



CTE NEWS

February 2024

February is Career and Technical Education Month!



Career and Technical Education is built on career pathways and strong business partnerships. Students learn hands-on skills that help in life and in career opportunities. The departments within CTE include:

- Agriculture/Natural Resources
- Business and Information Technology
- Family and Consumer Science
- Health Science
- Marketing
- Technology, Manufacturing and Engineering

Quality components of these departments include:

- Academic and Technical Skills
- Career and Technical Student Organizations (DECA, FCCLA, FFA, SkillsUSA), Developing Skills through public speaking, community service and competitive events.
- Work-Based Learning (Youth Apprenticeships, Internships, Job Shadows)
- Partnerships with industry and post-secondary institutions offering dual credits



Professional Development

Mark C. Perna spoke to all teachers in grades 6-12 about creating a competitive advantage with students through academic knowledge, technical competencies and professional skills. Mark's presentation was titled Unleashing Passion, Purpose and Performance in Younger Generations. Mark speaks to audiences throughout the United States on Education with Purpose and Employment with Passion.



Career Center Coordinators

Let's celebrate the Wausau School District Career Center Coordinators! Cathy Gauger at East High and Kay Pickar at West High support high school students with Academic and Career Planning, employment placement, career exploration, job shadows, scholarships, military opportunities, financial aid, field trips, career fairs and so much more! They are an amazing resource to our students and our global community!



Cathy Gauger at East High



Kay Pickar at West High

Our Mission ... To advance student learning, achievement, and success.



Business and Marketing students in the Microsoft Office class from West High earned industry-recognized certifications in Microsoft Word, PowerPoint, and Excel by passing an exam in each area. Over the course of the semester 23 students gained an industry standard certification in Microsoft Word, 25 students in PowerPoint, 22 students in Excel. We also had 2 students go above and beyond to gain an extra certificate in Microsoft Access. Congratulations to these students for taking advantage of a great opportunity to develop workplace skills and showcase their knowledge in Microsoft through industry certifications.

Microsoft Office Certification Helps Students and Employers

Students who earn a Microsoft Office Certification while in high school help bolster their resume and prepare them for college or a career. Wausau East and Wausau West offer a Microsoft Office class in their Business Department that allows students to become Microsoft Certified.



Certifications available in the Wausau School District:

- Microsoft Office Certifications
- Certified Nursing Assistant
- Carpentry-United Brotherhood of Carpenters
- Marketing Skills COOP Certification - Department of Public Instruction
- Youth Apprenticeship Certificate - Department of Workforce Development
- Adobe Certifications
- Assistant Childcare Teacher Certification
- Infant Toddler Certification



Forty-three Microsoft Office certifications were earned by East High students in Mr. Knight's Microsoft Office course during the fall semester. This accomplishment truly highlights the dedication and hard work of our East High students.



East High Advanced Marketing

Students take on the role of the school PR department and create social media posts, videos, press releases, blog posts/articles about great things happening at East High. Students collaborate with local media and public relations professionals to enhance their skills as they immerse themselves in real-world Marketing practices.



Management & Entrepreneurship

Students in the Management & Entrepreneurship classes at West High applied their knowledge and understanding of motivational techniques while sharing warm beverages with all Wausau West staff before winter break. Students visited all classrooms and offices.



Finance and Investment Challenge Bowl

Twelve students from West High competed in this year's Finance and Investment Challenge Bowl at Northcentral Technical College! Congratulations to all competitors, and an extra shout out to Woody Tischer, Gabi Heuser, Rachel Harder, and Savannah Wisniewski for taking first place! These four Warriors will now compete in the State competition on May 15 in Madison. Woody was also selected for the regional team which is comprised of the top four competitors from this local competition.



Pub Lab Earns Record Rating for Yearbook

West High Publications Lab – both the class and club that produces the school yearbook and magazine – received ALL-KEMPA honors, the top award given by the Kettle Moraine Press Association, for their 2023 Aurora yearbook. The 985 out of a possible 1,000 points earned by the Pub Lab staff was the highest rating achieved in West's long history of entering the esteemed state competition. Thirteen students from last years' staff, including eight editors, returned for 2023-24 looking to run it back with another award-winning publication. Students can take Pub Lab multiple years for credit, moving into editorial / leadership roles and greater responsibility and decision-making opportunities as their knowledge and experience increases.

East Business and Marketing Tours Milwaukee

East High Business and Marketing students will be attending a field trip to Milwaukee on April 3rd to tour a Marketing and PR firm prior to attending a Milwaukee Brewers game. Students went on a similar trip last Spring and got to experience Sports & Event Marketing first-hand after getting an amazing tour of Bader-Rutter's Marketing firm in downtown Milwaukee. It was awesome to hear students talk about how interested they were in working in the Business and Marketing world after hearing from employees share their stories and job duties.





What is Dual Credit?

Dual credit is high school courses that transfer to technical colleges or universities. Dual credit or credit for prior learning can save students and their families hundreds or even thousands of dollars in the future!

Dual credit courses or credit for prior learning offered in the Wausau School District include:

Vet Science	Occupational Mechanics II
Horticulture	Graphic Communications II
Microsoft Office	Graphic Communications III
Introduction to Business	Introduction to Welding
Personal Financial Literacy	Machine Tool
Keyboarding	Carpentry & Residential Construction
R.E.A.L. Keyboarding	Woods II
Accounting II	Autodesk Inventor
Accounting IV	Introduction to Engineering
Advanced Marketing	Principles of Engineering
Medical Terminology	Digital Electronics
Intermediate Algebra	Civil Engineering & Architecture
Advanced Math	Computer Integrated Manufacturing
Algebra III	Computer Science Web Design
Assistant Child Care Teacher	
Foods III	
Precalculus	

Last school year, Wausau School District families saved **\$343,318** in tuition at Northcentral Technical College with 2205 total dual credits!

53%

of Juniors and Seniors in the Wausau School District earn either a certification or postsecondary credit they can use after graduation.



FCCLA - Family, Career, and Community Leaders of America



These students do an exemplary job representing Family, Career, and Community Leaders of America (FCCLA)! The best of luck to them as they compete at the State level in April to advance to Nationals!

Congratulations to the record number of FCCLA State qualifiers from West High!

GOLD:

Paityn Calmes, Michaela Gerum, and Sadie Peissig in Interpersonal Communications
Kaylie Koch and Caitlin Krantz in Promote and Publicize FCCLA
Alison Moran, Addy Koch, and Layne Fuller in Interior Design
Lilly Valliere in Culinary Creations
Mia Woller in Baking and Pastry
Megan Smith in Culinary Creations
Mykenzie Edwards in Career Investigation

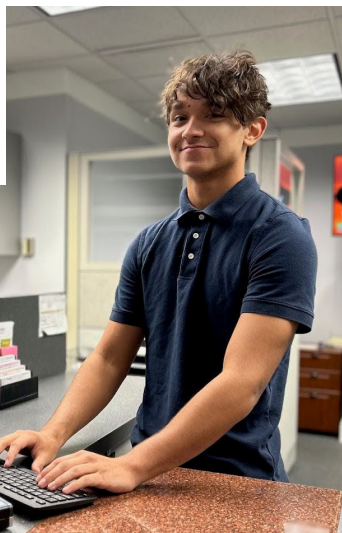
SILVER:

Madison Parsley - Leadership
Adrianna Kratwell and Charlotte Vang in Public Policy Advocate
Parada Enya Promburon in Entrepreneurship

FCCLA is a national student organization that helps young men and women become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences Education. Currently, FCCLA has more than 220,000 members. The organization has involved more than ten million youth since its founding in 1945.

Youth Apprenticeship Students

New to the Youth Apprenticeship offerings this year through the State of Wisconsin are Business Administration - Administrative Professional and Human Resources and Education - Early Childhood and School Age. Both programs are great additions to offer students additional opportunities in these industry specific fields. If you are an employer interested in hosting a Youth Apprenticeship student in a field please contact the YA Coordinators: Taryn Fuller at West High School - tfuller@wausauschools.org or Lizzy Zastrow at East High School - ezastrow@wausauschools.org



Thank you to the current employers working with our YA students this 2023-24 school year: Active Family Chiropractic, Olive Garden, Maurices, Kwik Trip, McDonald's/Cousins, Greenheck, Greenwood Hills Golf Course, Aspirus, Weston Vet Clinic, Peoples State Bank, 2510, PAWS, Findorff, SSi, Eye Clinic, Youngs Drug Store/Badger, Royal Heating & Cooling, CTECH Manufacturing, Robert Ross Construction, Wausau Manor, Nicolet National Bank, Wausau Homes, Opper Construction LLC, Brandenburg Plumbing & Heating Inc, S.C Swiderski, Brickners of Wausau, Pinecrest Nursing Home, Wausau School District, Fore-Front Mechanical, Inc., J&D Tubebenders Inc., Stainless Specialists, Inc., Window Man, Wausau Coated Products, Olson Tire and Auto Service, Inc., and Mitchell Manufacturing

Students in Business Opportunities at West High have the opportunity to earn certification in Wisconsin's Employability Skills. Students are taking a class that prepares them with professional and technical skills while earning school credit and a paycheck. Thank you to the following employers who partner in mentoring our student employees.

Aspirus, TJ Maxx, Texas Roadhouse, Riester & Schnell, Marathon County Treasurer's Office, Reece Heidman, Walmart, Applegate Terrace, WOW - Wausau on the Water, Brickner's of Wausau, Menards, Buffalo Wild Wings, Wausau Mine Company, Briq's Soft Serve, Kwik Trip, Papa Murphy's, Hobby Lobby, Knauf Excavating, Jimmy John's, Pine Grove Cemetery, and Festival Foods.

What is Youth Apprenticeship?

Youth Apprenticeship (YA) is a great opportunity for Juniors and Seniors to be employed with an organization that wants to train and mentor them with the skills they are seeking. Students may be released early from school and go to work. More than ever before, businesses are seeking students in the YA program! For many students, YA is the first step in a long successful career with that company. Often times students retain their job during college or even accept a full-time position after high school or college. Students have even received tuition reimbursement from their YA employer!

Youth Apprenticeship Programs:

Agriculture	Hospitality
Architecture & Construction	Manufacturing
Finance	Marketing
Graphics	Engineering
Information Technology (IT)	Transportation, Distribution & Logistics
Health	



Health Occupations 1 students from West High visited the Aspirus MedEvac hanger at Central Wisconsin Airport to explore the ambulance bay and helicopter hanger. Students talked one-on-one with professionals about education, daily routines and experiences, and transportation maintenance.

Medical Terminology

Students have the opportunity to explore healthcare fields while in high school through courses like Medical Terminology and Health Occupations I & II. Medical Terminology, a rigorous and fast-paced class, is a dual credit class with our local partner, Northcentral Technical College. Students earn three college credits and save hundreds of dollars by having this opportunity here in our high schools.

Health Science

Health Occupations I & II

In our Health Occupations classes, students explore various healthcare career options. We have many connections within our community and are able to offer a variety of field trips. This allows students to hear from the professionals themselves on required skill sets, job outlook, salary, and education requirements. Students have the opportunity to tour the Wausau Medical College, Fox Valley Technical College, Northcentral Technical College Nursing Center, EMT Stations, Envision Eye Care, VCA Veterinary Clinic, The Bay at Colonial Manor, Aspirus Birthing Center/NICU, and Aspirus Cardiovascular Center. The Wausau area has a thriving healthcare industry and we continue to expand our guest speakers and field trips to allow students to see all of the high demand careers available to them locally.



Health Occupations 2 students from West High visited Bellin College for their Hands-On Healthcare Day to practice skills and techniques used in healthcare! They explored careers in nursing, surgical tech, physical therapy, radiology, radiation therapy, and sonography. What an awesome opportunity for these students!

Future Leaders



Students from Horace Mann Middle School were visited by East High DECA members and learned about Business and Marketing and how DECA can help students become future leaders and entrepreneurs!

Polar Plunge



West High DECA raised \$2,666 for Wisconsin Special Olympics by participating in the annual Polar Plunge!



DECA Store Gold Certifications



Great news! Both the East High and West High school stores earned Gold Level Re-Certification through National DECA and will be recognized at DECA's International Career Development Conference in April! East leaders of the re-certification project were Marketing and DECA students Ben Schuette, Brian Nguyen, and Robbie Angiulli. West leaders of the re-certification project were Marketing and DECA students Jackson Albee, Sadie Steinbach, and Bennett Matteson.

A school-based enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods and services to meet the needs of the market. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in marketing, finance, hospitality, and management. The SBE at West High has operated for 22 years. The SBE at East High has operated for 17 years.

DECA Attends District II Career Development Conference



Thirty-two East High students participated in the Districts DECA competition in January with 11 students advancing to the State Career and Development Conference in Lake Geneva at the end of February. Our DECA members have also been actively contributing to charitable causes, including supporting our local food pantry (Zoro's Locker), MDA, Make-a-Wish, and our refugee families during the Holidays.

Beyond honing their leadership and entrepreneurial skills, our students have built lasting friendships and cherished memories throughout the year at our engaging social events.



West High DECA members competed at the District II Career Development Conference at Mid-State Technical College in Wisconsin Rapids with 12 other area high schools. Students took a 100-question exam and completed two role-plays with industry professionals. Twenty Warriors placed in the top 3 of their events and with 15 overall series finalists. West also took home 75 medals based on students' overall performances. Thirty-eight West High students will be advancing on to the State Conference at the end of February! Congratulations! The West High DECA chapter advisors are Carl Hert and Taryn Fuller.



Bricklayer 500

Building Trades and Advanced Manufacturing students from West High attended the Bricklayer 500 in Fond du Lac and visited with masons and multiple companies from all over the state. West seniors Sawyer Zyzdik and Timmy Gospodarek both competed in the Jr. Bricklayer

Geometry in Construction



Geometry in Construction students from East High used geometry and construction concepts they learned to lay out a foundation using only string, painter's tape, and two tape measures.



IT / Robotics

A Wausau School District Middle School Robotics team made history with their first-ever Robotics Race! During an after-school meeting, students showcased their coding and programming skills by creating robots that could freeze for five seconds if tagged by another robot. It was an exciting event full of innovation and teamwork!



West High Geometry in Construction students had the opportunity to experience masonry construction thanks to Jordan Zollpriester of County Materials and Pete Lang of Lang Masonry. Students learned the process of wall layout, mortar mixing, block laying and joint striking. Many thanks to County Materials for the masonry materials donations!

Welding, Machine Tool, Engineering & Advanced Manufacturing

Three Tech Ed students from East High placed in the top ten in the 2023 CWIMA Welding Competition out of 67 participants! Congratulations to these students for also being awarded scholarships!

Caleb Jome - 4th Place; Max Baumann - 8th Place; Isabella Wilke - 9th Place

The Central Wisconsin Manufacturing Alliance (CWIMA) exists to share valuable resources, events, and a unified voice to promote manufacturing in our region. CWIMA actively partners with local K-12 educators to showcase in-demand careers and growth opportunities, connect students and job seekers to local companies, and change the perception of the manufacturing trades.

There are many career opportunities available in Manufacturing. This industry continues to be one of the high demand careers in Central Wisconsin. By 2026, there are projected to be 6,300 new manufacturing jobs in Central Wisconsin alone. With the support of Central Wisconsin Metal Manufacturing Alliance (CWIMMA), students have opportunities to participate in Welding and Machine Tool competitions and earn awesome prizes and win scholarships.



Congratulations to the East High and West High SkillsUSA Team members on their success at the state-qualifying competition held at Northcentral Technical College! SkillsUSA is a partnership of students, teachers, and industry working together to ensure America has a skilled workforce. It provides educational programs, events, and competitions that support career and technical education (CTE) in the nation's classrooms.

East High members:

Cameron Thomae, Alexandria Lopez, and Aubrey Norgord competed in Job Interview with Alexandria placing 2nd.
Taea Schiefelbien and Mason Meyer competed in Screen Printing Technology with Taea placing 2nd and Mason placing 3rd.
Blake Waldinger, Kindal Parker, and Samuel Holubiw competed in Team Engineering.
Connor Imhoff, Cameron Thomae, Brianna Laszewski, and Dre Wulk competed in Welding.
Mia Galvan competed in Photography.

West High members:

Samuel Schumacher and Jack Burger competed in Precision Machining with Samuel placing 2nd.
Bryce Blaubach placed 2nd in Welding Sculpture.
Myles Putrus, Richard Kurth, and Joseph Cestkowski competed in Welding.
Zach Hackbarth competed in Woodworking Display.



Tech Ed Classes Attend Greenheck's Manufacturing Day

100 students from East High and West High celebrated Manufacturing Day at Greenheck. Students rotated different stations that included Careers in Manufacturing, STEM problem solving activity, Plant Tours and a Lunch provided by Greenheck. Thank you to Greenheck for hosting such a great event and partnering on educating our students on all that manufacturing has to offer!



NTC Gas Utility Instructor Visits East Tech Class

Joshua Fenske, Gas Utility Instructor from Northcentral Technical College visited the East High Tech Ed department to talk about careers in the utility industry that installs, maintains, and operates natural and propane gas distribution systems used to supply residential, commercial, and industrial customers.



East High Annual Winterfest

East High Graphics and SkillsUSA hosted various events during winterfest this year. Those projects included Fowling (Football Bowling) held in the fieldhouse along with laser engraving, vinyl cutting and screen printing. All of these events were student led!



School Resource Officer Appreciation Day

East High Graphics Communications III students chose to honor Office Stetzer and therapy dog Badge for National School Resource Officer Appreciation Day. Student Aubrey Norgord created a custom "Badge" and laser engraved this onto a coffee tumbler.



Intro to Marketing

As part of their Introduction to Marketing class, West High students learned about product/service management, expanding a product mix, and developing a new product. The top three products, voted on by the class, are now available in the school store including this new Warrior windbreaker jacket.

Advanced Manufacturing



Lumberjack Enterprise students from East High finished a large custom fire pit with help from an East Graphic Communication 3 student who spent hours of class time designing the firepit sides. Students used the CNC plasma table to cut out all the parts. Advanced Fabrication techniques and Advanced Welding techniques were used to weld the entire fire pit together.

Alexandria Lopez (Graphic Comm 3)

Riley Imhoff (Advanced Manufacturing)

Connor Imhoff (Advanced Manufacturing)



East Lumberjack Enterprise students use the CNC plasma table to cut out parts for a custom firepit. Advanced Manufacturing teaches everything needed to successfully use CNC technology.

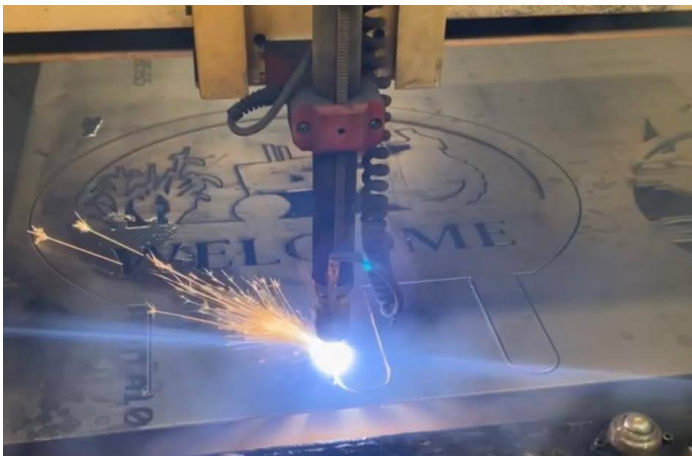


Lumberjack Manufacturing students built a custom truck rack for the bed of a 1985 Chevy K10. The students spent hours reading blueprints and calculating material, cutting material, and welding it all together. The students were taught Advanced Fabrication and Welding Skills so they were set up for success for this project.

Check out these sites for orders!

Lumberjack Manufacturing

Warrior Manufacturing



West Warrior Manufacturing is currently making maple syrup sap bag holders for the spring season!

Looking to network for job, career, and
college opportunities?

2024

Greater Wausau Youth HIRING & CAREER FEST

PRESENTED BY:



THURSDAY, MARCH 7, 2024

7:45 a.m. — 2:15 p.m.*

**check with your school for exact field trip details/times*

Wausau East High School

2607 N 18th St, Wausau, WI 54403

This is an opportunity for high school students to network with businesses, colleges, and organizations to learn about post-secondary education/training, hiring and career options.

Additionally, businesses that offer Youth Apprenticeships, summer employment, or part-time employment for teens will be available to connect with students seeking those opportunities.

Please come prepared to network appropriately with the vendors, which may include:

- Wearing business professional/business casual clothing
- Creating a resume and bringing copies
- Bringing personal contact information
- Practicing introducing yourself and brainstorming a few relevant questions for vendors

THANK YOU TO OUR SPONSORS:



United Way
of Marathon County



WHAT IS CAREER AND TECHNICAL EDUCATION?



CTE is delivered at comprehensive and CTE-dedicated high schools, magnet schools, area technical centers, community and technical colleges and some four-year universities.

CTE students earn industry certifications and licenses, postsecondary certificates, associate degrees, bachelor's degrees and higher.



92% of high school students and **69%** of college and adult students are engaged in CTE, learning skills in the classroom and on the job.¹



**CTE PREPARES THE
WORKFORCE ACROSS A
WIDE RANGE OF INDUSTRIES
AND OCCUPATIONS.**



Agriculture, Food & Natural Resources

Architecture & Construction



Arts, A/V Technology & Communications

Business Management & Administration



Education & Training

Finance



Government & Public Administration

Health Science



Hospitality & Tourism

Human Services



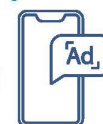
Information Technology

Law, Public Safety, Corrections & Security



Manufacturing

Marketing



Science, Technology, Engineering & Mathematics (STEM)

Transportation, Distribution & Logistics



CTE is good for students, good for businesses and good for communities.



CTE high school students are college and career ready – **94%** graduate high school and most enroll directly in college.²

CTE associate degrees can pay **\$10,000 more** per year than associate degrees in other fields – and can even pay more than bachelor's degrees – while limiting student debt.³



CTE is the answer to the nation's projected deficit of **6.5 million** skilled workers, including infrastructure, health care and manufacturing workforce shortages.⁴



LEARN MORE ABOUT CTE AT ACTEONLINE.ORG

¹ U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics (NCES), High School Longitudinal Study of 2009 (HSL:09), Base-year, 2013 Update, and High School Transcript File; U.S. Department of Education, National Center for Education Statistics, 2015-16 National Postsecondary Student Aid Study (NPSAS:16).

² Perkins Collaborative Resource Network, Perkins Data Explorer, customized Consolidated Annual Report data; U.S. Department of Education, Office of Elementary and Secondary Education, Consolidated State Performance Report, 2010-11 through 2017-18; U.S. Department of Education, NCES, HSL:09, Base-year, 2013 Update, High School Transcript, and Second Follow-Up.

³ Georgetown University Center on Education and the Workforce. (2020). *The overlooked value of certificates and associate's degrees: What students need to know before they go to college*; Schneider, M. (2013). *Higher education pays*; College Board, Annual Survey of Colleges; NCES, IPEDS Fall 2020 Enrollment data and IPEDS 2020 Institutional Characteristics data.

⁴ Construction Industry Resources as cited in Ngo, M. (2021). *Skilled workers are scarce, posing a challenge for Biden's infrastructure plan*. New York Times; Korn Ferry. (2018). *Future of work: The global talent crunch*; Strack, R., Carrasco, M., Kolo, P., Nouri, N., Priddis, M., & George, R. (2021). *The future of jobs in the era of AI*; Wellener, P., Reyes, V., Ashton, H., & Moutray, C. (2021). *Creating pathways for tomorrow's workforce today*.

FFA - Food for America

The Wausau Future Farmers of America (students from East High and West High) hosted more than 700 4th grade students from around the district in two Food for America events. FFA members led groups in activities showing what happens on a farm on a daily basis. Activities ranged from milking to feeding, from meeting horses to interacting with small animals, and Tractors to Wildlife. 4th grade students were also treated to ice cream and a hay ride as part of the event. Over 130 FFA members, 3 FFA advisors, NTC's Agriculture Center of Excellence and countless community supporters made these events possible.



Notification of Career & Technical Education Opportunities: Each year the Wausau School District offers Career & Technical education programs to prepare students for a broad range of high-skill/high-wage employment and training services offered under the guidance of certified teachers, counselors, and Co-op and Youth Apprenticeship coordinators. Career & Technical Education programs are offered in the areas of Agriculture/Natural Resources, Business & Marketing, Family & Consumer Science Education, and Engineering & Technology. Interested students should contact their counselor or refer to the course catalog for prerequisites and admission criteria. All Career & Technical Education programs follow the district's policies of nondiscrimination in all activities and employment. A lack of English language skills is not a barrier to admission or participation.

For general information about these programs contact: Jon Winter, Career and Technical Education Coordinator, Wausau School District, 715-261-0568

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