

CAREER AND TECHNICAL EDUCATION: LEADERSHIP FOR SUCCESS

A Leadership Conference sponsored by

*The Pennsylvania Association
of Career and Technical Administrators*

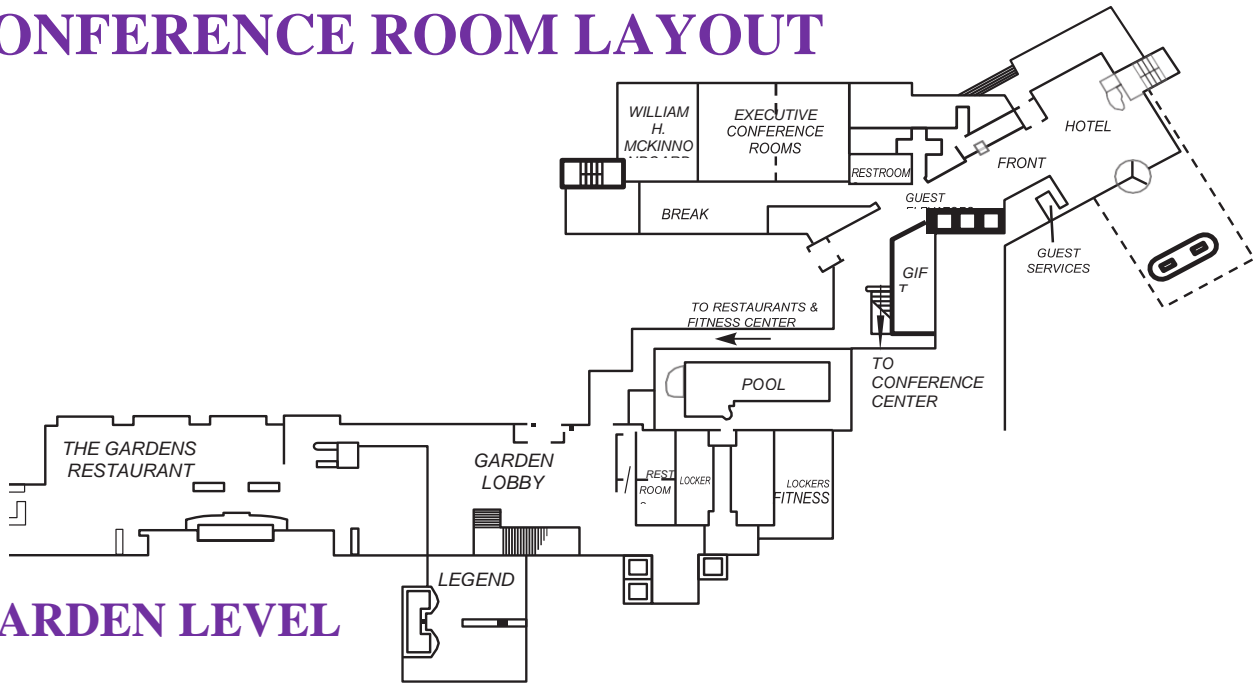
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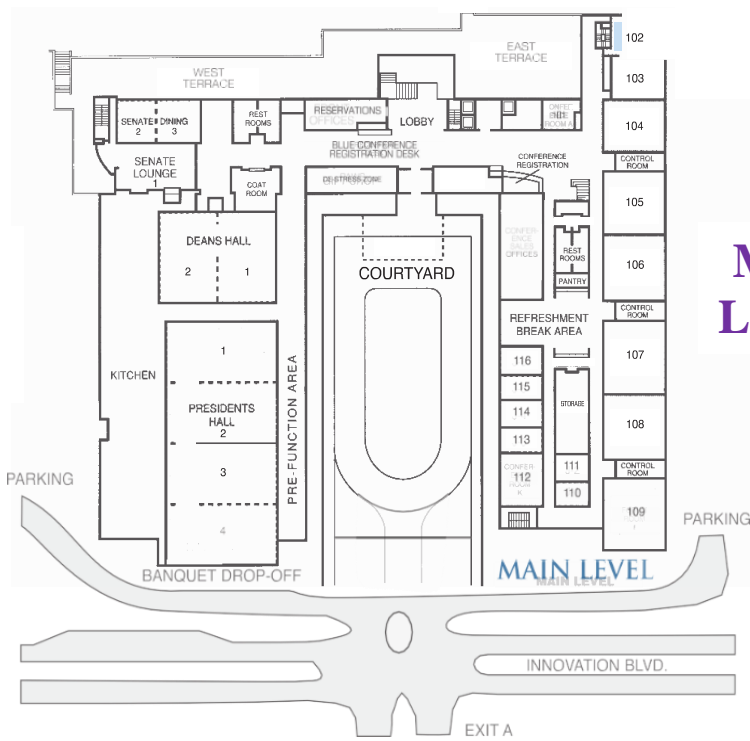
July 25-27, 2023

Penn Stater Hotel & Conference Center

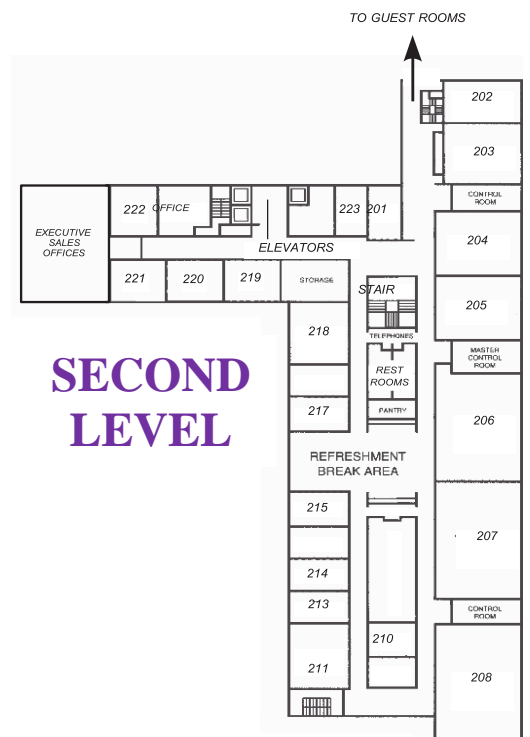
CONFERENCE ROOM LAYOUT



GARDEN LEVEL



MAIN LEVEL



SECOND LEVEL

PENNSYLVANIA ASSOCIATION OF CAREER AND TECHNICAL ADMINISTRATORS

2023 PACTA Summer Leadership Conference

CAREER AND TECHNICAL EDUCATION: LEADERSHIP FOR SUCCESS

July 25 – 27, 2023 • Penn Stater Hotel & Conference Center, State College, PA

AGENDA

TUESDAY, JULY 25, 2023

- 10:00 a.m. – 5:00 p.m. **REGISTRATION**
- 1:00 p.m. – 1:15 p.m. **OPENING REMARKS**
Presidents 1, 2 Dr. Darby Copeland – President, Pennsylvania Association of Career and Technical Administrators (PACTA)
- 1:15 p.m. – 1:45 p.m. **GENERAL SESSION**
Presidents 1, 2 **PENNSYLVANIA DEPARTMENT OF EDUCATION UPDATE**
Dr. Carrie Rowe – Deputy Secretary, Office of Elementary and Secondary Education, Pennsylvania Department of Education
Introduced by Dr. Darby Copeland – President, PACTA
- 1:45 p.m. – 2:45 p.m. **GENERAL SESSION**
Presidents 1, 2 **CURRENT LEGAL ISSUES IN EDUCATION**
Ms. Annemarie Harr – Attorney at Law, Weiss, Burkardt, and Kramer LLC
Introduced by Mr. Kevin Rice – Secretary/Treasurer, PACTA
- 2:45 p.m. – 3:00 p.m. **BREAK**
- Presidents Hallway** Sponsored by Allegheny Educational Systems
- 3:00 p.m. – 4:00 p.m. **GENERAL SESSION**
Presidents 1, 2 **CTE LEADERSHIP PIPELINE TOOL-KIT**
Dr. Kevin Johnson – Senior Advisor, Advance CTE
Introduced by Dr. Cathleen Plesnarski – Eastern Region President, PACTA
- 4:00 p.m. – 5:00 p.m. **GENERAL SESSION**
Presidents 1, 2 **PENNSYLVANIA EDUCATOR CODE OF ETHICS**
Mr. Thomas W. Bailey – Attorney at Law
Introduced by Mr. Kevin Sprong – Western Region President, PACTA
- 6:00 p.m. – 8:00 p.m. **BARBECUE/PICNIC DINNER (Casual Dress)**
Deans Hall **NEW RETIREES AND LIFE MEMBERSHIPS**
Presented by Dr. Darby Copeland – President, PACTA
Sponsored by Educational Solutions Enterprises (ESE)
- 8:00 p.m. – 10:30 p.m. **HOSPITALITY SUITE**
Senate Suites & Terrace Sponsored by Questeq

WEDNESDAY, JULY 26, 2023

- 8:00 a.m. – 9:00 a.m. **MORNING REFRESHMENTS IN EXHIBIT AREA**
Presidents 3, 4 Sponsored by CM Regent
- 9:00 a.m. – 9:30 a.m. **GENERAL SESSION**
Presidents 1, 2 ***RANSOMWARE PREPAREDNESS***
 Mr. Jeffrey Main – CEO, Questeq
 Introduced by Mr. John Augustine – Past President, PACTA
- 9:30 a.m. – 10:30 a.m. **PACTA MEMBERSHIP MEETING**
Presidents 1, 2 Dr. Darby Copeland – President, PACTA
- 10:30 a.m. – 11:00 a.m. **REFRESHMENT BREAK IN EXHIBIT AREA**
Presidents 3, 4 Sponsored by CM Regent
- 11:00 a.m. – 11:30 a.m. **GENERAL SESSION**
Presidents 1, 2 ***CYBERSECURITY INCIDENT MANAGEMENT***
 Mr. Derek Mueller – Cybersecurity Advisor, State Coordinator, Cybersecurity and Infrastructure Security Agency-Harrisburg
 Mr. Robert Kaminski – Cybersecurity Advisor, Region III, Cybersecurity and Infrastructure Security Agency-Pittsburgh
 Introduced by Dr. Lisa Greenawalt – President Elect, PACTA
- 11:30 a.m. – 12:00 p.m. **GENERAL SESSION**
Presidents 1, 2 ***STANDARDS-BASED CAREER AND TECHNICAL EDUCATION CURRICULUM MODEL***
 Dr. Clyde Hornberger – Career and Technical Educational Consultant
 Introduced by Mr. Scott Rogers – Central Region President, PACTA
- 12:00 p.m. – 1:00 p.m. **LUNCH**
Deans Hall 1, 2 Sponsored by NOCTI
- 1:10 p.m. – 2:10 p.m. **BREAKOUT SESSIONS**
Room 104 ***BEST PRACTICES AROUND THE COMMONWEALTH***
 Ms. Mindy Freidin-Mansfield – Career and Technical Advisor, Bureau of Career and Technical Education, Pennsylvania Department of Education
 Mr. Chris Davis – Career and Technical Advisor, Bureau of Career and Technical Education, Pennsylvania Department of Education
 Ms. Lisa Golding – Career and Technical Advisor, Bureau of Career and Technical Education, Pennsylvania Department of Education
 Ms. Mycenea Worley – Career and Technical Advisor, Bureau of Career and Technical Education, Pennsylvania Department of Education
 Dr. Lesli Shulman – Assistant to the Director, Franklin County Career and Technology Center
 Dr. Cynthia Shaw – Director, Fayette County Career and Technical Institute
 Ms. Heather Brown – Advertising and Design Instructor, A.W. Beattie Career Center
Career and technical advisors from the Pennsylvania Department of Education, Bureau of Career and Technical Education will facilitate roundtable discussions of best practices found

throughout the Commonwealth during Approved Program Evaluations. These discussions will be led by school personnel who have received commendations on their school review. Topics will include support and funding from local businesses, strategies for securing articulation agreements with postsecondary institutions, incorporating extended classroom/work-based learning into all programs, and creating valuable industry related career portfolios. Come willing to participate in small group discussions with your colleagues and learn from them!

Room 106**TITLE IX: WHAT YOU SHOULD KNOW**

Ms. Annemarie Harr – Attorney, Weiss, Burkardt, and Kramer, LLC

This Title IX update will be a brief refresher on the Title IX updates that were rolled out in August of 2020 and provide a review of recent Department of Justice and Department of Education guidance along with a discussion on what to expect in the years to come. There will be time for questions and answers in order to address challenges that may have arisen in implementing these new changes during the past school years.

Room 202**BENEFITS OF CORPORATE RELATIONSHIPS**

Mr. David Livengood – Administrative Director, Western Montgomery Career and Technology Center

Mr. Jerry Hayes – Territory Representative, Milwaukee Tool

Western Montgomery Career and Technology Center (WMCTC) has partnered with Milwaukee Tool and NEFCO to provide students with the best hand tools in the industry. We replaced outdated industry equipment with \$60,000 of state-of-the-art industry-standard equipment in the carpentry, automotive, electrical, and welding programs. The benefits of partnering with corporate partners and how this equipment was provided to our students will be discussed. This model did not only work at WMCTC but also at Pottstown High School and is currently working with Chester County Technical College High School-Brandywine Campus.

Room 203**FINDING THE YES: CREATING OPPORTUNITIES FOR TEACHERS TO INNOVATE AND LEAD**

Dr. Mark Covelle – Administrative Director, Middle Bucks Institute of Technology

Ms. Lauren Doherty – Assistant Director, Middle Bucks Institute of Technology

Leadership in a post-pandemic era is already challenging. Teacher shortages and statutory requirements can negatively impact the climate in schools. In this session, participants will learn techniques, strategies, and projects that the administration of Middle Bucks Institute of Technology employs, which promote a positive climate and culture to encourage teachers to pursue projects that provide value and richness to the learning environment. Business partnerships and strong OAC relationships have been critical to creating extended learning opportunities for students.

Room 204**TRAINING THE FUTURE GREEN BUILDING WORKFORCE**

Ms. Stefanie Shipe – Grant Manager, Clean Energy Center at Penn College

Mr. Chris Flynn – Program Manager, Clean Energy Center at Penn College

Ms. Diana McCarthy-Bercury – Principal, Earth Forward Group, LLC

As the nation begins redesigning our buildings with energy and environment in mind, technical high schools play a critical role in the future of construction. Career and technology centers (CTCs) are well positioned to train and deploy the next generation workforce to accomplish building performance goals. Sustainable construction is an

important career pathway which provides access to good paying jobs and inspires future leaders. Learn how schools are evolving curriculum to embrace technology and adopt building science principles. Students emerge with new skills and industry-required credentials for immediate employment. Learn how the Clean Energy Center at Penn College is making these programs inclusive, sustainable, and accessible.

Room 205 DATA TARGET: CAREER AND TECHNICAL EDUCATION

Ms. Kim DeLellis – Deputy Director, Workforce Programs, Pennsylvania Department of Labor and Industry, Center for Workforce Information and Analysis

Mr. Ed Legge – Director, CWIA, Pennsylvania Department of Labor and Industry, Center for Workforce Information and Analysis

Labor market information exists for more than 800 careers. How do you determine which pieces are most relevant to career and technical education (CTE)? In this session, the Center for Workforce Information and Analysis (CWIA) will walk you through a few of the most useful products for CTE and discuss how the data can help advance CTE’s connection to workforce development.

Room 218 RANSOMWARE PREPAREDNESS

Mr. Jeffrey Main – CEO, Questeq

Career Ransomware attacks targeting schools worldwide grew at an “absolutely massive” rate last year of 827 percent. Ransomware is a big business and schools are seen as easy targets. Why do they target education? Several potential factors are at play including: 1) schools and school districts host vast amounts of personal and financial data; 2) as part of the country’s critical infrastructure, schools are hesitant to avoid long shutdowns; 3) pandemic related increases in remote infrastructure have opened doors to attackers; and 4) finite resources can translate to gaps in cybersecurity measures. Join Questeq for an informative session on how to minimize the impact from ransomware attacks. Questeq manages over 40 school districts including seven Pennsylvania CTCs. This session will cover the latest trends in ransomware attacks and discuss best practices for minimizing ransomware attacks including how to train your staff to recognize and avoid phishing scams. Learn about the importance of data backups and how to create a disaster recovery plan to help you quickly recover from a ransomware attack. Don’t miss this opportunity to learn how to prepare your CTC from one of the most dangerous cyber threats out there.

2:10 p.m. – 2:40 p.m. **REFRESHMENT BREAK IN EXHIBIT AREA**

Presidents 3, 4 Sponsored by CM Regent

2:40 p.m. – 3:40 p.m. **BREAKOUT SESSIONS**

Room 104 BUSINESS ADMINISTRATORS’ ROUNDTABLE

Mr. Jon Boyer – Business Administrator, York County School of Technology

Ms. Hannah Barrick – Executive Director, Pennsylvania Association of School Business Officials (PASBO)

Join this facilitated discussion to share best practices, discuss issues and get feedback from your peers at other schools. Bring your ideas and your biggest issues to share.

Room 106 A GROUNDBREAKING REGIONAL MODEL FOR IMPLEMENTING THE CEW STANDARDS FOR ALL STUDENTS WITH THE CTC AS THE HUB

Ms. Jennifer Farley – Administrator of Educational Services, Northern Tier Career Center

Ms. Lyndsay Coleman – Career Coach NTRPDC, Athens Area School District

Ms. Monica McCarty – School Outreach Specialist, BLAST IU 17
 Mr. David Mosey – Executive Director, Smart Futures

This presentation will focus on how the Northern Tier Career Center comes together to support the implementation of the CEW standards in every classroom for every student. This is done through the delivery of an employability curriculum that is directly aligned to the Pennsylvania CEW standards and provides a solid foundation of career readiness and social emotional development for all students. One unique feature of the coordinated approach is the district, CTC, and IU coming together on a shared platform to help support the students in building personalized and portable K-12 career plans and portfolios. This approach meets the career readiness indicators while preparing students for successful futures. The presenters will also share how all stakeholders; including parents, business and industry, and postsecondary; benefit when students gain the skills needed to make informed postsecondary decisions.

Room 202 *ELECTRIC VEHICLES AND THE EFFECT ON CERTIFICATIONS*

Mr. Kenneth Benson – Northeast Field Manager, ASE Education Foundation

As the transportation industry moves to increase electrification in powerplants, the need to certify the individuals servicing and maintaining these vehicles grows in importance. The many changes in the transportation industry throughout history have driven advances in the area of education, training, and certification. With the increased use of high voltage systems across the transportation industry growing at an unprecedented rate, the potential exposure to these systems grows at the same rate. Automotive Service Excellence (ASE) the Accreditation and Certification body of the transportation Industry has developed a certification series based on the North American safety Standards of Electrical Vehicles. The presenter will review the development of this series, the value it brings to students entering the field as well as instructors, and current people working in the field.

Room 203 *CYBERSECURITY INCIDENT MANAGEMENT*

Mr. Derek Mueller – Cybersecurity Advisor, State Coordinator, Cybersecurity and Infrastructure Security Agency-Harrisburg

Mr. Robert Kaminski – Cybersecurity Advisor, Region III, Cybersecurity and Infrastructure Security Agency-Pittsburgh

The presentation will allow us to discuss establishing a cybersecurity incident plan for an organization. A process of what must be completed before, during, and after cybersecurity incidents. It will also discuss performance goals for cybersecurity.

Room 204 *APPRENTICESHIPS: THE PREMIER ALTERNATIVE CAREER PATHWAY*

Ms. Danielle Demirovic – Pre-Apprenticeship Manager, Apprenticeship and Training Office, Pennsylvania Department of Labor and Industry

Ms. Jeanette Coleman – Job Seeker Liaison, Apprenticeship and Training Office, Pennsylvania Department of Labor and Industry

This session goes into detail regarding the benefits of apprenticeship and pre-apprenticeship. The Apprenticeship and Training Office will present the options for incorporating pre-apprenticeship into your existing programming and highlight the benefits of this workforce programming for parents and students.

Room 205 *RENOVATION PLANNING 101: DESIGN, FINANCE, AND APPROVAL*

Mr. Kevin Rice – Executive Director, Steel Center for Career and Technical Education

Mr. Matthew Franz – Executive Vice President, HHSDR Architects and Engineers

Ms. Jamie Doyle – Managing Director, PFM Financial Advisors LLC

At a time when CTE has moved into the spotlight, many of Pennsylvania's CTCs need significant updates, repairs, and expansions. Capital investment in CTE is vital for Pennsylvania to thrive economically and stay competitive in the global marketplace. Planning for the design and funding of large CTE capital projects is a leadership challenge that requires competent partners, relevant expertise, and a team approach. This session provides a proven framework based on the process used by Steel Center for Career and Technical Education in planning a \$33 million dollar renovation. Topics include stakeholder input/support, facility studies, renovation design, bond financing, and the Pennsylvania Redevelopment Assistance Capital Program (RACP).

Room 218 *ADVOCACY 101 – WORKING WITH YOUR LEGISLATORS AND STAFFERS*

Ms. Carrie Goodyear Hillman – Senior Associate, Milliron Goodman Government Relations
Have you ever wondered how to get engaged in advocacy work? What tactics and strategies work best with legislators and their staff? Join PACTA's contract lobbyist, Carrie Hillman, for this session. The presenter will cover everything from how a bill really becomes law to how best to get in touch with your local lawmakers.

3:50 p.m. – 4:50 p.m. **BREAKOUT SESSIONS**

Room 104 *REDUCING THE STIGMA OF MENTAL HEALTH SUPPORT*

Ms. Sara Goodyear – CTE School Career and Resource Counselor, A.W. Beattie Career Center
 Ms. Thea Holzworth – Assistant Principal/Assistant to the Executive Director, A.W. Beattie Career Center

Mr. Jason Watkins – Principal/Assistant Director, A.W. Beattie Career Center

This presentation will provide helpful tips for normalizing mental health awareness on a systemic, school-wide level. This will be demonstrated through a focus on building/improving your Student Assistance Program (SAP) team, integrating student participation in mental health advocacy activities, identifying ideas for mental health-related classroom lessons, and developing a partnership with community mental health resources. This session will provide additional ideas for branding your SAP team and/or department as well as collaborating with students to participate in mental health awareness activities in both the school and the community.

Room 106 *NOCTI AND PENN STATE GREATER ALLEGHENY: UPDATES AND LISTENING SESSION*

Ms. Heidi Speese – Customer Care and Outreach Manager, NOCTI
 Ms. Lori Theofilis – Project Assistant, Education Resource Center, Penn State Greater Allegheny

NOCTI and Penn State Greater Allegheny (PSGA) have worked together for many years to support the Student Occupational Competency Testing Program. As we move forward with continued support of CTE student success, let's explore other opportunities and resources together. Join Heidi from NOCTI and Lori from PSGA for a free-style conversation where we gather your feedback and ideas on topics such as benchmarks, tests, system enhancements, reports, resources, process improvements, and more. Bring your thoughts and ideas. We'll also catch you up on new initiatives!

Room 202 *EMPOWER, CONNECT, COLLABORATE: BUILDING STRONG PARTNERSHIPS FOR SUCCESS*

Ms. Laura Hicks – Director of Workforce Development, Huntingdon County Career and Technology Center

Mr. Michael Katch – Consultant, The M&K Consulting Group

This workshop is designed to provide practical strategies and insights for empowering your staff, building relationships both internally and externally, creating new events and partnerships, and collaborating with secondary, postsecondary, government officials, parents, and the community. By attending this workshop, you will gain valuable knowledge and tools to foster a collaborative culture, enhance communication, and establish fruitful partnerships that will contribute to the success of your CTC.

Room 203 **ESCO PROJECT – GREATER JOHNSTOWN CAREER AND TECHNOLOGY CENTER**

Mr. John Augustine – Administrative Director, Greater Johnstown Career and Technology Center

Mr. Chris Howe – Business Development Manager, TEN

Greater Johnstown Career and Technology Center partnered with TEN to deliver \$17 million in facility improvements. The project scope includes major mechanical systems upgrades, new building automation systems, a facility-wide LED lighting upgrade and building envelope improvements, including a new roof. These improvements will reduce utility and maintenance costs, while immediately improving the learning environment for students and school staff. In addition, in the summer of 2023, TEN will begin construction of a 1 MW solar array that will offset GJCTC's electric utility cost.

Room 204 **FMLA TRAINING FOR NON-HR LEADERS**

Ms. Stacey Day – Human Resources Manager, Lehigh Career and Technical Institute

FMLA is something that all leaders will deal with in some way or at some point whether they are responsible for the Human Resources function or not. While this presentation will not make anyone into an FMLA expert, it is designed to give some basic knowledge. Learn how FMLA will interact with organizational policy, how to comply with the law, how to ensure that all employees receive the benefits that they deserve, and what to avoid doing in order to remain compliant.

Room 205 **ADULT AND CONTINUING EDUCATION ADMINISTRATORS' ROUNDTABLE**

Mr. Kirk Schlotzhauer – Director of Adult and Continuing Education, York County School of Technology

Ms. Carrie Amann – Executive Director, Pennsylvania Workforce Development Association

Join this facilitated discussion to share best practices, discuss issues, and get feedback from your peers at other schools. Bring your ideas and your biggest issues to share.

Room 218 **CREATING AND PROMOTING A CULTURE OF LEADERSHIP**

Mr. Joey Fleck – Associate Teaching Professor, Penn State University

Providing high quality CTE is essential and a vital part of America's workforce development system. While there are a variety of people involved and individual roles vary, each and every person has some type and level of leadership responsibility. During this interactive session, participants will engage in discussion and activities that will assist them in creating and promoting a culture of leadership where everyone strives to develop their leadership skills and fulfills their role at the highest level.

5:00 p.m. – 7:00 p.m. **HOSPITALITY**

Senate Suites & Terrace Sponsored by Pennsylvania College of Technology

EVENING ON YOUR OWN

THURSDAY, JULY 27, 2023

8:00 a.m. – 8:30 a.m. **BREAKFAST**

Presidents Hallway Sponsored by NECA Penn-Del-Jersey Chapter

8:30 a.m. – 9:30 a.m. **GENERAL SESSION**

Presidents 1, 2 *UPDATE FROM BUREAU OF SCHOOL SUPPORT*

Ms. Amy Lena – Director, Bureau of School Support, Pennsylvania Department of Education
Introduced by Mr. Scott Rogers – Central Region President, PACTA

9:30 a.m. – 9:45 a.m. **REFRESHMENT BREAK**

Presidents Hallway Sponsored by NECA Penn-Del-Jersey Chapter

9:45 a.m. – 11:00 a.m. **GENERAL SESSION**

Presidents 1, 2 *CRAFTING THE CULTURE*

Dr. Joe Sanfelippo – National Superintendent of the Year
Introduced by Dr. Lisa Greenawalt – President Elect, PACTA

11:00 a.m. – 11:15 a.m. **CONFERENCE WRAP-UP**

Presidents 1, 2 Dr. Darby Copeland – President, PACTA

SAVE THE DATE

2024 PACTA SUMMER LEADERSHIP CONFERENCE

JULY 23 – 25, 2024

2023 PACTA Summer Leadership Conference

CAREER AND TECHNICAL EDUCATION: LEADERSHIP FOR SUCCESS

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College of Education and Human Development
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QUESTEQ

SMART FUTURES (KEYNOTE)

ZSPACE, INC. (KEYNOTE)

NOCTI

Thank You

2023 PACTA Summer Leadership Conference

CAREER AND TECHNICAL EDUCATION: LEADERSHIP FOR SUCCESS

2023-2024 UPCOMING PACTA EVENTS

July 25-27, 2023	PACTA Leadership Conference <i>Penn Stater Conference Center, State College</i>
July 26, 2023	PACTA General Membership Meeting <i>Penn Stater Conference Center, State College</i>
August 17, 2023	PACTA General Membership Meeting VIRTUAL
September 21, 2023	PACTA General Membership Meeting VIRTUAL
October 10-11, 2023	Workshop for CTE Assistant Directors, Principals and CTE Supervisors <i>Penn Stater Conference Center, State College</i>
October 10-11, 2023	Workshop for CTE School Counselors <i>Penn Stater Center, State College</i>
October 10-11, 2023	Workshop for CTE Instructional Coaches <i>Penn Stater Conference Center, State College</i>
October 17-18, 2023	Workshop for CTE Adult CTE Coordinators <i>Penn Stater Conference Center, State College</i>
October 17-18, 2023	Workshop for CTE Business Administrators <i>Penn Stater Conference Center, State College</i>
October 17-18, 2023	Workshop for CTE Technology Directors <i>Penn Stater Conference Center, State College</i>
October 17-18, 2023	Workshop for CTE Facilities Directors <i>Penn Stater Conference Center, State College</i>
October 18-20, 2023	Cooperative Education Conference <i>Penn Stater Conference Center, State College</i>
October 19, 2023	PACTA General Membership Meeting VIRTUAL
November 8-10, 2023	Integrated Learning Conference <i>Penn Stater Conference Center, State College</i>
November 16, 2023	PACTA General Membership Meeting VIRTUAL

November 29 -December 2, 2023	ACTE Vision Conference <i>Phoenix, AZ</i>
December 21, 2023	PACTA General Membership Meeting VIRTUAL
January 18, 2024	PACTA General Membership Meeting VIRTUAL
February 7, 2024	PACTA Executive Committee Meeting <i>Hershey Lodge and Convention Center</i>
February 8, 2024	PACTA General Membership Meeting <i>Hershey Lodge and Convention Center</i>
February 8 - 9, 2024	PACTA Education and Workforce Development Symposium <i>Hershey Lodge and Convention Center</i>
March 21, 2024	PACTA General Membership Meeting VIRTUAL
March 17 - 20, 2024	ACTE National Policy Seminar <i>Washington, DC</i>
April 18, 2024	PACTA General Membership Meeting VIRTUAL
May 16, 2024	PACTA General Membership Meeting VIRTUAL
June 20, 2024	PACTA General Membership Meeting VIRTUAL
July 23-25, 2024	PACTA Leadership Conference <i>Penn Stater Conference Center, State College</i>

NOTE

The following will be added to the calendar later:

Regional Meetings
PIL Offerings
State Policy Seminar and Legislative Visits

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NOTES
