

# 2024 K-12 CAREER PREPARATION Conference



**EATON**  
REGIONAL EDUCATION SERVICE AGENCY  
CAREER PREPARATION CENTER

**JANUARY 15, 2024**  
**CROWNE PLAZA HOTEL, LANSING**



*Connect careers with academics and help  
students answer, "Why do I need to learn this?"*



# 2024 K-12 CAREER PREPARATION Conference

## Welcome

Dear Conference Participants,

On behalf of Eaton RESA and our Board of Education, I would like to welcome you to our inaugural Eaton Career Preparation Conference!

We are so excited to have you join us for a full day of fun, learning and engaging with our county-wide K-12 Career Preparation System and staff. Many of our students often ask, "Why do I need to learn this?"

As teachers, counselors and administrators, we all play a key role in shaping the future of our students and have the opportunity to answer this question by directly connecting all subject areas to their future careers.

Together, it is our responsibility to expose students to as many careers as possible through engaging career awareness, exploration and preparation opportunities throughout their K-12 experience.

We believe career education should be integrated into day-to-day classroom activities and want to encourage students to explore as many of these opportunities as early as possible.

Today, I encourage you to attend sessions, engage with presenters and share your learning with your colleagues who weren't able to attend. Let's make this an unforgettable conference experience for all.

Thank you for joining us!

Vlad Lebedintsev, Ed.S, MBA



## Connect With Us

Stay in the loop by subscribing to the Eaton RESA K-12 Career Preparation Newsletter!

Our monthly email includes highlights of our programs, professional development opportunities and resources for teachers in all grade levels. Don't miss out on what's new and exciting in career education!

Scan the QR code to subscribe!



## Our Conference Planning Team

### **Vlad Lebedintsev**

Assistant Superintendent for Career & Technical Education  
vlebedintsev@eatonresa.org

### **Lisa Seigel**

Director of Early College  
lseigel@eatonresa.org

### **Margo Hazelman**

Director/Principal, Career Preparation Center  
mhazelman@eatonresa.org

### **Sara Jobson**

Career Pathways Specialist  
sjobson@eatonresa.org

# 2024 K-12 CAREER PREPARATION Conference

## Thank You Sponsors



## Feedback & SCECH Information

*We value your opinion! Help us reflect and improve on our first K-12 Career Preparation Conference by logging your feedback. Scan the QR codes to complete a short survey after each session and at the conclusion of the event. Thank you!*

### End of Conference Survey

Please provide feedback after the conference to help us improve.



### Conference Sign In and SCECH Log

Don't forget to log in and out for the day to ensure earned SCECHs are recorded.



### End of Session Survey

Please provide feedback after each session you attend.





# 2024 K-12 CAREER PREPARATION Conference

## Event Schedule

### **Breakfast & Networking, Royale Ballroom**

7:45-8:15 a.m.

### **Welcome & Keynote Presentation, Royale Ballroom**

8:15-10:30 a.m.

### **Break with Refreshments, Alcove Hallway and Atrium**

10:30-10:45 a.m.

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### **Breakout Session 1**

10:45-11:30 a.m.

**Room A:** Show Me the Relevance: Giving Secondary Students a Vision for their Future

**Room B:** Future Educators - Creating a Pathway to the Classroom

**Room C/D:** Career Tree Deep Dive

**Room E:** Understanding Implicit Bias

**Room F:** Michigan Career Development Association: A Professional Organization Just For You

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### **Breakout Session 2**

11:35-12:20 p.m.

**Room A:** Ready, Set, Go! Practical Ideas for Infusing Career Exploration into K-5 Curriculum

**Room B:** Eaton RESA: Career Preparation for the K-12 Student

**Room C/D:** Real Time, Real Talk: Q&A Dialogue

**Room E:** Implementing Data-Driven Equity-Focused Career Development

**Room F:** Creating Equity with Virtual Work-Based Learning (WBL)

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### **Lunch, Royale Ballroom**

12:30-1:15 p.m.

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### **Breakout Session 3**

1:25-2:10 p.m.

**Room A:** K-5 Career Readiness: Culture & Curriculum

**Room B:** Review of Grant Electronic Monitoring System (GEMS) and the Classification of Instructional Programs (CIP) Self Review

**Room C/D:** Career Tree Deep Dive

**Room E:** Career Preparation Center Alumni: Where are they now? The Value of Connecting Education and Industry

**Room F:** Creating Equity with Virtual Work-Based Learning (WBL)

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### **Breakout Session 4**

2:15-3:00 p.m.

**Room A:** The Boundless Potential Provided by Junior Achievement

**Room B:** Career Technical Education (CTE) Teacher Work Session

**Room C/D:** Real Time, Real Talk: Q&A Dialogue

**Room E:** K-12 County-Wide Career Preparation Team Meeting (by invitation only)

**Room F:** Pathways to Professional Construction Trades Apprenticeships

# KEYNOTE PRESENTER

## Unleashing Passion, Purpose and Performance In Younger Generations

Mark C. Perna

International Speaker, Bestselling Author,  
Career and Generational Expert



Join dynamic performance expert Mark C. Perna as he unveils groundbreaking innovations for working with today's younger generations. Educators, employers, parents and community leaders will benefit from these proven strategies to bridge the generational divide, engage and retain young people, and equip them with a powerful competitive advantage. Purposeful education is the heartbeat of this inspiring call to action. Students who experience education with purpose can then pursue passion-driven employment at all levels of learning and experience.

Though they're often painted in a negative light, students have incredible potential to change the world. We just have to unleash it. As the skills gap widens, we must tap into the vast creativity, intelligence and potential of the next generation. A father to two successful young people, Mark delivers key insights on how they think, what makes them tick and how they make decisions.

Mark will show you how to connect, engage and answer why to inspire a student's greatest effort. With clear action steps you can implement immediately both in your home and professional life, Mark's message will help you move young people from static purpose to active purpose, so they can achieve at a higher level. Countless parents, educators and employers have used Mark's strategies to maximize their interactions and outcomes with today's younger generations.

Discover how you can hear the branch creak and implement the "Light at the End of the Tunnel" strategy to attract, engage and empower the best young talent today. With highly practical generational insights, innovative best practices and signature inspiration, Mark's nationally acclaimed methods will open your eyes to the amazing promise of the younger generations. Recharge your passion for making a difference and start motivating young people like never before!

## JOIN MARK FOR BREAKOUT SESSIONS TODAY:

### Career Tree Deep Dive

Room C/D

10:45-11:30 a.m. and 1:25-2:10 p.m.

The Career Tree helps students discover their perfect intersection of lifestyle and career—and what it takes to get there through the power of a “for now” decision. You'll find out how the Career Tree expands students' options and opportunities by showcasing the hundreds of viable, living-wage careers made possible by program completion.

Mark will share real-world Career Tree examples, give a tour of the online portal and answer your questions. Don't miss the power of the Career Tree strategy to transform your narrative, culture and completion!

### Real Time, Real Talk: Q&A Dialogue

Room C/D

11:35 a.m.-12:20 p.m. and 2:15-3:00 p.m.

Mark will go deeper into the cutting-edge strategies to shift Gen Z from static purpose mode into active purpose. You'll learn practical ways to build a human connection, bring relevance to what they're learning and inspire students with purpose that matters to them.

During this two-way Q&A dialogue, Mark will deliver an array of practical strategies on the spot to connect, engage and answer the why for Gen Z, both in the classroom and beyond. Get ready to engage deeply in a candid conversation that will shift your approach to reach them and foster their completion mindset—for good!

# BREAKOUT SESSION DESCRIPTIONS

## **Show Me the Relevance: Giving Secondary Students a Vision for their Future**

*Presenter: Deanna Johnson, K-12 Career Development Coordinator, Avondale Schools*

*Audience: 6-12 Teachers*

Middle and high schools are BUSY places with teachers and students being pulled in many directions! Thinking about future careers and career exploration requires dedicated TIME and SPACE for students, but how can we incorporate this into the already busy school day?

In this presentation, we will talk about easy ways to add career lessons to classes and how utilizing a career development team can help create and share lessons easier. Come learn how to help your students get ready for their futures, even when school is busy!

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## **Future Educators - Creating a Pathway to the Classroom**

*Presenter: Kristen Toadvine, Education Teacher, Charlotte Public Schools*

*Audience: Teachers, Counselors and Administrators*

Do you want to inspire interest in future educator programs or learn more about starting CTE programs in your local district? Then, this presentation is for you. In this session you will learn how to develop a program launching point as well as get resources and tips on how to get the ball rolling to start new CTE programs. This presentation will also include personal stories about starting future educator programs. Join us to learn how to inspire and guide the next generation of educators!

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## **Understanding Implicit Bias**

*Presenter: Elizabeth Collins, Equity & Inclusion Officer, State of Michigan*

*Audience: All Attendees*

We all have implicit bias, but how do we examine and understand those opinions in order to create more inclusive classrooms and schools? In this session, we will learn how to identify our own biases and work to overcome those that may be negative. By understanding biases, we can begin to work toward creating schools and classrooms where all learners feel more welcomed and included.

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## **Michigan Career Development Association: A Professional Organization Just For You**

*Presenters: Jennifer Kluesner, President, Michigan Career Development Association & K-12 Career Readiness Consultant, Oakland Schools*

*Audience: All Attendees*

You work hard to help others. Now, it's your turn! Learn how to grow your career with the Michigan Career Development Association (MichCDA). MichCDA offers chances to meet and learn from other career development professionals through our virtual Career Cafés, National Career Development Association webinars, annual conferences and more.

Join us to learn about the benefits of becoming a MichCDA member and how to join. Membership offers support, access to our member directory, an exclusive member community and discounted rates for a variety of events.

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## **Ready, Set, Go! Practical Ideas for Infusing Career Exploration into K-5 Curriculum**

*Presenter: Deanna Johnson, K-12 Career Development Coordinator, Avondale Schools*

*Audience: K-5 Teachers*

In this presentation, we will discuss how important it is for students to learn about different jobs, careers and skills in order to make choices about their future. By presenting ideas and activities to integrate career exploration, we will focus on building career exploration into the K-5 school day rather than adding more to teachers' plates.

You will also learn how having a career development team can help plan and share these activities to make career learning fun and simple for your young students!

# BREAKOUT SESSION DESCRIPTIONS

## **Eaton RESA: Career Preparation for the K-12 Student**

*Presenters: MaryEllen Brocklehurst, Marcee Theisen, Student Service Coordinators, Eaton RESA*

*Lorin Stewart, Anita Mills, Career Development Coordinators, Eaton RESA*

*Audience: K-12 Teachers, Counselors, Administrators*

Teachers, counselors and administrators are invited to learn about all the CTE programs Eaton RESA has to offer. Beginning before kindergarten and taking students through post-secondary education, CTE programs can help learners at every grade level.

Join us to hear about the benefits of incorporating CTE at each grade level and how Eaton RESA can help districts include these programs in their curriculum.

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## **Implementing Data-Driven, Equity-Focused Career Development**

*Presenter: Tony Warren, Education Consultant, Calhoun Intermediate School District*

*Audience: K-12 Teachers, Counselors*

Creating a career development program for a whole district is a big job. This presentation will show you how to do it using a strategic and comprehensive approach. We will outline practical strategies for aligning evidence-based frameworks, focusing on integrating the American School Counselor Association national model and using the multi-tiered, multi-domain systems of support.

We will delve into the methodology of defining, delivering, managing and assessing career development programs while ensuring equitable Tier 1 lessons, activities and events for all students.

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## **Creating Equity with Virtual Work-Based Learning (WBL)**

*Presenter: Jim Clor, Vice President, State and National Partnerships, Pathful Connect*

*Audience: K-12 Teachers*

Work-based learning experiences are increasingly prevalent in state requirements and a crucial part of student workforce readiness. A virtual option is a necessary part of any WBL initiative to ensure equity across all learners and offering virtual WBL can expand access to all students without barriers like geographic location, access to industries and transportation.

In this session, you'll learn how Pathful Connect, a K-12 live, virtual work-based learning platform, ensures equitable participation in WBL by eliminating geographic, resource and access barriers to experiences.

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## **K-5 Career Readiness: Culture & Curriculum**

*Presenter: Maddie Liggett, Elementary Teacher, Cedar Springs Public Schools*

*Audience: K-5 Teachers*

Career development models are trending toward the inclusion of elementary instruction within the scope and sequence of career readiness programs. This is an exciting shift in education, but it leaves most of us wondering: "How can we teach kids about careers in elementary school?" and "When can we find time to talk about careers?"

This presentation will explore how to proactively build career awareness into your elementary classroom in ways that are meaningful and do not compromise the curriculum.

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## **Review of the Grant Electronic Monitoring System (GEMS) & the Classification of Instructional Programs (CIP) Self-Review**

*Presenter: Margo Hazelman, Career Preparation Center Director/Principal, Eaton RESA*

*Audience: CTE Teachers*

Are you a CTE teacher looking to complete the CIP Self-Review? This session will provide you with a comprehensive overview of the necessary steps and essential resources to successfully complete the CIP Self-Review.

Join us to streamline your CIP Self-Review process and access valuable tools for your professional growth.

# BREAKOUT SESSION DESCRIPTIONS

## **Career Preparation Center (CPC) Alumni: Where are they now? The Value of Connecting Education and Industry**

*Presenter: Sara Jobson, Career Pathway Specialist, Eaton RESA*

*Audience: All Attendees*

Join us to hear from a panel of CPC alumni, current CPC instructors and employers about the importance of education and industry partnerships and the benefits of CTE programs. Former students will discuss the impact their CPC courses have had on them and how their participation in programs created professional employment opportunities and offered advantages over fellow competitors in the work arena.

Instructors and employers will discuss the importance of education and industry partnerships and share their experiences as well.

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## **The Boundless Potential Provided By Junior Achievement**

*Presenter: Susan Shilton, District Director, Junior Achievement of Mid Michigan*

*Audience: K-12 Teachers*

This presentation will offer educators a look at the many opportunities Junior Achievement (JA) can offer students in any grade. Through our traditional financial literacy programming, career speaker events, job shadow opportunities, STEM events and career exploration, JA programs offer boundless potential and robust resources. Come learn how JA can partner with educators to help inspire students and prepare them for success.

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## **Career Technical Education (CTE) Teacher Work Session**

*Presenter: Margo Hazelman, Career Preparation Center Director/Principal, Eaton RESA*

*Audience: CTE Teachers*

Are you a CTE teacher looking for dedicated work time and support? Bring your laptop and materials to our work session for dedicated time to work on GEMS or any other CTE-related tasks. This is a great chance to focus on your work with help nearby. Join us, collaborate and make progress on your projects with ease!

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## **K-12 Career Preparation County-Wide Meeting**

*Presenters: Anita Mills, Lorin Stewart, Kris Dykstra, Career Development Coordinators, Eaton RESA*

*Audience: Eaton County K-12 Career Preparation Team Members (required, by invitation only)*

Eaton County K-12 Career Preparation Team members will meet with K-12 Career Preparation team members from other districts to share best practice ideas and finalize their plans due on January 19, 2024.

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## **Pathways to Professional Construction Trades Apprenticeships**

*Presenter: John Hartwell, Career & Outreach Representative, Operating Engineers Local 324*

*Audience: All Attendees*

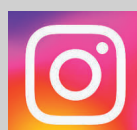
This session will focus on how to help students navigate the Department of Labor (DOL) Registered Apprenticeship program for construction trades. Hear from our panel of experts, representing different trades and the DOL Office of Apprenticeship, as they discuss the process from apprenticeship to training to graduation to Journeyman.

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## Connect With Us



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