



Navarro ISD

# Board Report

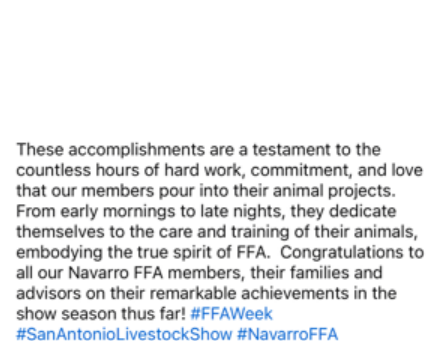
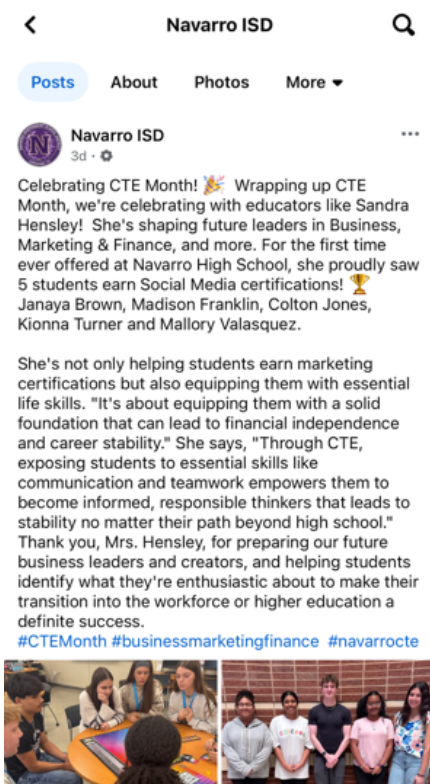
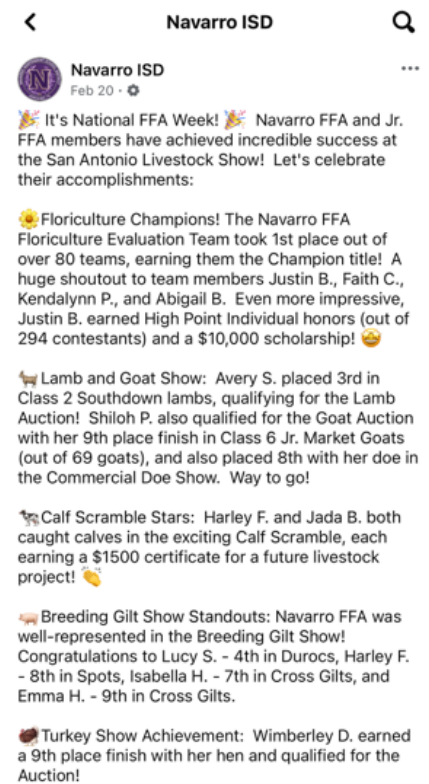
## Career & Technical Education

March 2025

CTE appreciates all of the guidance and support of the Panther family, including our school board. The board has been instrumental in helping accommodate for the rapid growth in our area, changes to our programs, and providing support to our staff and students.



We finished celebrating CTE Month by spotlighting our programs of study, courses, teachers and students on social media. I am beyond thankful for all of our CTE teachers and their dedication to our Panthers! Below are the spotlights of our Business & Marketing and Ag programs of study.





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## CTE Student Recognition

### Navarro FFA Floriculture at San Antonio Livestock Show:

Navarro FFA presents the 2025 SALE CHAMPION Floriculture Evaluation Team and \$10,000 scholarship earning HIGH POINT INDIVIDUAL, Justin Braune!

Congratulations to Justin, Faith C., Kendalynn P. and Abigail B. on their 1st place finish against more than 80 teams from across the state! And an extra round of congratulations to Justin on his High Point award (out of 294 contestants) and earning a \$10,000 SALE scholarship!



The 2025 San Antonio Livestock Show & Rodeo



The CHAMPION team joined by our up-and-coming floral judging Greenhands!

## CTE Programming

### Seguin EDC Job Shadow Events

Our CTE seniors and teachers headed out to our second round of Job Shadow Days. Our campus sent 10 students and 3 teachers to five separate business/industry partners to learn what professionals' daily duties are in their roles. Students and teachers started at 9:30 am till 1:30 pm with a working lunch on site provided by the business hosting. Our final Job Shadow date is February 27th. In total, we will have 85 CTE seniors that were able to attend and participate in Job Shadow events with our local business industry partners for each program of study we offer here at Navarro.

### February 5th:

Business	Type of Shadow	Number of Spots	Teacher	How many Srs.
City of Seguin, City Hall	Government 101 - Fire	1	Deavours	1
	Government 101 - Police	1	Weller	1
	Government 101 - Engineering	1	Weller	1
	Government 101 - Library	1		



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	Government 101 - Electric/Lineman	2	Weller	2
	Government 101 - Animal Services	1	Casey	1
	Government 101 - Planning & Coding	1		
Caterpillar	Group Job Shadow	5	Sewell	
Masters Electrical Services	Electrician Apprentice	2	Sewell	2
Northeast Lakeview College	Networking & Database/IT	5	Beliveau	4



February 11, 2025

Business	Type of Shadow	Number of Spots	Teacher	How many Srs.
Guadalupe Regional Medical Ctr	Birthing	1	Deavours	1
	Hospice	1	Deavours	1
	Information Technology	1	Beliveau	1
	Wellness Center	1	Deavours	1
	OP Rehab	2	Deavours	1
	Lab	2	Deavours	2
	Medical	1	Deavours	1
	Pharmacy	2	Deavours	2
	Surgical	1	Deavours	1
	PACU/PreOP/ENDO	1	Deavours	1
Chrysler, Dodge, Jeep, Ram	Service Area/Service Tech	1	Weller	1
Rave Gears, LLC	Mechanical	1	sewell	1





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	Engineer/Machinist			
Tier One Dental	Dental Hygienist, Dental Asst./Dentist	1	Strempel	1
Guadalupe County - Detention Center	Detention Center	1	Weller	1



February 19, 2025

Business	Type of Shadow	Number of Spots	Teacher	How many Srs.
River Valley Design Center	Arch/Construction - Project Coordinator	1	Casey	1
Masters Electrical Services	Electrician Apprentice	2	Sewell	2
Guadalupe County	Mgmt. Info. Systems - PC Technician	2	Beliveau	2
Teijin Automotive	Engineering	1	Sewell	1
Guadalupe Blanco River Authority	Maintenance technician	2	Sewell	2



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Guadalupe Blanco River Authority	Lab Technician	2	Deavours	2
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February 27, 2025

Business	Type of Shadow	Number of Spots	Teacher	How many Srs.
Masters Electrical Services	Electrician Apprentice	2	Sewell	2
Chrysler, Dodge, Jeep, Ram	Service Area/Service Tech	1	Sewell	1
Northeast Lakeview - Business/Marketing	Business Admin/Marketing/Shark Tank competition	10	Hensley	7
CMC Steel of Texas	Manufacturing	2	Sewell	1
City of Seguin Police Department	Law Enforcement	2	Casey	2
Rapid Urgent Care	Medical Assistant	2	Deavours	2
Northeast Lakeview College	Career Path Development	10	Hensley/Dea vours	4

## Teacher Feedback:

Navarro High School CTE students had a great opportunity exploring both career options and entrepreneurial skills at Northeast Lakeview College! Students visited with a career guidance counselor who provided valuable insights into career paths that might suit their personalities and future aspirations, helping them make informed decisions about their academic and professional paths. Another group of students participated in a Shark Tank activity, which included a hands-on learning experience! Students created a product or service, generated a business plan, and presented their ideas to a group. This exercise taught them the basics of starting a business, identifying a target market, understanding the finance involved, and formulating a value proposition. It also gave them a chance to practice persuasive speaking and how to effectively pitch their ideas to an audience—skills that are invaluable in any career.

Thank you for this opportunity!

-Sandra Hensley - Business & Marketing Teacher

**Northeast Lakeview College:** Business Administration & Marketing - Shark Tank and Career Development

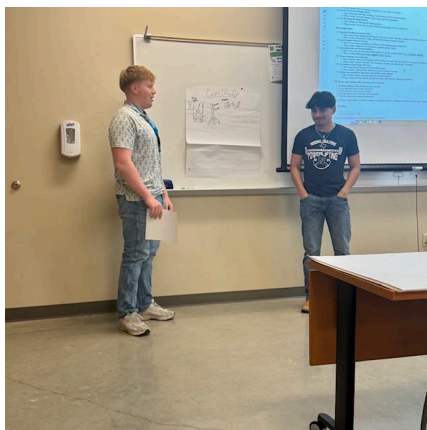




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## Rapid Urgent Care & Seguin Police Department



## Waste Management and Ag Mechanics



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Waste Management donated \$18,000 to Navarro ISD Ag Mechanics in October 2024 to purchase a CNC Plasma Cutter. Mr. Sewell invited Sherrell Cordas, Community Relations Manager, and Byron Turner with Waste Management to his Ag Mechanics Shop last Tuesday to see the new CNC plasma cutter in action. They were able to see first hand how the CNC cutter operates and watch it create the metal signs they are holding. Huge thank you to Waste Management for your generous donation and partnering with our Ag program.



## CTE Programs of Study & Marketing

In response to the question, “how do we plan to retain students in their CTE Programs of Study for their four years?” This is a great question and one we ask ourselves often when planning the master schedule and developing CTE/CCMR programs.

Coming into Navarro ISD in December, I was able to review our current CTE programs and meet with teachers to survey where we were as a CTE Department. One area that kept coming up was recruitment and retention of students in CTE programs of study. I began to look at our CTE programs at the Junior High level. There was not a huge CTE presence in our Junior High elective choices. Currently, they have Principles of Information Technology and College and Career Readiness. The Principles of Information Technology should be a direct pipeline into our Cybersecurity PTECH program, which is great for recruiting students for our PTECH. The College and Career Readiness course is also a great course for introducing all the CTE Programs of Study we offer at the high school, with plenty of opportunity to collaborate with our CTE high school programs. Are both courses being utilized in this manner, not 100%.

So what changes are being made to strengthen our CTE programs and presence?





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- In January, I implemented CTE/Fine Arts Junior High Tours! The tours allowed our 8th grade students and teachers to hear our current CTE and elective students present on their programs of study, career and technical student organizations, daily class routines and so much more.
- The following week the high school hosted the 8<sup>th</sup> grade Parent Night, which allowed our 8<sup>th</sup> grade students to become tour guides and introduce their parents to our CTE programs. Each CTE teacher set up a table with project examples and literature to share with our 8<sup>th</sup> grade families.
- Last week in January, our 8<sup>th</sup> grade families met with counselors to select their courses and create their PGP (Personal Graduation Plan). The progression of these events has increased the number of incoming freshmen taking CTE courses. In addition, it has incentivized the current CTE students in grades 9-11 to continue in their current program of study.
- Career Craft is a CCMR and CTE tracking program we are currently using to allow us to track our 8<sup>th</sup> – 12<sup>th</sup> grade students to monitor their progress in their CTE program of study to determine if they are an Explorer, Participant, Concentrator or Completer.
- Our counselors and Academic Dean should use this information to better guide our students in their 4-year planning/developing their PGP's. Since our counselors meet with students each year starting in 8<sup>th</sup> grade, the data from Career Craft will drive conversations with students and parents to help make good, informed decisions for course selections.
- In addition, it allows us to track whether our students are College, Career and Military Ready so we know early on and the CCMR Leadership team can discuss and develop options for students and family to assist them in knowing their next steps to become CCMR prior to senior year.

## Career Craft Data examples:

Grade	CTE Status	Program of Study	All CTE Classes	Program of Study Classes	IBC
12	Concentrator ■■■■■	Marketing and Sales + 5 others	Credits: 3.0 ●●● Courses: 4.0 ●●●	Credits: 2.0 ●●●○ Courses: 3.0 ●●●●	Aligned: <input type="checkbox"/> Any: <input type="checkbox"/>
12	Completer ■■■■■	Diagnostic and Therapeutic Services + 7 others	Credits: 7.0 ●●● Courses: 7.0 ●●●	Credits: 4.0 ●●●●● Courses: 4.0 ●●●●●	Aligned: <input checked="" type="checkbox"/> Any: <input checked="" type="checkbox"/>
10	Explorer ■■■■■	Graphic Design and Interactive Media + 6 others	Credits: 2.0 ●●● Courses: 2.0 ●●●	Credits: 1.0 ●○○○○ Courses: 1.0 ●○○○○	Aligned: <input type="checkbox"/> Any: <input type="checkbox"/>
11	Participant ■■■■■	Cybersecurity + 6 others	Credits: 1.5 ●●● Courses: 2.0 ●●●	Credits: 1.0 ●○○○○ Courses: 1.0 ●○○○○	Aligned: <input type="checkbox"/> Any: <input type="checkbox"/>

CCMR Credit Earning

TSI Math Criteria Not Met

TSI ELA Criteria Not Met

District Student ID:

504858

## Work-Based Learning

No work-based learning.

Year	School	Grade
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## Marketing and Sales

Business, Marketing, and Finance

Explorer



Credits: 1.0 ● ○ ○ ○ ○

Courses: 1.0 ● ○ ○ ○



### CTE Coach: Getting to Completer Status BETA

This student will become a Concentrator by passing all the courses they are currently taking.

This student needs the following to become a Completer in this program of study:

- 2 credits in this program of study

Because of this, this student can become a Completer by:

- Passing all the courses the student is currently taking
- Passing the following courses:

Course	Service ID	Level	Credits
Practicum in Entrepreneurship (First Time Taken)	13011111	4	2

#### Level 1

### Principles of Business, Marketing, and Finance

13011200

#### School Year

2023-24

#### Status

Passed

#### Credits Earned

1.0 / 1.0

#### Level 2

### Sports and Entertainment Marketing

13034600

#### Status

Not Taken

#### Credit(s)

0.5

#### Prerequisites

None

#### Recommended

#### Prerequisites

- ✓ Principles of Business, Marketing, and Finance (13011200)

### Fashion Marketing

13034300

#### Status

Not Taken

#### Credit(s)

0.5

#### Level 3

### Social Media Marketing

13034650

#### School Year

2024-25

#### Status

In Progress

#### Credits Earned

0.0 / 0.5

### Advertising

13034200

#### School Year

2024-25

#### Status

In Progress

#### Credits Earned

0.0 / 0.5

#### Level 4

### Practicum in Entrepreneurship (First Time Taken)

13011111

#### Status

Not Taken

#### Credit(s)

2

#### Prerequisites

None



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Moving forward, I am working with our CCMR Leadership team to develop a CTE/CCMR K-12 Marketing Plan. As part of the marketing plan the following will be initiated:

- Marketing materials at each campus level that are age appropriate to promote CTE/CCMR.
- Implementation of Career and Technical Student Organizations in ALL CTE programs of study. CTSO's develop leadership and career development through competitive events. All instruction received in CTE courses prepares students to compete in various CTSO's, such as FFA, DECA, FCCLA, SkillsUSA and HOSA.
- Implementation of CTE Ambassadors for each program of study to present at elementary, intermediate and JH CTE/CCMR events.
- Career Fairs at Elementary, Intermediate, Junior High and High School
- College & Career Night in Fall
- Xello - College & Career Planning Platform is being used in K-12 currently.
  - Elementary & Intermediate counselors use Xello when implementing CCMR in lessons with students.
  - Junior High Career & College Readiness course incorporates lessons.

**Beginning Draft of K12 Marketing Plan:**



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## CTE Marketing Plan

### Engaging Elementary K-5th

#### *Activities & Events:*

- **Coloring & Activity Book for K-3rd**
  - featuring Programs of Study
  - developed by CTE students
  - Career Fair
  - Partner with Waste Management K-3rd program
- **Elementary Academies for 4th - 5th**
  - CTE Ambassadors present fun activity sessions
  - Program of Study focus hands-on learning
  - Partner with Waste Management 4th-5th program
- **Career Exploration using Xello for K-5th**
  - lessons & resources for programs of study
- **CTE Summer Camp - 3rd-5th**
  - Education & Training students create lessons
  - CTE Ambassadors present fun and engaging hands-on activities
  - Business/Industry guest speakers daily
  - 1 week during summer; \$100/child; free breakfast & lunch



INTRODUCING CAREERS AND EARLY EXPOSURE TO CTE



Preparing students for college and career





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## CTE Marketing Plan

*Engaging Middle School 6th-7th*

### *Activities & Events:*

- **CTE Ambassador Presentations**
  - featuring Programs of Study
  - developed by CTE students
- **Career Exploration using Xello for**
  - lessons & resources for programs of study
- **Business & Industry Partner Programs**
  - Waste Management JH Sustainability program
- **CTE Summer Camp**
  - Education & Training students create lessons
  - guest speakers daily
  - field trips to local businesses
  - Career Fair
  - 1 week during summer; \$100/child; free breakfast & lunch



MIDDLE SCHOOL IS A CRITICAL TIME FOR CAREER EXPLORATION



Preparing students for college and career

## CTE Marketing Plan

*Engaging Middle School 8th*

### *Activities & Events:*

- **Junior High Tours & Parent Night**
  - CTE Ambassador Presentations
  - featuring Programs of Study and developed by CTE students
  - Parent meeting to go over Personal Graduation Plan (PGP) and course selection
- **Career Exploration using Xello for**
  - lessons & resources for programs of study
- **Business & Industry Partner Programs**
  - Waste Management JH Sustainability program
- **CTE Summer Camp**
  - Education & Training students create lessons
  - guest speakers daily
  - field trips to local businesses
  - Career Fair
  - 1 week during summer; \$100/child; free breakfast & lunch



MIDDLE SCHOOL IS A CRITICAL TIME FOR CAREER EXPLORATION



Preparing students for college and career



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Thank you again for your continued support for our Career & Technical Education Panthers!

Respectfully submitted,

Melissa Gossett  
Navarro ISD CTE Director