

Newsletter

Marketing Education Programs Continue to Grow

-Kevin Reisenauer, Supervisor, Marketing Education

Marketing Education started as a sales class in 1938 and changed its name from Distributive Education to Marketing Education in 1983. Course offerings have changed from selling and retailing to Marketing related courses. Career Clusters affiliated with Marketing Education are marketing, finance, hospitality and management with entrepreneurship embedded into the program. Current course offerings include Marketing, Management, School Based Enterprise, Personal Finance, Financial Literacy, Sports and Entertainment Marketing, Hospitality Marketing, Social Media Marketing, and Entrepreneurship.

In 1953, seven DECA Chapters met in Valley City for the first state conference, and, in 1954, North Dakota received its charter from DECA Inc. The first DECA president was Duane Lokken from Enderlin in 1953. Programs and chapters have started and closed throughout the years. The first supervisor of Marketing Education was Edith Jane Veitch from 1938-1941, followed by Oswald M. Hager, who also was the person that started DECA in North Dakota in 1953 and serving until 1967. There have been seven North Dakota DECA Advisors and eight supervisors of marketing education since 1938.



The number of programs have doubled since 2000, with five new programs and another three expanded programs with additional instructors starting this fall. Enrollments in 2000 were just over 1,000 students, but in the fall of 2023, there are over 2,200 students who are taking a marketing class across the state (with an additional 142 students taking classes on-line or over ITV through a Career and Technical Center). DECA continues to grow in membership, with North Dakota receiving the Achievement Award this past year with a 5-10% membership increase. For more information about offering marketing classes in your school, contact Kevin Reisenauer, Supervisor, at kreisena@nd.gov.

Marketing Teachers completed a Leadership and CTSO Training in September

New teachers of marketing education completed a leadership training in September 2023. Most of the teachers have an alternative license and attended the North Dakota CTE sponsored training. The training included history and current information about CTE, Marketing Education, and DECA.



DATES OF INTEREST

Program Vision Visits

October 2-4

Grand Forks Public Schools and
Grand Forks Area Virtual CTC
Grand Forks

October 10

United High School
Des Lacs

October 11

Nedrose High School
Minot

October 24-26

Williston State College
Williston

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CTE Around the State

On Friday, September 15, the marketing students in Oakes (SRCTC) were learning about the types of business ownership and collaboration.



It was marshmallow towers day, a hands-on and best way to learn about the forms of business, says Amber Johnson, marketing teacher.

Students in **Watford City Agricultural Education Meats** classes were busy packaging hamburger patties for the football game. Once at the game, they were grilling burgers, brats, and hot dogs to support FFA. The high school meats lab contains a meat market license which means they are able to purchase meat products from approved inspected sources, further process and sell it.



Students in Mr. Hays' Heavy Equipment Operators Program at **Southwest Area CTC Academy** were able to learn about CASE equipment. They opened Building B of the Academy in September. Hands-on activities are the key to learning at this Academy.



Agricultural Education students in **Wyndmere** partnered with the North Dakota Game and Fish for the Trout in the Classroom Program. The 9th grade students released the rainbow trout on September 14th. They released them in Mooreton Pond and then stayed to collect some water samples and do some turbidity testing for analysis later in the class.



Students in marketing programs across the state operate the School Based Enterprises as a capstone of the program. **Bottineau High School and Minot High School** students were busy ringing up sales, learning about store operation, customer service, stocking and ordering merchandise, and product placement. They are taking what they learned in the classroom and applying through a Work-based Learning opportunity.



Mohall FCCLA Advisor Recognized Nationally

- Submitted by Ann Dietchman, FCCLA Advisor

Mrs. Valerie Aho, ML-Mohall received the FCCLA Master Advisor award. The recognition was awarded at the FCCLA National Leadership Conference this summer in Denver Colorado. Nationwide there are over 6,915 FCCLA Chapter advisors. She is one of nearly 100 advisors nationwide to be recognized!

“The FCCLA Master Advisor award recognizes chapter advisors who have been successful in advising an affiliated chapter for a minimum of three years, promotes the organization in a positive way, operates a co-curricular chapter with a balanced program of work, facilitates youth-centered activities that benefit homes, schools, and the community at-large, and keeps abreast of new happenings in the organization.”

Mrs. Aho is currently the advisor for the MLS Family, Career and Community Leaders and has held that position for the past 16 years.



Family & Consumer Sciences Classes in Rolla Help Students for Future

Thank you to Mrs. Held, FCS instructor, in Rolla and her students for taking time to answer questions about their learning experiences. They have been active this fall learning about canning and preparing foods in the lab. Juniors and seniors in the Sports Nutrition class took time from their food preparation to answer a few questions about their experience during the month of September.

What do you enjoy most about your FCS classes?

Halvin: The thing I like the most is that we do hands-on things.

Alvy: In FCS classes, I enjoy learning about healthy options of food; along with cooking and trying foods.

Ella: I would have to say the hands-on work you do in any FCS class. Also I enjoy cooking and the creativity in general increases your horizon on those things.

Of all the lab learning experiences so far this fall, which did you enjoy most and why?

Kenzy: I really enjoyed making the chokecherry syrup/jam. I enjoyed this project the most because we got to go out and pick the berries ourselves and then create the syrup and jam.

Cole: The best lab was the chokecherry syrup/jelly because we got to pick the chokecherries. The process of making the jam and jelly was very interesting also.

Halvin: The one that I enjoyed the most was the dried apples. I really liked it because I got to use the apple machine that peels, cores, and slices the apple all at the same time.

How have the classroom lab experiences help you prepared for your future as an adult?

Rebecca: I most likely will be doing the chokecherry one again at home. Mainly because it tasted so good.

Ella: The classroom experiences have helped me prepare for my future by showing me that I can cook and go out of my comfort zone with many different types of foods and it can be on a budget. The food we cook and different things we make show you that you don't have to order take out.

Kenzy: The classroom experiences help me prepare for the future as an adult because we are learning how to properly be in the kitchen. Such as making sure we use knives properly and we know how to follow directions.



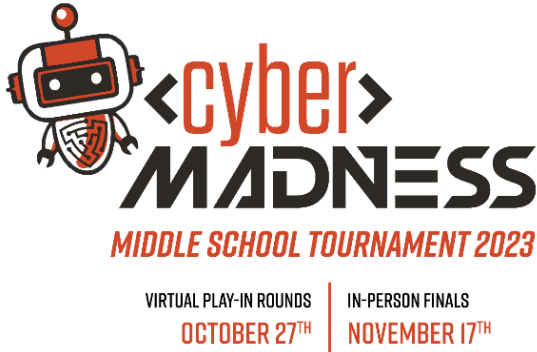
Preparing for Chokecherry jelly.



The Second Annual Cyber Madness Middle School Tournament is Coming to a Computer Near You !

Submitted by Tracy Becker

It's no secret, technology is transforming the way we work and play. As this transformation unfolds, it drives the demand for a highly skilled workforce. North Dakota's goal is to lead the nation in computer science and cybersecurity education. Every Student, Every School, Cyber Educated.



North Dakota schools have seen the efforts put forth by the initiative through the implementation of state Computer Science and Cybersecurity Standards, increased CS/Cybersecurity education trainings for teachers, collaborations with industry partners, and most recently the passing of House Bill 1398.

In addition to increased traditional classroom learning, the state has partnered with Cyber.org and Palo Alto networks to bring two Cybersecurity competitions to North Dakota. Cyber Madness Middle School and Cyber Madness High School Tournaments.

The Middle School Cyber Madness Tournament, in partnership with Cyber.org, will consist of Virtual Play-In Rounds on October 27th where middle school teams from across the state are eligible to compete. The top ten teams will advance to compete in the In-Person Finals at the University of Mary in Bismarck on November 17th. Middle school refers to any combination of students within a district that are enrolled in grade 8 or lower.

Registration is now open for teams to sign-up for the Virtual Play-In Rounds.

February 15-16, Bismarck State College will be the host site of the Cyber Madness High School Tournament, in partnership with Palo Alto Networks. This Tournament is a three-round competition designed for, and open to, all North Dakota High School students (this includes public, private, tribal, and home school students who reside in North Dakota). All high schools are encouraged to form teams of up to five students and a coach. Registration will open later this fall.

Scholarships are available for 1st, 2nd, and 3rd place competitors at both the high school and middle school levels.



Register Your Middle School Team Today!

Middle School spots are limited! Registration closes October 20th, 2023

edutech.nd.gov/cyber-madness

Have a question about the tournament?

Contact Tony Aukland, NDIT Technology Outreach Manager
ndcybermadness@k12.nd.us



Fargo North Spartan Build Team Builds for Habitat for Humanity

Congratulations to Mr. Todd Johnson and the Fargo North HS Spartan Build team on raising the first wall for the Habitat for Humanity house project. As we like to say, this is a Win/Win/Win - student learning, a public-private partnership, and community service. The house will be relocated near 25th Avenue, Fargo, when complete.

Thank you to Fargo Public Schools, Habitat for Humanity, and numerous community partners for their donations to make this project a real-world experience for students and future workforce.



Upcoming Dates for Transition to Teaching Program

Here is the schedule of meetings for Transition to Teaching for this year. Check www.cte.nd.us for more information.

SECONDARY

September 29: ND Heritage Center
October 27: ND CTE Conference Room
November 3-December 3: Complete online
November 17: Virtual Meeting

January 19: Virtual Meeting
February 9-March 31: Complete online
March 15: ND Heritage Center
May 3: ND Heritage Center

POST-SECONDARY

September 8: VCSU Campus
September 29-October 27: Check In Virtual
October 2-December 3: Book Study
November 3: Virtual Meeting

January 26: Virtual Meeting
February 5—April 7: Book Study
February 23: ND Heritage Center
April 26: VCSU Campus

U.S. Presidential Scholars in Career and Technical Education

Eligibility:

All high school seniors who are participants of a Career and Technical Education (CTE) program graduating between January and June of 2024, who are U.S. citizens or legal permanent residents and who attend public, parochial, or independent schools, as well as those who are home-schooled, are eligible.

National Level Information:

Candidates who are nominated and choose to apply, and whose applications are complete, will be reviewed by a committee of qualified individuals experienced in career and technical education.

The committee will choose 60 applicants to be named as semifinalists. The 60 CTE semifinalist applications will then be reviewed by the national level Commission on Presidential Scholars.

All 2024 U.S. Presidential Scholars will be selected by the Commission on Presidential Scholars and will receive the Presidential Scholars Medallion at a ceremony in their honor in Washington, D.C.

Nomination of North Dakota Students:

North Dakota will be submitting five names from the state's exceptional students enrolled in CTE courses to be recognized through the U.S. Presidential CTE Scholars Program.

The deadline for you to nominate your students is on or before **November 10, 2023**. (This deadline will allow CTE to review all nominations submitted and forward five nominees to the Department of Public Instruction by their deadline.)

[Click here for the online nomination form](#). The narrative, transcripts and all nomination information are to be submitted via the online form.

Please remember, the nomination must come from school personnel (i.e., administrator, counselor, teacher) and not from the student. A separate page should be included for the narrative, in which you discuss the following three topics (as outlined in the nomination form):

- Technical Competence;
- Employability Skills; and
- Ingenuity/Creativity/Problem Solving

When addressing these three areas in the narrative consider including CTSO information, especially leadership roles. If your school transcript does not include the ACT score, please provide that somewhere in your nomination.

This CTE specific recognition was added to the U.S. Presidential Scholars program in 2015, and North Dakota has had four to date: 2017 - Evan Welsh; 2018 - Brianna Maddock; 2020 - Gary Wu; 2023 - Kaylee Kirkeby. I look forward to reading about all of North Dakota's exceptional CTE students nominated this year.

If you have any questions, please contact Kelly Pierce, Supervisor - Career Development & Career Advisors, at kpierce@nd.gov or (701) 328-3103.

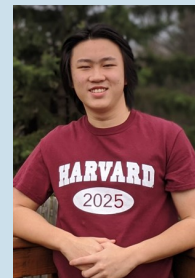
Recent North Dakota Recipients of the CTE Presidential



2017 Evan Welsh



2018 Brianna Maddock



2020 - Gary Wu



2023 - Kaylee Kirkeby

Do You Plan to Attend Region V Conference for ACTE?

Region V for ACTE will be held April 9-12, 2024 in Oahu, HI. Plan now to attend.

Registration:

\$475 Early Bird ends February 1, 2024

\$575 registration

Hotel Rates and Reservations:

 Conference Venue - Ala Moana Hotel

- \$169/Night Kona Tower, \$189 / Night Waikiki Tower
- Enjoy a desirable location next to Ala Moana Center, the world's largest open-air shopping mall
- 8 miles from Honolulu International Airport
- Fifteen minute walk to the heart of Waikiki



Call for Presentations open!
Keynote Speaker is Melissa Kaufman

Will this be your first time at Region V? If so, apply for a \$450 stipend!

More information at [HawaiiACTE.org](https://www.hawaiiacte.org)

2023-24 Program Vision Visit Schedule

See below for this year's schedule. It is also located at <https://www.cte.nd.gov/educators> under Program Vision Visits.

- October 2-4, 2023, Grand Forks Public Schools and Grand Forks Area Virtual CTC, Grand Forks
- October 10, 2023, United High School, Des Lacs
- October 11, 2023, Nedrose High School, Minot
- October 24-26, 2023, Williston State College, Williston
- TBA, Wishek High School, Wishek

CTSO Leadership Perspective

The Ultimate Leadership Experience. This is the tagline of Family, Career and Community Leaders of America or FCCLA. My personal leadership experience through FCCLA started when I was a sophomore. FCCLA was unheard of in my school and I was one of the lucky four who were asked by our adviser to attend a District Meeting. From that moment on, I learned quickly just "what "The Ultimate Leadership Experience" can mean. It means opportunities for all members to recognize and grow their leadership skills through a co-curricular organization. It is an opportunity to get involved in your community, take charge, polish your skills, and work on building strong connections. Competitive events, running for office, volunteering are just three obvious examples, but the possibilities for leadership growth run as far as members' imaginations can go. I am thankful to say that I have the opportunity to be a representative of FCCLA and encourage others to take a chance with "The Ultimate Leadership Experience."



Ryli Kuhnenn is Vice President of North Dakota FCCLA. She is a senior at Rugby High School.

NDACTE Update: Membership and Competition Announced

- Carla Hixon, NDACTE Director

Share Your Expertise!

Mark your calendars for the 2024 ACTE Work-based Learning (WBL) Conference, happening **May 1–3** in Milwaukee, Wisconsin. You could share your WBL programs, models, and expertise; consider submitting a presentation proposal. This annual event, which sold out last year, specifically focuses on professional development for WBL professionals in secondary and postsecondary CTE programs and institutions. The deadline to submit presentation proposals is **Oct. 16**. [Learn more](#)



NEW CTE Brochure and More at ShopACTE!

Check out the complete collection of resources and publications for secondary and postsecondary career and technical educators at www.ACTEonline.org/SHOPACTE, including the all-new *CTE: What Families Need to Know* brochure, the ACTE Notebook, *The New CTE Teacher's Guide to Success: A Practical Guide for Quality Instruction* (only \$12.95), the *Perkins V Guide* (\$41.95), and more!

Earn Royalties for Your CTE Expertise!

ACTE members have the opportunity to author courses for CTE Learn and earn royalties from their course enrollments. If you're interested, visit ctelearn.org/contact and submit a brief description of your proposed course topic along with your professional bio. Any course topics that builds on CTE Learn's catalog of courses will be considered. Ctelearn.org

See page 7 for information about Region V, held in Hawaii in April 2024.

NDACTE ANNOUNCES WINNERS

Winner Winner!

NDACTE is pleased to announce the following winners:

Membership Recruitment Drawing for ten \$35 incentive awards goes to Kayla Held drawn 3 times, Bryan Stastny drawn twice, Jill Quinlivan, and Sara Rode. **Congratulations** and THANK YOU for sharing with others why NDACTE / ACTE is a great investment in yourself!

Membership Incentive Drive – all active NDACTE members by Sept 1 were entered into a drawing for six \$50 gift cards from either Scheels or Amazon. Members drawn were:

\$50 Scheels Gift Card winners are Mari Borr, Julie Kaspari, and Julie Hersch

\$50 Amazon Gift Card winners are Macey Kleinjan, Nancy Capouch, and Bobbi Schneider

Ruben Guenther Scholarship Fundraiser – Helping Hands in the NDACTE PDC exhibit booth– raised \$326 that was added to the Reuben T. Guenther Scholarship funds for deserving CTE Students in the state. The Reuben T. Guenther Scholarship is given in memory of Reuben T. Guenther, a leader in Career and Technical Education (CTE) in both the state and nation. Mr. Guenther was first a CTE student, then a secondary CTE instructor, a local administrator supportive of CTE programs, and finally a member of the North Dakota Department of Career and Technical Education from 1968 to 1995. Mr. Guenther was appointed to the National Advisory Council on Career Education by President Reagan in 1982. At the time of his retirement in 1995, Mr. Guenther was the North Dakota State Director of Career and Technical Education.



Follow ND Association for Career and Technical Education on Facebook! When we reached 225 followers, we did a drawing for \$25 which went to Seth Haugland. We will do another \$25 drawing once we reach 500 followers. Follow ND Association of Career and Technical Education on Facebook today!

NDACTE Photo booth contest during CTE PDC – a \$100 gift card for the photo with the most likes at 91 on Facebook went to Danielle Luebke. Thank you for promoting the largest CTE association in the country! NDACTE is dedicated to promoting and improving career and technical education in North Dakota.

State Director's Column

-Wayde Sick, Director, North Dakota Career and Technical Education

Career and Technical Education Capital Projects Grants

As many of you are aware, the State Legislature provided approximately \$88.3M for the expansion and building of Career and Technical Centers in 2021. Due to the delay in access to the Federal Funds, this funding was carried over into the 2023-2025 biennium, with additional funds to address inflationary impacts.

This month's article serves as an update to the progress we have seen with many of these projects. I have had the privilege this summer and fall to travel to many of the sites, with more this fall. Here is an update on each project:



Southwest Area Career and Technical Education Academy, Dickinson: This project is a renovation of an existing facility and is up and running!

Bakken Area Skills Center, Watford City: The structure is up and almost entirely enclosed. A January 2024 opening is planned.

Minot Area Workforce Academy, Minot: This project has three different locations. The Magic City Campus areas were expanded and renovated. The Minot Area Workforce Academy building is complete. Minot North High School, with new CTE programs, is set to open in fall 2024.

Career Impact Academy, Grand Forks: A groundbreaking ceremony is planned for October.

Cass County Career & Technical Education Center, Fargo: The Post-Secondary portion is enclosed. The secondary wing footings are to be poured and walls erected this fall.

North Valley Area Career & Technology Center, Grafton: This is a multi-site project. The Minto expansion is complete. Ground has been broken at the Grafton expansion. Work at the Cavalier satellite site will begin this fall.

Williston Basin Career and Technical Education Center, Williston: Williston broke ground this summer and construction has begun.

Heart River Career and Technical Education Center, Mandan: This project has a few satellite sites. The Beulah and New Salem sites are complete. The Mandan and Glen Ullin sites are scheduled to open the fall of 2024.

Southeast Region Career and Technology Center, Wahpeton: This application included a few satellite projects. The Lisbon and Hankinson projects are complete. The Edgeley site is still in the planning stage.

Bismarck Public Schools, Bismarck: They have broken ground on their Silver Ranch expansion and hope to be open in the fall of 2024.

The three remaining projects are expansions of **Lake Area Career and Technology Center, James Valley Area Career and Technology Center and Sheyenne Valley Area Career and Technology Center.** They hope to start work and potentially complete in the fall 2024.

I wish I could go into more detail in each of these projects as there are exciting things going on in CTE across North Dakota.

For any questions, please feel free to contact me at wassick@nd.gov.

Wayde Sick
State CTE Director

Wayde Sick

State Director

North Dakota CTE

North Dakota CTE Board Members

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Mark Wagner, Assistant Director,
North Dakota Career and Technical

Assistant Director's Corner

Grant Opportunities for CTE Programs

- Mark Wagner, Assistant Director

Grant opportunities

Available grants information on our website:

<https://www.cte.nd.gov/EducAdm>

The Russell & Helen Sand Grant

Goal/Purpose - The Fargo Moorhead Area Foundation and North Dakota Career and Technical Education have partnered to distribute the Russell & Helen Sand Public High School Education Fund Grant to CTE Approved Programs in Family and Consumer Sciences Education and Trade and Industry.

What is this and what does it entail?

Activities - This year NDCTE and the FM Area Foundation will again be offering grants with a maximum of \$2,500.00 each that will be awarded to North Dakota schools, who demonstrate a need for equipment, instructional aids, and/or software in their Family and Consumer Sciences Program and/or Trade and Industry Program.

Proposal Deadline: Must be received in the CTE office by October 6, 2023.

Grants for Innovation - STEM

Goal/Purpose - To provide new, innovative science, technology, engineering, or innovative programs for students in K-12 with preference given to projects involving co-curricular STEM competitions.

Eligible Recipients: Public elementary or secondary teachers, or public schools and public institutions of higher education.

What is this and what does it entail?

Activities - Proposals could focus on but are not limited to: FIRST Robotics (FLL, FTC, FRC), VEX Robotics, Drone Racing, other Co-Curricular STEM competitions, or other innovative programs relating to STEM.

Proposal Deadline: Must be received in the CTE office by October 9, 2023.

Mission of CTE

The mission of the State Board for Career and Technical Education is to work with others to provide all North Dakota citizens with the technical skills, knowledge, and attitudes necessary for successful performance in a globally competitive workplace.



Regional STEM Days for Students Grant

Information on this grant opportunity will be released soon. Check our CTE website for updates.