



Value Metrics in CTE...

What is Your Program Number?

Dr. Roger Hanagriff
Texas A&M University Kingsville &
CTEManager.com

Why Me?...Good Question

- In 2008...for every \$1 TDA invested in Wine Marketing....\$27 returned to Texas Economy in Contributed Business Growth...kinda old...
- In 2017, 57% of students document SAE engagement in 753,896 project-based learning experiences
- In 2017, Each program has 5,500 hours in student Experiential Learning (45 million hrs. nationwide)
- In 2017 in Agricultural Education...On average, each program creates \$145,172 in economic value from SAE involvement...nationally \$1.18 Billion in value
- In 2017, community service is nationally estimated to be \$63 million in economic values

Data Sources...bottom line?

- What is the primary product of CTE? _____
- Primary data = Data observed or collected directly from first-hand experience from the primary source
- Secondary data = Published data and the data collected in the past or other parties is called secondary data.
- Which one tells the best story?

What is ROI?

- A basis for measuring outcomes of products / invested resources used to gain the product
- Products = Students, but their experiences are classroom, professionalism and project-based learning (Returns)
- Investments = Education program and potentially related cost to support...but mostly the program (Investment)

CTE Returns



1. Program Engagement (classroom, project and professionalism)
2. Professionalism Details
3. Project-Based Learning Experiences
4. Professionalism & Project-Based Learning Values
5. Economic Values

Experiential Learning Values (Skills & Hours)

\$ Economic Values of Learning (direct and impact)

2. Professionalism

3. Experiential Learning

1. Program Engagement

CTE Product Values

What are Your Value Metrics Areas? _____

I. Total Program Engagement:

1. Course enrollment _____
2. Class Experiences ____ (# or skills gained?)
3. Project-Based Learning Experiences ____ (#, hrs., skills)
4. Professionalism Experiences ____ (# & hrs.)
5. Total Experiential Learning Activities _____ (# & hrs.)

Values of CTE Education

II. Professionalism:

1. ___% of Students with Professional Experiences (CTSO, Other & Community)
2. ___# of students engaged in Leadership Organizations (CTSO & Other)
3. ___# of students involved in Volunteer Activities
4. ___# Hours of Professional Learning Experiences (CTSO, Other & Community)
5. ___# Student Photo / Files
6. ___# of Student Professional References
7. ___# of Student Professional Certifications

Values of CTE Education

III. Project-Based Experiences:

1. ___# of Project-based Learning Experiences
2. ___% of Students Engaged in Project Experiences
3. ___# (%) of Foundational Projects
4. ___# (%) of Research Projects
5. ___# (%) of Work-Based Learning Projects
6. ___# (%) of Entrepreneurship Projects

Values of CTE Education

IV. Program Learning Values:

1. ___ (%) Hours Invested in Professionalism Activities
2. ___ (%) Hours Invested in Community Service Activities
3. ___ (%) Total Project Based Learning Hours
4. ___ Total Experiential Learning Hrs (Professionalism, Service & Proj.)
5. ___ (%) Hours in Foundational Projects
6. ___ (%) Hours in Research Projects
7. ___ (%) Hours in Job Experience (WBL) Projects
8. ___ (%) Hours in Entrepreneurship Projects
9. ___ (%) # of Project Assessments (Employers or Teacher)
10. ___ Ave. Project Assessment Overall Score (5 pt scale)
11. ___ Ave. Experiential Learning Hours per Student

Values of CTE Education

IV. Program Economic Values:

1. \$_____ Total Student Earned Income
2. \$_____ Total Student Job Earnings (WBL)
3. \$_____ Total Investments (operating & other cost) in Project Based Learning (all types)
4. \$_____ Economic Impact Value from Project Investments (IMPLAN 1.9)
5. \$_____ Economic Impact from Volunteerism (https://independentsector.org/resource/vovt_details/ value of \$24.69*Vol. hrs.).
6. \$_____ Total Economic Program Value
7. \$_____ Ave. Economic Value per Student

Who Wants this Stuff?

- Program Stakeholders
- School Administration
- CTE Administration
- State/Federal Department of Education (Perkins)
- ?

Collection Challenges

- Keeping primary data collection methods
- Focusing on Student Lead tracking of experiences
- Value exist not only in the items, but could be value in tracking experiences
- Tools can vary...google forms, web-forms, etc.....www.ctemanager.com

www.CTEmanager.com



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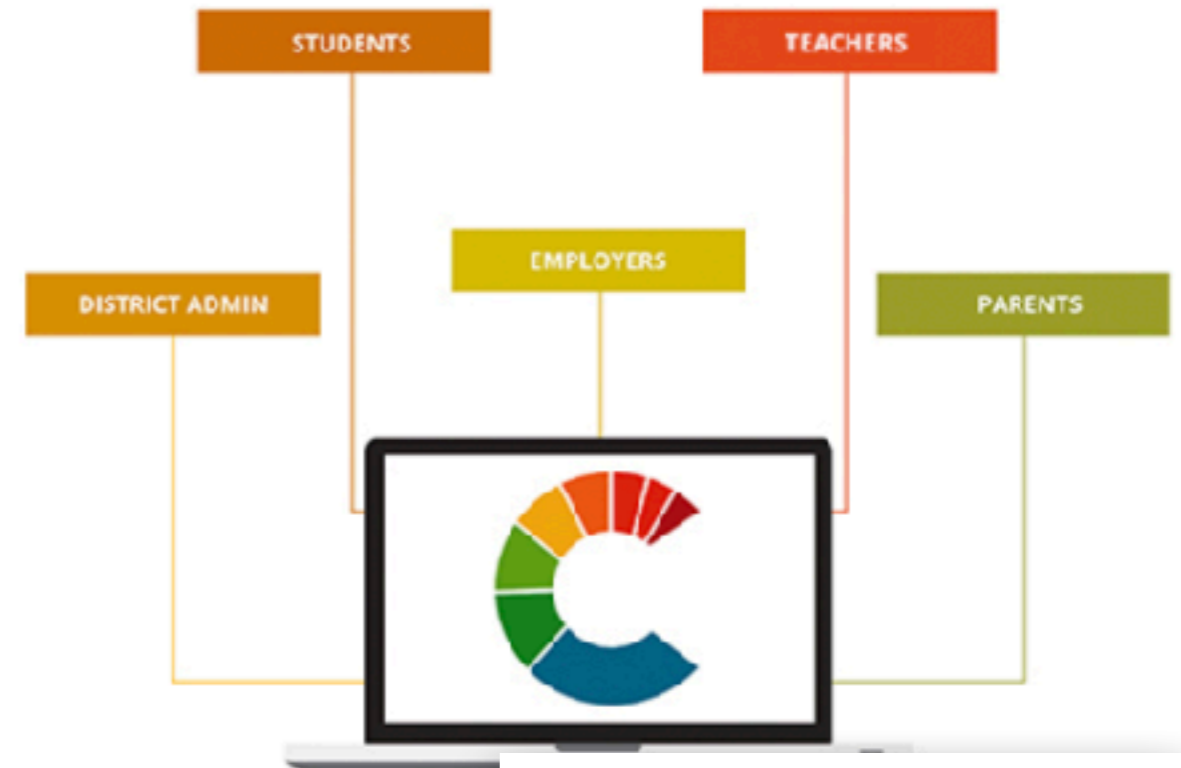
ABOUT

Our Mission

To provide a high-quality online record keeping system for tracking CTE program involvement among students and educators.

We provide educators with valuable reports for assessing student learning throughout the year, promoting their program(s) and garnering community support for CTE.

For students, we offer helpful tools such as a professional portfolio, resume builder, and standards-based journaling to make documenting their successes and planning their future easier.



CTE MANAGER
STUDENT PROJECT ASSESSMENT 10/15/2017

Student: Roger Managrit
School: ADMIN HIGH SCHOOL
Project: JOB AT THE BANK
Supervisor: Tyler Teacher

Overall Project Rating: **Above Average**

Career Task	Rating
Assess customer questions, and provide information or products or policies.	Above Average
Assist with duties in other areas of the store, such as monitoring items, handling bagging and handling customer items.	Excellent
Cash checks for customers.	NA
Collect items, bags, and security items.	Below Average

Evaluator:
Very good start to the year.

Recommendation:
Keep practicing on your customer service skills.

Thanks!

roger@ctemanager.com

Cell 936-661-4163