

VTECS Vision

A Consortium for Innovative Career and Workforce Development Resources

Seventh Edition

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Edition



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Front Features

65th Board Meeting Held at VTECS' Office!

The 65th Board Meeting was unique because it was the first board meeting held at the VTECS office in Decatur, Georgia. VTECS staff was thrilled to host the board members and special guests at our working home where they could see in-person just where we carry out our day to day business. The board was delighted to experience our life here in the SACS building for the first time on June 3rd. As you read ahead, you'll see we had two very special guests at this board meeting.



Tennessee Time – VTECS Welcomes Tennessee to our National Consortium: You are Now a New FY 2004-05 VTECS State Member!

Tennessee



Decatur, Ga- At the 65th VTECS' Board of Directors Meeting, VTECS happily welcomed Tennessee as the 20th State Member of our national consortium. We were honored to have John Townsend, Executive Director for Tech Prep at the Tennessee Board of Regions, as a special guest. John will serve as the Board Member for Tennessee. John is a long



John Townsend

supporter of VTECS. In the past years, he has been involved in several capacities with VTECS in other states. John was the lead on creating the VTECS Duty/Task List for the occupational area: Medical Transcription. He told us that as the Executive Director for Tech Prep in the State of Tennessee, he is now bringing Tennessee back into the VTECS fold. What could be better news for both of us!

You're the Best, Jim Kendrick!



Steve Franks presents VTECS plaque to Jim



Jim and Charlie Losh



Jim with Ron McCage



Sandi, Jim, Brenda & Robyn

[Jim's VW Book.pdf](#) was inspired by the legend of *Pinky*, Jim's beloved VW



The other special guest at the 65th Board Meeting was the honorable, Jim Kendrick. We had a particularly wonderful time honoring Jim with a special dinner at our favorite local restaurant, Le Giverny. At this dinner, Jim Kendrick of Alabama was given an award making him the FIRST ever Board Member and Technical Coordinator Emeritus. Below is a little collage taken from the dinner reception for Jim. Additionally, Ron McCage has put together a nice piece that pays tribute to Jim.

A Tribute to Jim Kendrick by Ron McCage

The first time I met James Kendrick was in the mid 1970's while I was still Director of Research and Development Section for the Department of Adult, Vocational, and Technical Education, Illinois State Office of Education. Jim and I were asked to come to Indianapolis to consult with Ed Hornback and Ed West about the work they were doing to align Indiana Program offerings with the Vocational Preparation Occupational Codes and Titles as well as with the VTECS duty/task lists. I still have the notebook Ed Hornback gave me somewhere in my infamous closet.

Shortly thereafter in February, 1978, Jim and I wound up in Atlanta at the Terrace Garden Inn for my first official VTECS board meeting as the representative for Illinois. Even though Jim was the technical coordinator at the time, he always came with Ms. Ruth Stovall, who was the official board member. From that point forward, James Kendrick emerged as one of my closest and dearest friends. Through the next twenty-six years Jim continued to serve as the curriculum director under at least five state directors in Alabama. On three different occasions Alabama left VTECS after which Jim would become the catalyst to bring them back to the fold. Regardless of whether Alabama was an official member of VTECS or not, James was always there if you needed a competent committee member, technical coordinator or board member.



Jim retired from the State of Alabama on December 31, 2003. He and his lovely wife, Helen, have since relocated to one of the many homes James has renovated in Alabama. If you would like to contact Jim and Helen in their new home, email info@vtecs.org.

I would be remiss if I didn't state that I represented VTECS at Jim's retirement luncheon

in early December, 2003. Even though I knew Jim was loved and admired by many people, I was overwhelmed by the many individuals and collective tributes made to him regarding his service to career and technical education in his beloved State of Alabama. Those of us at VTECS are lucky to have had him as a part of our organization from the day it officially began in 1973 until his retirement on December 31, 2003. His career-long dedication and loyalty to VTECS and to quality instruction is why that on June 4, 2004, the VTECS Board of Directors named Mr. James Kendrick its first Board Member and Technical Coordinator Emeritus.

Star State - Much to Marvel about in Maryland

The 7th Edition of VTECS Vision is proud to feature Maryland as our Star State. Lisa Donoho, Technical Coordinator for Maryland, is doing an outstanding job. Lisa has been kind enough to write a piece on Maryland and we thank her and Maryland for being such a loyal and hardworking VTECS supporter.

Ladies and Gentlemen, Lisa Donoho:

- ◆ Serves as Maryland's VTECS Technical Coordinator
- ◆ Serves as Maryland's National Academy Foundation (NAF) State Coordinator
- ◆ Serves on the Information Technology (IT) and Arts, Media, and Communication cluster teams. These teams serve as resources for local school systems as schools develop career technology programs.
- ◆ Provides support to High Schools That Work and Making Middle Grades Work initiatives.

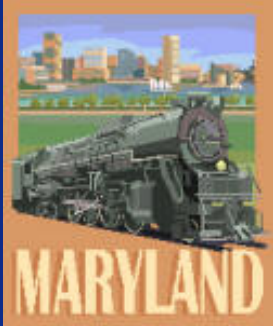


For the first time in Maryland, statewide beginner and intermediate VTECS Connect and DIRECT training was offered. In the past, the focus was at the beginner levels only. By offering the multiple levels of training, the sessions were customized in greater detail for the participants. Brenda Hattaway conducts the annual statewide training; however, Lisa Donoho travels to local school systems across Maryland to train groups of teachers and local directors of career technology education as well.

The focus on VTECS Connect continues to be to assist users to gain a deeper knowledge of the software so they can focus on its most important component: high-quality, individualized work-based learning plans for students. Maryland continues to strive toward making the use of VTECS Connect systemic within school systems. In other words, local directors of career technology education are encouraged to recommend the use of VTECS Connect to their work-based learning coordinators to develop and monitor uniform training plans.

Maryland school systems take advantage of VTECS DIRECT and Connect in the following ways:

- ◆ Anne Arundel County Public Schools are doing just that. In fact, additional in-house training was provided to the work-based learning coordinators to clarify the processes. Additionally, the director contracted VTECS to customize two forms in Connect that were tailored to the school system's needs. Work-based coordinators are required to use VTECS Connect and its reporting features on a quarterly basis.



- Maryland's industry representatives have reacted enthusiastically regarding the software. The National Security Agency (NSA), one industry host for students in Anne Arundel County, expressed how useful the VTECS Connect evaluation form was and commented on its high-quality content. The NSA is also interested in using the evaluation form as their model as other student interns enter their workplace. Recently, a software demonstration was presented to cosmetology industry representatives and teachers. They unanimously agreed to encourage the use of VTECS Connect for creating training plans for cosmetology students.
- Cecil County is the first local school system in Maryland to initiate county-wide career clusters. County leadership has expressed interest in using VTECS software for secondary teachers, coordinators and postsecondary tech prep coordinators, making the software a systemic part of their restructuring.
- National Academy Foundation (NAF) directors in Montgomery County, Maryland find VTECS Connect a useful tool for their students involved in school-to-work programs. Academy students are required to have an internship between their junior and senior years. The NAF directors use VTECS to assist in aligning their program standards to what students should be learning at the workplace.

In order to increase communication from the Maryland State Department of Education to VTECS users, Maryland continues to add trainees to a VTECS database containing all trained individuals. This makes surveying local school systems regarding their needs quick and efficient.

The Division of Career Technology and Adult Learning published a Maryland Career Clusters guide which houses pathway information, sample career options and cross-cluster skill areas. Next steps include using VTECS DIRECT as a database for standards related to each cluster. Individuals in the local school systems will eventually be able to access the standards as they build high-quality career technology education programs.

For further information, please contact Lisa Donoho, Education Specialist, at 410-767-0635.

Project Plus - New ICIA Survey Results Nationally Validated

We're wrapping up the latest ICIA project. VTECS is currently analyzing the results of the job-task analysis work on Rental and Staging and Sales occupations. A national online survey was used to validate these task lists and VTECS will soon publish a report for ICIA. This will include generic job descriptions for several AV occupations. VTECS will post the nationally validated duty/task lists on our website and make them available for download into VTECS Connect and DIRECT this fall. Please contact [Ken Potthoff](#) or [Tim Withee](#) should you have any questions.

Training Tracker - Traveling Show Hits the Road



This summer has been very busy and exciting for all of the performers in the VTECS “traveling show”!! Shellie remains the star attraction, of course; but the humans are pretty popular too. Read on . . .

In June, Brenda Hattaway (& Shellie) joined Ron McCage in Richmond, Virginia, for a two-day workshop with the Virginia state staff and CTE Curriculum Center staff. Dr. Bob Almond, State Director of CTE, and Peggy Watson, CTE Curriculum Center Director, hosted the event. Ron gave an in-depth presentation on Career Clusters and Brenda led hands-on training sessions on both VTECS Connect™ 2.1 and VTECS DIRECT™ 5.

Lest you think it was all work—a Richmond Braves baseball game was included as part of the “workshop”. Everyone enjoyed a fabulous dinner of hot dogs, french fries, and beer at the ballpark before the game was rained (and we do mean rained!) out!! (Special note for all you Braves fans: they were ahead when the game was called.)

In July, Ron and Brenda took the VTECS road show to state staff (both CTE and Academic) in South Carolina; the activity was hosted by Dr. Bob Couch, CTE Director. Amy McCaskill, VTECS Tech Coordinator in SC, facilitated the presentations. One focus was moving ahead with the development of an interface to port data from South Carolina’s state data collection system to VTECS Connect.

Later in July, Brenda made several presentations at the Alabama CTE Summer Conference including one in-depth session for Alabama Cooperative-Education Coordinators on VTECS Connect. These Co-Op folks are really excited about this resource. As a result, plans are underway to do some regional hands-on VTECS Connect workshops before the end of the year. Thank you to Bethany Clem for making the arrangements!

Tim Withee was also busy on the training path in South Carolina and New Jersey. Tim conducted training at South Carolina’s annual Education and Business Summit June 27-30. He also exhibited and spoke at New Jersey’s Generation Next Conference August 15-17. Thank you Amy McCaskill, and Roger McCloughan, Technical Coordinator for New Jersey.

Finally, Ken Potthoff took care of Springfield; both in Missouri and Illinois. He exhibited and spoke at the 2004 Missouri Association for Career and Technical Education (MOACTE) Summer Conference and Trade Show: July 26-29. In Springfield Illinois, Ken conducted a train-the-trainer session on VTECS DIRECT 5 for the Illinois Office of Educational Services (IOES) staff. My appreciation goes out to both Dennis Harden, Technical Coordinator for Missouri and Jeanne Kitchens, Technical Coordinator for Illinois.

Software Scene - The Wait is Over—VTECS DIRECT Unleashed!

There is celebration in the VTECS world – **VTECS DIRECT™ 5**, the exciting upgrade and expansion of VTECS’ classic occupational analysis information management software system, has been officially released and CDs shipped! So as you read this article, many users are putting DIRECT 5 with its bold, new look and added usability and versatility, through its paces! Check out the web site for more information including pricing.



Count on **VTECS Connect™ 2** – It Just Keeps Getting Better



We're pleased to announce that VTECS Connect™ 2.1 has been released. The update file is now available for download from the VTECS website. This is a major upgrade of VTECS Connect 2.0! There's a brand new "jazzy" opening screen"...designed by Robyn Marshall, of course!! Be sure to communicate the availability of the update to the people who have received the software from you so they can enjoy the latest version.

Users will find that we have incorporated many of their requested features into VTECS Connect 2.1 as VTECS continues its tradition of implementing their terrific suggestions. As Brenda Hattaway says, "Your ideas go on our 'Wish List' and then into the software as resources are available." So keep those "cards and letters" coming...the next update may contain your latest inspiration!

And don't forget all the other VTECS Connect resources available to users – at no cost – on the VTECS website, including the Connect™ 2 Quick Start Guide and VTECS Connect™ 2 Release Notes.

National Nexus - 2nd Annual National Career Cluster Institute Applause

The REALLY BIG EVENT in June was the 2nd Annual National Career Cluster Institute in Phoenix, Arizona. VTECS was ultra-visible:



Exhibits

Ken Potthoff, VTECS Instructional Designer & Trainer, manned the VTECS table at registration and during the reception to provide opportunities throughout the Institute for participants to become familiar with all that VTECS has to offer.

Sessions

"Developing Scenarios – Do Your Scenarios Need a Bit of Caffeine?" presented by Brenda and Melissa Briscoe, VTECS consultant. The session was packed with people and enthusiasm (especially when the chocolate covered cappuccino beans were distributed!) We even received an invitation to present this session as a workshop later this year.



"Discover **VTECS DIRECT 5™** – Count on **VTECS Connect 2™**: Software Systems that Put You in Control" presented by Ron McCage, Brenda Hattaway, and Ken Potthoff. Here we focused on using our software in implementing Career Clusters and using the information in curriculum and assessment development and in tracking student progress.

Post-Session – VTECS DIRECT 5



States were invited to send up to two people for a hands-on training session on VTECS DIRECT 5. Representatives from five VTECS member states and from eight non-member states attended the full day of training led by Brenda assisted by Ken. As a result of this activity, Brenda went to Nebraska on August 23 to lead a similar training session for state staff. Later that week

she did the same thing in Minnesota! Read the next article to learn more....

Just in--Special Report on VTECS DIRECT: "Sing a Song about the Heartland!"



Just like George Strait, Brenda & Shellie are "singing about the heartland"!! The new VTECS release, **VTECS DIRECT 5.0**, was climbing the charts in Nebraska and in Minnesota after they debuted it during their Heartland Tour last week!

Their first appearance was in Lincoln, Nebraska, where they led a group of Nebraska state staffers in a hands-on training session. The focus of the workshop was using VTECS DIRECT to "rearrange" the 16 Career Clusters into Nebraska's Six Career

Fields/Clusters. There was unanimous agreement that VTECS DIRECT 5 was a great tool for this application.

The second appearance was in Minneapolis, Minnesota, at Dakota County Technical College, where they led another hands-on workshop. Representatives from several different groups participated (Minnesota Department of Education, Minnesota State Colleges and Universities, St Paul Public Schools, and Dakota County Technical College Customized Training leaders). Customized Training leader (and long-time DIRECT 4 user), Larry Raddatz, gave several "real-life" applications of VTECS DIRECT at the 3M Company and described plans for putting the new version to work immediately!

VTECS Congratulates Mike McLendon!



Long time VTECS friend & supporter, Mike McLendon received two state awards at last week's Georgia Association of Career Technical Educators (GACTE) conference. Mike received the "Administrator of Distinction" award from the Georgia Council of Local Administrators. This is a division of GACTE for Technical and Career Administrators. He also received the "Educator of the Year" award from the Guidance Division of GACTE.

Mike won these statewide awards in recognition of his work in Career and Technical Education. He was an original member of the Youth Apprenticeship Program and helped define and develop the current system that is now used throughout the state. He is directly responsible for helping develop the VTECS Connect™ computer software program used for data collection in submitting state reports for co-op

and apprenticeship programs. He worked with GCIS to develop career material now available for the on-line program. While serving as the co-chairman of the Work Force Alliance, he helped to provide the Work Keys assessment and WIN curriculum for our middle and high schools. He has served on various regional and community committees that support economic and workforce development.

Hat's-off to Joe Underwood

Joe Underwood, Lead Teacher of the ARTEC Academy at Miami High was recently awarded the coveted DisneyHand Teacher of the Year Honoree for 2004. Joe was the project director for the Arts, A/V Technology & Communications cluster pilot site, which

has gone on to become the extremely successful ARTEC Academy. VTECS wanted to take a moment to congratulate Joe on this prestigious award. Below is an article from the "Miami Herald."

August 11, 2004



Miami High Students Experience the Opportunity of a Lifetime

Miami High student Alain Lores had just graduated and was preparing for his college career, earning a full scholarship for computer graphics. His classmate, honors student Evelyn Lopez, was busy working a summer internship and looking forward to her senior year. But everything came to an abrupt halt when the call came from their Miami High entertainment technologies teacher, Joe Underwood. The two students, who are part of Underwood's ARTEC Academy at Miami High, were invited to accompany Underwood and his wife, Nancy, to Disneyland in Anaheim, California. But this was not some crazy field trip for good students. Underwood's "kids" were going to Disneyland to work and gain experience by videotaping the festivities surrounding the DisneyHand Teacher of the Year ceremony. Joe Underwood, a Nationally Certified Teacher, was selected from 150,000 nominees from across the nation for his excellence in teaching and was the only Florida teacher selected as one of the DisneyHand Teacher of the Year Honorees for 2004.

Actually, it was not at Underwood's invitation at all, but from the folks at Disney itself, who were so impressed with the television and movie production program at Miami High, that they invited Underwood to bring two of his students to videotape background footage from a student point of view. This all-expense paid 5-day trip was "the opportunity of a lifetime," according to Lores. "Nobody in their right mind would pass up this chance," he added. Evelyn Lopez agreed, "I had to quit my internship because I would be missing too many days, but there is no way that I could pass this up, what an experience. It was awesome."

The students spent their time at Disneyland videotaping the 39 DisneyHand Honorees, as well as enjoying the Disney experience. They are now hard at work editing their footage which will be sent to producers in Los Angeles for inclusion in the 2005 DisneyHand Teacher of the Year package. Both students are thankful for Underwood's guidance in the classroom and his attention to his students' futures. Underwood's motto for his program is "Real Experience for Real Careers" and this activity certainly fits his that description. According to Lores, "Our résumés are really going to look good now."

Agenda Access - In the Next Issue



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