



Career and Technical Education

April 11, 2025 Update

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Vision and Strategic Planning



CTE Program Update



Career Ready Update



CTE Partnerships Update



CTE Marketing Update

Agenda

A blue-tinted photograph of two graduates in caps and gowns walking outdoors. The male graduate in the foreground is smiling and looking towards the camera, while the female graduate behind him is also smiling and looking slightly to the side. They are walking on a paved path with a fence and trees in the background.

Integrating the CTE Vision

T-2-4

Every SBISD graduate will attain a technical certificate, military training, or a two-year or four-year degree.

CTE Vision

In SBISD, we believe CTE is a critical part of achieving our T-2-4 goal. We are committed to offering our students a world-class CTE program.

Components of High-Quality CTE Programs

Collective Commitment

- District and campus leadership supports and has a deep understanding of CTE programs
- Knowledgeable counselors
- Administration understands sequenced programming MS through HS

Experienced and Engaged Faculty

- Quality, engaging classroom learning experiences for students
- Educators equipped with current industry knowledge via industry certifications and/or job shadowing/externship opportunities

Industry Standard Facilities and Equipment

- Facilities that meet current industry relevant standards
- Enterprise opportunities
- Quality equipment that is accessed and inventoried
- Program accreditation

Robust Curriculum

- Teachers' collaboration through PLCs
- Curriculum aligned to industry standards/skills
- Professional growth opportunities for teachers
- Implementation of TEA programs of study
- Industry standard certifications

Real World Connections

- Student leadership opportunities through CTSO participation
- Authentic opportunities for student engagement with business & industry partners
- Implemented Business Partner Framework
- CTE Advisory Board

CTE for Every Child

- Access for all students
- K-12 career exploration
- 1:1 post-secondary planning conversations MS through HS
- Recruitment and marketing that informs and engages students about CTE programming
- Academic content integrated into CTE



CTE Strategic Plan

2018	2019	2020	2021	2022	2023	2024
CTE Task Force	CTE Facilities Study	CTE Educational Specifications	CTE Facilities Assessment	Board Meetings to Discuss BAC Recommendations	Guthrie & Ag Science Facility Fact-Finding	Teacher Fact-Finding Convenings
	CTE Programming Rubric		CTE Long Range Facilities Planning Committee (LRFPC)	Board Calls for Bond Election (Feb. 7, 2022)	South Houston, West Houston, & North Texas CTE Center Tours	NHS Fact-Finding
	CTE Working Group		CTE Bond Advisory Committee (BAC)	Voters Approve Bond (May)	PAT Committees for Guthrie & Ag Science Facility	Bond FF&E
			Board Meetings to Discuss BAC Recommendations	RFQ: Architecture Firm	Business & Industry Partner Convenings	Guthrie & Ag Science Facility Ground Breakings
					SHS Fact-Finding	

CTE Visionary Committees



64- Members

CTE Task Force



21- Members

CTE Working Group



74- Members

Long Range Facility Planning
Committee (LRFPC)



102- Members

Bond Advisory
Committee (BAC)



29- Members

Guthrie PAT



26- Members

Ag PAT



35- Members

CEO Round Table



88- Members

Business Partner Convening



10- Members

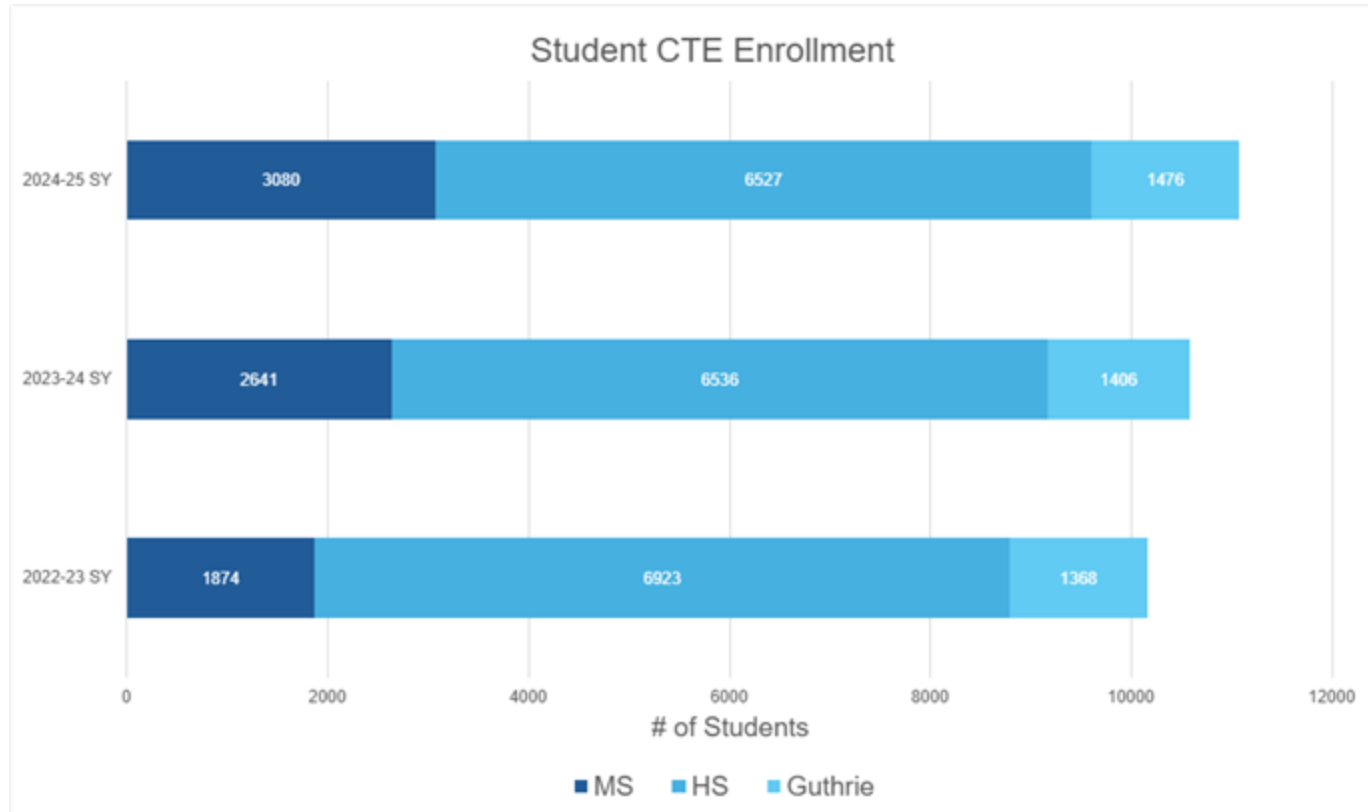
Program Design Convening



45- Members

CTE Teacher Convening

Enrollment Data



CTE Program Update



CTE Program Plan

Career Clusters	Program Location
Agriculture, Food, & Natural Resources	Agricultural Science Facility
Architecture & Construction	Home Campus & Guthrie
Arts, Audio/Video Technology, & Communication	Home Campus & Guthrie
Business, Marketing, & Finance	Home Campus
Education & Training	Home Campus
Engineering	Home Campus
Health Science	Home Campus & Guthrie
Hospitality & Tourism	Home Campus & Guthrie
Human Services	Guthrie
Information Technology	Home Campus & Guthrie
Law & Public Service	Guthrie
Manufacturing	Home Campus & Guthrie
Transportation, Distribution, & Logistics	Home Campus & Guthrie

Architecture & Construction

- All campuses will offer Principles of Construction (2025-26)
- Home Builders Institute Core Certification
- Advanced Construction relocating to the Guthrie Center (2026-27)



Agricultural, Food, & Natural Resources

- Facility opening Fall 2025
- Enterprise experiences in Floral and Veterinary Technician fields (2025-26)
- Expanded Plant Science program with a new greenhouse (2025-26)



Arts, Audio/Video Technology, & Communication

- Dual Credit Level 1 Certificate available with HCC
- Expanded Digital Marketing offerings on the high school campuses (2025-26)
- Upgraded facilities to meet updated industry standards



Business, Marketing and Finance

- Real Estate and Marketing Program of Study launching (2025-26)
- Industry-based certifications in Accounting Basics and Project Management
- Strong CTSO participation across programs



Engineering

- Expanded Program of Study on campuses including Robotics (2025-26)
- Industry-based certification in Autodesk Fusion 360
- Recognized as a PLTW District of Distinction (2024-25)



Education and Training

- First cohort of Grow Our Own graduates return to SBISD
- Expanded internship opportunities with Cornerstone Ministries
- National and state qualifiers in the Texas Association of Future Educators



Health Science

- Dual Credit opportunities with Houston Community College
- Expanded programming to include Dental Assisting
- New certifications in Certified Medical Assisting and Dental Assisting



Human Services

- Expanded Barbering Program of Study
- Active participation in SkillsUSA
- Full-service salon opening (2026-27)



Hospitality & Tourism

- Bistro opening (2026-27)
- Expanded intro-level certifications & courses at home campuses
- State qualifiers through SkillsUSA



Information Technology

- Expanded Cybersecurity Program of Study
- Python Programming Certification
- Selected for AP Career Kick Start Networking Course pilot (2025-26)



Law and Public Service

- Expanded facilities & equipment with simulation technology (2025-26)
- Work-based learning opportunities with Precinct 5
- Emergency Telecommunicator Certification (2026-27)



Manufacturing

- OSHA course available at all campuses (2025-26)
- Introductory welding lab additions at home campuses
- Advanced-level welding to be housed at Guthrie (2026-27)



NJROTC

- Expanded facility opening (2026-27)
- Increased scholarship opportunities
- Enhanced participation in competitions



Transportation, Distribution, & Logistics

- OSHA Safety Course (Level 1) offered at all campuses (2025-26)
- Automotive Technology facility launching (2026-27)
- Auto Service Center opening (2027-28)



Career Ready Update

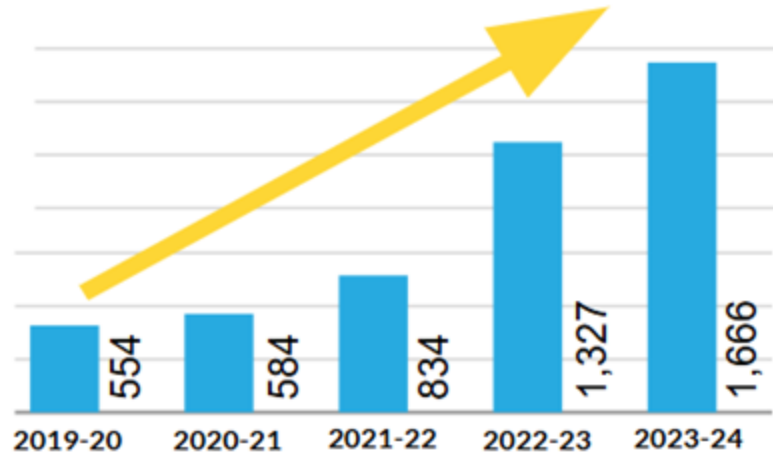


Industry Based Certifications

The **T** in T-2-4



IBC's earned by SBISD Students



Continued growth in [industry-based certifications](#), 25% increase from the 2022-2023 school year



CTE Partnership Update



Collaborating with Industry Partners

To Shape Future Careers



Real World Connections

Our Advisory Board and business partnerships keep growing!

	2021-2022	2022-2023	2023-2024
Advisory Board	39	57	68
Business Partners	59	84	162

Our partners play a key role in our success

Our Business Partner Framework was developed and implemented to provide students with authentic, real-world experiences. Our partners are key in shaping this experience.

Our staff engage as leaders - at every level

CTE staff strives to engage at local and state levels, participating in the West Houston Leadership Institute, CTAT NextGen, West Houston Association presenting at CTE conferences, and serving on TEA committees for TEKS revisions and curriculum resource reviews.





Collaborating With Industry Partners

To Shape Future Careers

Real World Connections 23-24

156

Industry partners &
educators engaged in
industry roundtables

60

Hands-on
learning
experiences



34,523

Hours worked by
students in
work-based learning
courses

4,300+

Student real-world
connection points
with industry partners

CTE Marketing Update



CTE Marketing Framework

EXPOSE

Elementary School

- **Destination Success**
- Guthrie Open Houses
- Campus Career Days
- Targeted Social Media K-5 Campaign

EXPLORE & EXPERIENCE

Middle School

- Destination Success
- Guthrie Open Houses
- Industry-Based Opportunities
- **General Employability Class**
- **Guthrie 8th Grade Tours**
- Naviance Career Finder
- **Bridge Year-7th Grade**

EXECUTE

High School

- Destination Success
- Guthrie Open Houses
- College Visits to Programs
- **Work-Based Learning**
- **PBL Opportunities**
- **IBC Preparation**
- **Senior Job Fair**
- Campus Elective Nights

CTE Success Spotlights

Students Engineer Tomorrow's Solutions at Texas A&M Engineering Experience

Spring Branch ISD (SBISD) juniors and seniors had an amazing opportunity to explore engineering at Texas A&M University – College Station. The students spent the day touring the impressive Zachry



Guthrie Center Architecture Program Excels at TxA 2024 Design Challenge

SBISD in Wall Street Journal article on CTE

Students explore oil and gas careers at Core Laboratories

What do robots, oil drilling, and the Greater Houston Women's Chamber of Commerce have in common? They're all part of the growing world of STEAM.

'SBISD named CTE District of Distinction by CTAT'

Girls Explore Energy Industry Careers with BP Women

Students explore oil and gas careers at Core Laboratories

What do robots, oil drilling, and the Greater Houston Women's Chamber of Commerce have in common? They're all part of the growing world of STEAM.

Student Leader Shines in New Civics Program: SBISD's CTE Excellence Highlighted

Success for Guthrie Center students at All American High School Film Festival

Thank you!

