

# 2021 Pennsylvania Cooperative Education Association Virtual Conference

## *Strategies for Success in Work-Based Learning*

October 14-15, 2021

### AGENDA

Thursday, October 14, 2021

9:00 AM – 9:05 AM

**OPENING REMARKS**

*Mr. Walt Hansell, President*

*Pennsylvania Cooperative Education Association*

9:10 AM – 10:30 AM

**OPENING SESSION**

**Unlimited Opportunity: How Employability Skills Will Open Any Door and Knock Down Every Wall**

An email is more than a simple message. A phone call is more than a conversation into a rectangular device. And a resume is more than a standard component of a job application. Join Danny Rubin, author and founder of Rubin, as he discusses why communication skills hold the keys to both college and career advancement. For example, if a student's email looks like a text message and contains no subject line, the employer may never respond. That's a lost opportunity. Simple as that. Our students must understand how to use their words to look their best – in emails, on the phone, on a resume, in Zooms/Google Meets and beyond. Join Danny in our keynote address and learn to teach your CTE students how the most basic employability tasks contain the seeds of enormous potential.

*Mr. Danny Rubin, Founder*

*Rubin*

10:30 AM – 10:45 AM

**BREAK**

10:45 AM – 11:45 AM

**CONCURRENT SESSIONS**

**New Coordinator Workshop: Intro to Cooperative Education/Labor Laws Affecting Cooperative Education Placement**

Cooperative Education coordinators have a lot on their plate! This presentation will provide resources for coordinators and address multiple topics such as student intake meetings, tracking paperwork, clearances, meetings schedules/topics, site visits, etc. In addition, the presentation will provide resources for child labor laws, hazardous occupations, and Cooperative Education program contacts.

*Ms. Nanette Anslinger, Work-Based Learning Coordinator*

*Greater Altoona Career and Technology Center*

*Ms. Jill Hackman, Career Pathways Coordinator*

*Garden Spot High School*

*Ms. Samantha Pittman, Cooperative Education Coordinator*

*Octorara Junior/Senior High School*

*Mr. RC Youse, Diversified Occupations Coordinator*

*Berks Career and Technology Center*

### **Tips on How to Overcome the Challenges of an Applicant Tracking System**

Does searching for that perfect job sometimes feel that you are constantly uploading your resume and application into an automated hiring system, known as an Applicant Tracking System, and it just disappears and nothing happens? Did it fall into a black hole? Is anyone reading it? These systems have completely transformed the landscape of searching for a job. One open position can easily get hundreds of resumes. How can yours stand out? Learn how Applicant Tracking Systems (ATS) work, what they do to your resume, and how to overcome the challenges by following simple tips to get your resume noticed and get that job interview.

*Ms. Dianne Rothenberger, Human Resources Manager,  
Utilities Employees Credit Union*

### **Resume' Building and Other New Resources**

How do we prepare cooperative education students for the workplace? How about a certificate indicating workplace readiness, a clean updated resume', and some resources they can access by phone on the job! Start with an assessment of your students understanding of the world of work, use NOCTI's Resume Builder to build an effective document in minutes using NOCTI competencies and ONET\* Work Activities. Follow it up by giving them access to Micro-credential content that may help on the job. Come find out how this suite of services could enhance your Cooperative Education program!

*Dr. John Foster, President/CEO  
NOCTI*

11:45 AM – 12:45 PM

**LUNCH**

12:45 PM – 1:30 PM

**PCEA GENERAL MEMBERSHIP MEETING**

1:30 PM – 1:45 PM

**BREAK**

1:45 PM – 2:45 PM

**CONCURRENT SESSIONS**

#### **Nontraditional Student Recruitment**

Student recruitment, including nontraditional recruitment, is vital to building robust CTE enrollments. Join this session to learn more about removing stereotypes/bias from your recruitment outreach efforts and increasing interest in your programs.

*Ms. Cynthia Gross, CTEA 2  
Bureau of Career and Technical Education, PA Department of Education*

#### **Managing Work-Based Learning Experiences More Effectively Using Jobready WBL**

Demonstration of how WBL coordinators can use Jobready WBL to manage work-based learning experiences more efficiently. This innovative software allows you to complete all forms electronically, track student work logs and pay stubs, manage employers and their clearances, and much more. The comprehensive dashboard lets you easily see the current status of all of your WBL experiences so you are never left wondering what might be falling behind.

*Mr. John Lohr, Project Director  
Mr. Cameron Kolick, Software Engineer  
Eduready360*

### **COVID-19: 5 Best WBL Assignments to Boost Student Morale**

Are you concerned about your students' mental health and sense of optimism as we push through the fall semester? Join Danny Rubin, the founder of Rubin, as we discuss five simple WBL exercises for communication skills to help students feel motivated about their education and future. The topics include 1) how to uncover your "why" or true purpose, 2) how to begin a relationship with a mentor, 3) how to share a powerful story of your work ethic for college/job applications, and more! This is a must-attend webinar for CTE faculty and administrators. Care for the well-being of students is the #1 priority!

*Mr. Danny Rubin, Founder  
Rubin*

2:45 PM – 3:00 PM

**BREAK**

3:00 PM – 4:00 PM

### **CONCURRENT SESSIONS**

#### **Diversified Occupations Roundtable**

The purpose of this session is for teachers of Diversified Occupations programs to come together and share best practices, challenges, successes and anticipate future needs of their DO program. We will go over suggestions for the 339 Audit, as well as share procedures for recruiting students, types of forms, and paperwork used in records and evaluations, and discuss the modules used in the classroom.

Facilitators:

*Ms. JoAnne Yanko, Cooperative Education Coordinator  
Delaware Valley High School*

*Dr. Ron Roth, Director of Leadership, Professional Development, and Cooperative Education, Temple University*

#### **Online Forms and Procedures Roundtable**

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

Facilitator:

*Mr. Rob Eggleston, Business Partnerships and Cooperative Education Coordinator  
Erie County Technical School*

#### **339 Review and You: What You Should Know**

This session will include an item-by-item review of the Approve Program Evaluation (APE) tools used for a typical Chapter 339 visit. Particular attention will be directed at the Cooperative Education and Diversified Occupations sections of the APE tool. It is anticipated there will be time devoted to questions and answers. It is also hoped there will be an introduction to the new program specialist hired to fill Mr. Mike Stanger's position which was vacant due to his retirement.

*Ms. Mindy Freidin-Mansfield, Specialized Career and Technical Education Advisor  
Bureau of Career and Technical Education, PA Department of Education*

**Friday, October 15, 2021**

8:00 AM – 8:15 AM

**AWARDS**  
**PCEA Coordinator of the Year**

8:15 AM – 9:00 AM

**GENERAL SESSION**  
**PDE/BCTE Updates**

*Dr. Lee Burket, Director*  
*Bureau of Career and Technical Education, PA Department of Education*

9:00 AM – 9:15 AM

**BREAK**

9:15 AM – 10:15 AM

**DISCUSSION FORUMS**

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

**Technology and Cooperative Education/Diversified Occupations**

Facilitator:

*Ms. Jill Hackman, Career Pathways Coordinator, Garden Spot High School*

**Cooperative Education/Diversified Occupations Best Practices**

Facilitator:

*Mr. Ron Martino, School-to-Career Coordinator, Bucks County Technical High School*

**Cooperative Education/Diversified Occupations and Special Education**

Facilitator:

*Mr. RC Youse, Diversified Occupations Coordinator, Berks Career and Technology Center*

10:15 AM – 10:30 AM

**BREAK**

10:30 AM – 12:00 PM

**CLOSING SESSION**

**Federal and State Child Labor Updates**

The presenters will provide a lively, interactive presentation on Federal and State Child Labor regulations. Topic that will cover include employee relationships, differences in state and/or federal regulations, hazardous occupations, student exemptions, available publications, and more. Bring your questions and concerns!

*Mr. Randy Liddle, Administrative Officer*  
*Pennsylvania Bureau of Labor Law Compliance*

*Ms. Mallory Cooper-Kreidler, Wage and Hour Investigator*  
*U.S. Department of Labor*

*Ms. Jackie Callahan, Wage Hour Investigator*  
*U.S. Department of Labor, Wage Hour Division*

