 National Winners last year! To learn more, contact your Regional Career Specialist (RCS) for details. *(RCS roster is located on pg. 9.)*

**National Career Development Week** : November 10-14, 2014

**National Career Development Day**: November 12, 2014

.....preparing our students of today for tomorrow!



UNIVERSITY OF  
**SOUTH CAROLINA**  
College of Engineering  
and Computing



South Carolina  
**PLTW**  
PROJECT LEAD THE WAY



**SOUTH CAROLINA**  
STATE DEPARTMENT  
OF EDUCATION

The South Carolina PLTW Counselor's Conference has been developed to provide School and Career Counselors in those schools implementing Project Lead The Way (PLTW) Engineering & Gateway to Technology, and Biomedical Sciences (BMS) Programs information about the programs and their potential benefits to students. Counselors play a key role in the course selection decisions made by students and their families and are a vital link to the success of a PLTW program. These sessions have been designed to provide you with the information and support needed to carry out this important role.

## **Upcoming PLTW Counselor's Conferences**

### **October 20, 2014**

Charleston Charter School for Math and Science  
1002 King Street  
Charleston, SC 29403  
Phone: 843-720-3085

### **November 13, 2014**

Indian Land High School  
8063 River Road  
Fort Mill, SC 29707  
Phone: 803-547-7571

### **October 29, 2014**

White Knoll High School  
5643 Platt Springs Road  
Lexington, SC 29073  
Phone: 803-821-5200

### **November 14, 2014**

Fort Mill High School  
225 Munn Road East  
Fort Mill, SC 29715  
Phone: 803-548-1900

### **November 18, 2014**

Cane Bay High School  
1624 State Road  
Summerville, SC 29483  
Phone: 843-899-8786

### **November 20, 2014**

Dutch Fork High School  
1400 Old Tamah Road  
Irmo, SC 29063  
Phone: 803-476-3300

**For more information, contact B.T. Martin, Education Associate with SCDE Office of Career and Technology Education, at (803) 734-3398 or e-mail [btmartin@ed.sc.gov](mailto:btmartin@ed.sc.gov).**



# CATE Program Updates

## Keyboarding/General Technology

As of July 1, 2014, the following changes were approved for the 2014-2015 school year. Any Keyboarding and/or General Technology courses taught in grades K-6 will now require a certified business education teacher to be the instructor. Please reference the Required Credentials document on page 23 for additional details.

[http://ed.sc.gov/agency/programs-services/112/documents/201415\\_Required\\_Credentials\\_Document\\_Aug\\_2014.pdf](http://ed.sc.gov/agency/programs-services/112/documents/201415_Required_Credentials_Document_Aug_2014.pdf)

(Certification areas would include the following: Accounting and Related Business, Accounting and Related Economics, Business Education, Business/Marketing/Computer Technology (Business and Marketing Technology), Commerce, Data/Information Processing, Secretarial Science, Shorthand, and Typing.)

## Introduction to Career Clusters

As of July 1, 2015, a CATE licensed or middle-level licensed teacher with GCDF certification **will be required** to teach the Introduction to Career Clusters course. A non-licensed teacher with GCDF certification only is acceptable for the 2014-2015 school year. Please reference the Required Credentials document on page 34 for additional details.

[http://ed.sc.gov/agency/programs-services/112/documents/2014-15\\_Required\\_Credentials\\_Document\\_Aug\\_2014.pdf](http://ed.sc.gov/agency/programs-services/112/documents/2014-15_Required_Credentials_Document_Aug_2014.pdf)

# 1:2:7

The true ratio of our jobs is 1:2:7.

For every occupation that requires a master's degree or more, two professional jobs require a university degree, and there are over half a dozen jobs requiring a 1-year certificate or 2-year degree; and each of these technicians are in high skilled areas that are in great demand! This ratio is fundamental to all industries. It was the same in 1950, the same in 1990, and will be same in 2030.\*

\*Gray, K. & Herr, E. (2006). *Other Ways to Win: Creating Alternatives for High School Graduates. Third Edition*. Thousand Oaks: Corwin Press.  
U.S. Bureau of Labor Statistics. *Occupational Outlook Handbook 2012-13*. Office of Occupational Statistics and Employment Projections.  
Gray, K. & Herr, E. (2006). *Other Ways to Win: Creating Alternatives for High School Graduates. Third Edition*. Thousand Oaks: Corwin Press.



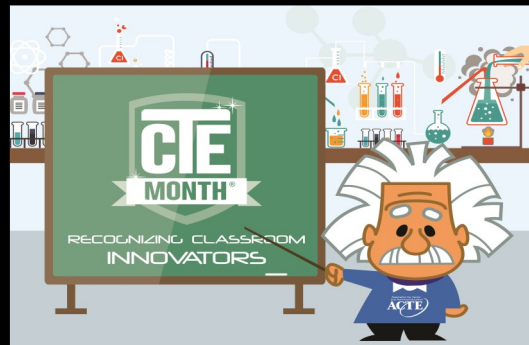
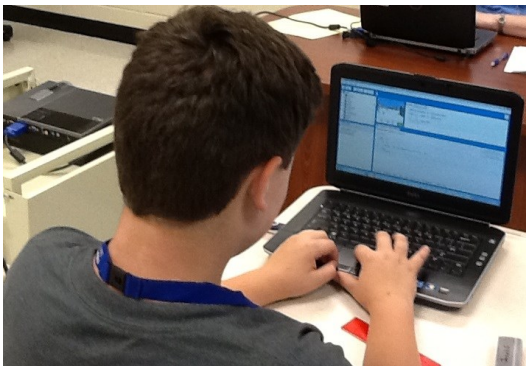
***South Carolina's agriculture and forest industry represent one of the largest, if not the largest industry clusters in the state's economy.*** The Waccamaw Regional Education Center recently hosted a Forum, "Growing Agriculture in Williamsburg County

ty". It included discussion on curriculum requirements for students and instructional certification requirements for staff. Mr. Billy Keels, State Director of Agriculture Education, Clemson University, presented a comprehensive list of opportunities available to students in the Agricultural area, covering more than 300 diverse careers available to students with degrees in the field. Among the fields identified were Processing and Distribution, Mechanics and Engineering, Communication and Education, Science and Research Marketing, Merchandising and Sales, Horticulture and Forestry, Research and Health Science, Social Services, Agricultural Production, Resource Management, and Agribusiness, all of which are needed in the Williamsburg County service area. Present at the meeting were Hester Gadsden, Director of Career and Technology Education, Williamsburg County School District; Eileen Patonay, Director, Waccamaw Regional Education Center, Georgetown, Horry, and Williamsburg Counties; Scott Williamson, Williamsburg County NRCS Commissioner, along with other members of the NCRS Board; Kenneth Sales, Director, Williamsburg County Economic Development Board's Strategic Plan; Tracey Stuckey, Hemingway Day School; Joli Brown, Clemson University Four-H Extension Center; and Dr. Yvonne Jefferson-Barnes, Superintendent, Williamsburg County School District. The forum was most beneficial. As a result, Williamsburg County School District is pleased to announce its collaboration with the Williamsburg County Natural Resources Conservation Services Board (NRCS), Clemson University, the Waccamaw Regional Education Board, Apprenticeship Carolina, and the Williamsburg County Economic Development Board in reestablishing its district-based Agricultural and Forestry Program in area high schools.



## Horry County Schools and South Carolina Governors School for Science and Math hosted iTEAMS.

Started in collaboration with Google, iTEAMS is the Innovation, Technology & Entrepreneurship Among Middle Schoolers summer experience. iTEAMS is a day camp that inspires students to pursue careers in the fields of computer science, technology and entrepreneurship through hands-on, team-based projects. During iTEAMS, students will select from one of the following challenges: developing mobile apps using App Inventor, designing video games using Alice 3D software, or creating an interactive object using the MaKey MaKey invention kit.



**Calling all CTE educators, administrators, career and guidance counselors and students! ACTE is pleased to announce the theme for CTE Month 2015: Recognizing Classroom Innovators!**

CTE Month® is an annual celebration of CTE community members' achievements and accomplishments nationwide that is held in **February**. CTE Month 2015 will give the CTE community a chance to tell the stories of leadership and excellence from classrooms across the country and raise awareness of the crucial role that CTE has in readying our nation for economic success and workforce competitiveness. CTE classrooms are modern-day laboratories where students and educators alike are developing the skills that will power the future of college and career success. CTE classroom innovators are hard at work in nearly every community, and this February we invite you to join us in recognizing them. Whether it's by organizing a school visit, sending a letter to your Governor, or telling a friend what CTE means to you, start planning today to get involved in this CTE month and recognize the CTE classroom innovators all around! A great way to get involved with CTE Month is to participate in ACTE's CTE Month Public Service Announcement (PSA) video contest or CTE Month Graphic Design Portfolio contest! To learn more, download ACTE's full announcement and contest rules through the below link.

<https://www.acteonline.org/ctemonth/#.U-OgM7HD-Uk>



### 2014-2015 Calendar of Events



|                 |              |                                                                                                                     |
|-----------------|--------------|---------------------------------------------------------------------------------------------------------------------|
|                 | September 1  | Fall Leadership Conference Registration Opens <a href="http://www.scskillsusa.org">www.scskillsusa.org</a> .        |
|                 | September 3  | SC Skills USA Executive Board, Center for Advanced Technical Studies, 916 Mt. Vernon Church Rd, Chapin, SC 29036    |
|                 | September 5  | State Officers Meet, Center for Advanced Technical Studies                                                          |
|                 | September 9  | Region I Meeting, Golden Strip Career Center, Greenville, SC                                                        |
|                 | September 10 | Region IV Meeting, 1085 Thunderbolt Dr, Walterboro SC 29488                                                         |
|                 | September 11 | Region II Meeting, Center for Advanced Technical Studies                                                            |
| September 11    |              | Region III Meeting, Florence Career Center, 126 E. Howe Springs, Florence, 29505                                    |
| October 6       |              | Fall Leadership Registration Closes                                                                                 |
| October 8       |              | SC SkillsUSA Executive Board, Center for Advanced Technical Studies                                                 |
| October 16-18   |              | Fall Leadership Conference, Camp Bob Cooper, 8001 Rickenbaker, Summerton, SC 29148                                  |
| October 17      |              | Chapter Excellence Program, SkillsUSA Staffer, Camp Bob Cooper                                                      |
| November 6      |              | SC SkillsUSA Executive Board, Center for Advanced Technical Studies                                                 |
| December 5      |              | State Officers, Ronald McDonald House, VA Hospital Holiday Visit                                                    |
| December 10     |              | SC SkillsUSA Executive Board, Center for Advanced Technical Studies                                                 |
| December 15     |              | Pin and T-shirt Designs Due                                                                                         |
| January 5       |              | SC Skills and Leadership Contest Registration Opens at <a href="http://www.scskillsusa.org">www.scskillsusa.org</a> |
| January 28      |              | SC SkillsUSA Executive Board, Center for Advanced Technical Studies                                                 |
| January 31      |              | SC SkillsUSA Officer Applications Due                                                                               |
| February 10     |              | State and Local Officers, State House Visit, Columbia, SC                                                           |
| February 8 – 14 |              | SkillsUSA Week                                                                                                      |
| February 17     |              | Deadline for early registration for Leadership and Skills Competitions                                              |
| February 19     |              | Technical Chairs, Golden Strip                                                                                      |
| March 2         |              | <u>State and National SkillsUSA Memberships Due</u>                                                                 |
| March 2         |              | <b>Deadline</b> for Registration for SC Leadership and Skills Competitions                                          |
| March 4         |              | SC SkillsUSA Executive Board, Center for Advanced Technical Studies                                                 |
| March 26-28     |              | Leadership and Skills Competitions, TD Convention Center, Greenville, SC 29607                                      |
| May 6           |              | SC SkillsUSA Executive Board, Center for Advanced Technical Studies                                                 |
| June TBD        |              | Officer Leadership Retreat                                                                                          |
| June 21- 27     |              | SkillsUSA's National Leadership & Skills Conference, Louisville , KY                                                |

## MILITARY CAREER PATHWAYS 101

In 2010, the SC Department of Education, Office of Career and Technology Education (OCTE), partnered with the U.S Army and the SC Counselor Association to design a course institute providing secondary educators, guidance staff, and administrators a firsthand understanding of military career pathways, postsecondary transitions, and benefits for enlisted members. The course offering, known as Military Career Pathways (MCP) 101, is a three-day experience for educators who will become immersed in learning how military careers are a viable path that fits in all of the 16 national career clusters. The adventure is packed with military discussion panels, collaboration, military base tours, recruiter networking, and breakout sessions. The components of MCP 101 course design include exploring career and technology education programs of study and how each aligns with specific careers in the military. It provides an in-depth look at the crosswalk between military and civilian careers and transferable skills business and industry demand from potential employees. It facilitates a collaborative recruitment practice while dismantling myths regarding military careers. The course also includes a comprehensive overview of nontraditional careers in the military. Educators have the opportunity to develop military-focused lesson plans, share best practices, explore career assessment tools such as ASVAB and March2Success, and utilize valuable military resources to assist in student career decision-making, while providing a seamless transition for each SC student with an interest in joining a military branch.

Since its inception, MCP 101 has expanded its partnership to include US Air Force, US Navy, Army National Guard, and Midlands Technical College with the already established effort between OCTE, US Army, and the SC Counselor Association. This year we were excited to incorporate a focus on STEM careers in the military, increasing educators' awareness of high-skill job demands and methods to prepare SC students as each faces a competitive and global economy. This enhancement concentrated on academic integration and how to partner with CTE programs within the classroom walls while highlighting the availability of military careers.

MCP 101 is a wonderful example of how a structured learning community can enhance educators' skills in academic advisement, guidance and counseling, and facilitation of collaboration between South Carolina schools and various branches of the military. MCP 101 has been recognized on a national level. It is the model for other states as each implements similar programs, providing exposure to military career paths available to students.

Inquiries about the 2015 MCP 101 may be directed to Kama Staton, Education Associate in the SC Department of Education, Office of Career and Technology Education, or visit the MCP 101 Web site at <http://ed.sc.gov/agency/programs-services/143/>. Registration opens each spring, with the summer institute occurring in June.

**Thanks to all participants for making the 2014 MCP 101 a huge success! Each participated in hands-on simulations, toured Ft. Jackson and Shaw Air Force Base, explored STEM careers in the US Navy Nuclear program, and much much more!**



# ETV StreamlineSC - Learn360 is New Partner

ETV is delighted to announce that ETV StreamlineSC has a new, award-winning content provider: **Learn360**. As always, ETV StreamlineSC will continue offering free K-12 resources to all public, private and home schools throughout South Carolina.

The ETV StreamlineSC renewal was completed in July after a state procurement process that started last December. **Learn360**, an award-winning content provider, will be the “backbone” of this free video-on-demand resource.

**Learn360** brings access to materials from the BBC, National Geographic, Encyclopædia Britannica, History, Cambridge Educational, and many more. In addition, StreamlineSC will continue to provide SCDE and ETV-produced South Carolina content. Funding for ETV’s StreamlineSC is supported by the state.

## Content:

- \* **Discovery Education’s content license agreement with StreamlineSC expired on August 17, 2014.** SC educators had access to Discovery content in StreamlineSC until that date. **Then all Discovery content you downloaded had to be deleted.**
- \* Users have rights to keep the content created by ETV and SDE. Much of this SDE/ETV content will be transitioned in the coming months and remain available in StreamlineSC.
- \* Transition does take a lot of work, but it is an opportunity for content to be culled and updated. ETV encouraged everyone to **download your local content that you created and “housed” in StreamlineSC so you can have it accessible to upload in the new system. This step should have been completed by August 17.**

## Access:

- \* ETV is in the process of installing the new servers in school districts. We appreciate your patience. ETV is working diligently to make the transition process as smooth and timely as possible.
- \* SC educators should have received an email August 4<sup>th</sup> from ETV/Learn360, letting users know to use their same StreamlineSC username. This message included a new password. Once you log in, you may change your password to what it was before or to whatever you wish.

## Training & Questions:

ETV is providing training to guide educators through every step of integrating this user-friendly product into the classroom. You are invited to contact ETV Education if you have questions and/or to schedule training in your school/district: **toll free (800) 277-3245 or local 737-3245.**



Regional Career Specialists (RCS) provide school districts in their areas with professional development in career development programming while providing support for teachers, counselors, school-level career specialists, business partners, students, career and technology education (CTE) teachers, and parents as well as direct standards-based student instruction. Each works to enhance the level of student career guidance and placement, individual academic and career planning, work-based learning activities, college and career readiness, data reporting, career and technology education support, and delivery of career development and contextual methodology training throughout South Carolina. Partner with your RCS today!

## 2014-2015 Regional Career Specialists Roster

Catawba Region (Chester/Lancaster/York): Vacant

Greenville Region (Greenville County) : Dr. Marjorie Dowd  
#864-355-1576 e-mail: mmdowd@greenville.k12.sc.us

Lowcountry Region (Beaufort, Colleton, Hampton, Jasper): Kathy Bradford  
# 843-466-3017 e-mail: katherine.bradford@beaufort.k12.sc.us

Lower Savannah Region (Aiken/Allendale/Bamberg/Barnwell/Calhoun/Orangeburg): Loria Johnson  
# 803-535-1376 e-mail: johnsonlw@octech.edu

Midlands Region (Fairfield/Lexington/Richland counties): Lisa Call  
# 803-732-5258 e-mail: lcall@mebasc.com

PeeDee Region (Chesterfield/Darlington/Dillon/Florence/Marion/Marlboro): Crishell Bass  
#843-661-1820 e-mail: cbass@pdec.net

Pendleton Region (Anderson/Oconee/Pickens): Robbie Tweito  
#864-646-1514 e-mail: robbietweito@pickens.k12.sc.us

Santee Lynches Region (Clarendon/Kershaw/Lee/Sumter): Vacant

Trident Region (Berkeley/Charleston/Dorchester): Suzi Raiford  
#843-805-3032 e-mail: sraiford@charlestonchamber.org

Upper Savannah Region (Greenwood/Laurens/Edgefield/Abbeville/McCormick/Newberry/Saluda)  
Anna Welborn #864-223-9127 e-mail: awelborn@sc-wpec.org

Upstate Region (Cherokee/Spartanburg/Union): Toney Farr  
#864-429-1765 e-mail: toneyfarr@union.k12.sc.us

Waccamaw Region (Georgetown/Horry/Williamsburg): Jason Coakley  
#843-517-9709 e-mail: jcoakley@gcsd.k12.sc.us