CAREER & TECHNICAL EDUCATION

THE OPPORTUNITY ENGINE



Student Spotlight

Caroline Frye, Northside High School Senior, Marketing/DECA Leader, Cooperative Education student and Varsity Cheerleader, highlights her experience in CTE:

"A class at Northside that has really helped me prepare for work experience is Marketing Management. DECA has also prepared me for my co-op work experience at Starbucks by giving me real life business experience using critical thinking in situations at work."

Check out more from Caroline in Episode 3 of the Opportunity Engine Podcast.

IN THE WORKS

Registered Apprenticeship Showcase

January 22, 2026

An event where local businesses and school partners connect with students to highlight career opportunities and discuss potential apprenticeship placements for next school year.

DECA State Competition

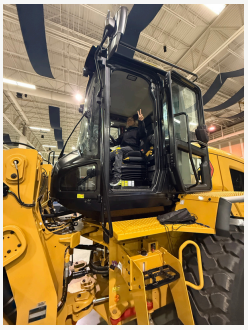
February 27-March 1

The event brings students to Virginia Beach to sharpen their business and marketing skills through high-energy competitions and real-world problem solving.

CareerQuest

Roanoke County Public Schools sent 7th grade students from all five middle schools (Cave Spring Middle School, Glenvar Middle School, Hidden Valley Middle School, Northside Middle School, and William Byrd Middle School) to the Berglund Special Events Center on October 7-8, 2025 to experience career opportunities right here in the Roanoke Valley. CareerQuest works with private and public sector businesses and organizations to showcase local careers in a hands-on way, through activities at the event. Thank you to the Greater Roanoke Workforce Development Board for hosting this event and providing these resources for our 7th grade students.









Engineering Mock Interviews

Burton Center for Arts and Technology's Center for Engineering hosted seven local business representatives who provided mock interviews to all 21 seniors in the program. Students mock interviewed with a randomly assigned industry professional, allowing students to practice their interview skills and receive constructive feedback. Thank you to Acuity Consulting, Mastrovito Associates, Medeco, Mersen, Roanoke County Public Schools, Spectrum Design, and Western Virginia Water Authority for attending and helping our students become Opportunity Ready!



Teacher Feature

Meet Andrea Stevens, HVHS TechEd Teacher!

As a former professional in marketing, project management and client engagement for Fortune 500 brands, I now inspire the next generation as a Career & Technical Education instructor. Bringing my experience and talent from my professional career, I provide students with hands-on, technical expertise in Adobe Creative Suite, Autodesk CAD, programming and digital media production. Students are my passion! I enjoy building meaningful relationships and fostering innovation as well as teaching students different strategies on how to become successful in their future careers.



"In CTE, we don't just prepare students for careers, we empower them to design their own success stories."

Work-Based Learning News

Work-Based Learning in Roanoke County Public Schools provides students with real-world opportunities to explore career paths and develop valuable skills right here in the Roanoke Valley. We're excited to kick off the Registered Apprenticeship recruitment calendar with our annual Showcase event on January 22, 2026.

Many students are gaining hands-on experience through job shadowing, where they observe professionals in the workplace to explore potential careers. These experiences provide a firsthand look at daily responsibilities and needed skills, helping students understand more about real-world career possibilities and making informed decisions about their futures.

Thank you to Carter Machinery for hosting students in a recent job shadow experience.

Please reach out to Amanda Painter (apainter@rcps.us) to find out more!



CAMPAIGN FOR EXCELLENCE

The Campaign for Excellence is progressing well. We continue to meet with potential partners on supporting the new RCCTC. Their need for future employees to replace a talented and aging workforce along with our desire to connect our students with a future career is a perfect match. Local companies want to support CTE programs while also being recognized as an altruistic partner within our communities.

Please reach out to Carl York (cyork@rcps.us) to get involved!

ROANOKE COUNTY Career & Technology Center



See the latest updates at: www.rcps.us/RCCTC

A MESSAGE FROM THE DIRECTOR

In addition to the updates I've shared in past newsletters, I'd like to spotlight an important group that partners closely with our CTE department. Our CTE General Advisory Committee (GAC) meets about three times a year and brings together many industry professionals, community members, and school staff. Their main role is to advise us on how to make the best use of our federal grant funds, and they also help troubleshoot challenges that come up during the school year. Most recently, we turned to the GAC for help finding additional internship sponsors for one of our CTE programs.

In November I had the chance to visit Glenvar High School's Career Expo. What a great event coordinated by Glenvar's Business teacher, Katie Benson! GHS students had opportunity to visit the many local businesses and organizations represented at the EXPO.

Happy Holidays to all,

Jason

Jason Suhr



Opportunity Engine Podcast

Click here to listen!

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