



Tony Evers, PhD, State Superintendent



Reggie Newson, Secretary



Morna Foy, President

## News Release

FOR IMMEDIATE RELEASE

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### CTE: High standards, innovation, and excellence for college and career readiness

MADISON— February is Career and Technical Education (CTE) Month, and the Wisconsin departments of Public Instruction (DPI), Workforce Development (DWD), and the Wisconsin Technical College System (WTCS) are encouraging students, schools, parents, and educators to discover the high standards, innovation, and excellence offered through the state’s CTE programs.

“Career and Technical Education introduces students to workplace expectations for knowledge and technical skills through a blend of classroom instruction and hands-on experiences,” said State Superintendent Tony Evers.

“Because coursework is grounded in high standards and workforce needs through partnerships between educators and employers, young people in our high school CTE programs graduate college and career ready.”

“CTE has never been more important,” said Morna Foy, president of the Wisconsin Technical College System. “We’re proud to be partners in highlighting the many opportunities students have to participate in CTE. The result is a richer learning experience, greater awareness of education and career options, and many times, college credit.”

“Career and Technical Education Month offers an excellent opportunity to highlight successful partnerships, strong leadership, and promising initiatives to help build a skilled workforce to move Wisconsin forward,” DWD Secretary Reggie Newson said. “In collaboration with schools, the technical college system, employers, and parents, we are committed to helping both current and future generations of workers gain greater awareness of the challenging and cutting-edge career paths that technical education supports.”

More than 90,000 Wisconsin high school students are taking career and technical education courses in fields such as agriculture, business, family and consumer science, health occupations, marketing, and technology and engineering. Those increased opportunities help students find a viable route to a rewarding career. Many CTE programs provide multiple pathways for students to prepare for diploma and apprenticeship programs, technical college degrees, and industry certifications as well as four-year degree programs and other career and training

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options. Wisconsin's technical colleges play an important role in expanding CTE opportunities for students through partnerships and dual credit coursework.

“Everyone knows that student engagement through great teaching is at the core of learning,” Evers said. He recounted a visit to Eleva-Strum's Cardinal Industries, which focuses on metal fabrication. “The students do customized piece work for various fabricators in northwest Wisconsin, filling a niche in the industry. The class was run like a business. Students received both high school and technical college credit. And at the end of the year, profit sharing provided \$1,200 per student. This innovation has been recognized nationally through Modern Machine Shop Magazine.”

In a partnership among the Baldwin-Woodville, Hudson, and Menomonie high schools and OEM Fabricators, coursework and experience promote advanced manufacturing as a career choice. The Manufacturing Careers Pathway Partnership reaches both middle and high school students through career exploration, job shadowing, youth employment, state of the art training facilities, dual enrollment with Wisconsin Indianhead Technical College, and tuition assistance. Evers visited the Eleva-Strum, Baldwin-Woodville, and Menomonie high school CTE programs last year as part of the CTE month observance in Wisconsin.

In honor of this year's CTE month observance, Evers, Foy, and Newson are planning classroom and on-site CTE visits throughout the state. Details will be forthcoming.

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**NOTES:** Learn more about local Career and Technical Education programs by contacting your local school district or technical college. Additional information about CTE programs and CTE month can be found at [www.wtcsystem.edu](http://www.wtcsystem.edu) or at <http://cte.dpi.wi.gov/>. This news release is available electronically at [http://news.dpi.wi.gov/files/eis/pdf/dpinr2014\\_04.pdf](http://news.dpi.wi.gov/files/eis/pdf/dpinr2014_04.pdf).