



# eXperience WORKS

**A Convening of Business Leaders  
and Educators**

**June 28-29, 2016**

**Holiday Inn I-64 West End  
2000 Staples Mill Road  
Richmond, Virginia**

**Virginia Department of Education  
Office of Career and Technical Education**



Special thanks to all of the educators,  
community leaders,  
and business and industry representatives  
for supporting career and technical education  
across the Commonwealth of Virginia.

# experience WORKS

A Convening of  
Business Leaders  
and Educators

Tuesday, June 28, 2016

7:15–9:00 a.m. **Business and Industry Exhibit Set-Up** *Main Lobby*

Breakfast – on your own

8:00–8:50 a.m. **Registration** *Foyer*

9:00–10:00 a.m. **General Session I** *Hampton*

## Greetings

### Introduction of Featured Speakers

**Carly Woolfolk**, *Specialist*  
*Agricultural Education and Related Clusters*  
*Virginia Department of Education*

### What is the Power and Impact of Work-Based Learning (WBL)?

**Drexel N. Harris**, *Project Director*  
*Educational Institutions Strategic Programs*  
*Dominion Services*

**S. Stewart Harris, Jr.**, *Program Director*  
*Advanced Integrated Manufacturing*  
*Thomas Nelson Community College*

**Zuzana Steen**  
*University and Academic Relations Manager*  
*Micron Technology, Inc.*

10:00–10:15 a.m. **Introduction of Business and Industry Leaders**

10:15–11:30 a.m. **Learning from Business and Industry Leaders** *Main Lobby*  
*(Visit and Interact with Business and Industry Representatives)*

### Holiday Inn I-64 West End

**Liz McIntyre**, *Sales Manager*

The first Holiday Inn opened in 1952 in Memphis, Tennessee, and is one of the world's largest hotel chains, with 435,299 bedrooms in 3,463 hotels hosting more than 100 million guest nights each year. In 2007, a worldwide relaunch of the Holiday Inn brand began and was completed in 2010. Currently there are more than 2,500 relaunched Holiday Inn brand hotels around the world. Holiday Inn has from the beginning been based on the people-first philosophy. It's about how people are treated internally with opportunity and open communication and externally by providing consistent and exceptional experiences.

## **Newport News Shipbuilding**

**Pierrette Swan**, *Career Pathways Representative*

**Shauntel Foster**, *Career Pathways Representative*

Newport News Shipbuilding is the sole designer, builder, and refueler of U.S. Navy aircraft carriers and one of two providers of U.S. Navy submarines. With approximately \$4 billion in revenues and more than 20,000 employees, they are the largest industrial employer in Virginia and the largest shipbuilding company in the United States. Newport News Shipbuilding has built more than 800 ships, including both naval and commercial ships. Located in Newport News, Virginia, the facilities span more than 550 acres, strategically positioned in one of the great harbors of the East Coast.

## **Emergency Medical Services Program**

**R. Nakia James**, *EMS Instructor/STEM Academy*

*Richmond Technical Center, Richmond City Public Schools*

The Emergency Medical Technician (EMT) program provides a rigorous academic and technical program of study in Therapeutic Services. This program prepares students for a full range of postsecondary opportunities (two- and four-year colleges), entry-level employment, apprenticeships, and the military. Interactive, hands-on activities will be illustrated in different types of simulated EMS scenarios. The remote-control ambulance "Andy the Ambulance" will demonstrate recruitment techniques utilized to increase enrollment and awareness of the EMS program among all age groups.

## **SolarMill**

**Bert Green**, *Founder and CEO*

SolarMill is a sustainable manufacturing company based in Richmond, Virginia. The operation is 100 percent solar-powered, completely off the grid, and relies heavily on Computer Numerical Control (CNC) machinery, laser cutters, 3-D printing, and Computer-Aided Design-based digital design workflows. By conducting groundbreaking research in the areas of energy efficiency, automation, and predictive control systems, SolarMill is able to design and manufacture a unique line of eco-friendly consumer products that are durable, attractive, and affordable.

## **U.S. Army**

**Aaron Hall**, *Education Services Specialist*

The ASVAB Career Exploration Program was developed by the U.S. Department of Defense with input from a panel of career development experts and designed to encourage students to increase their level of self-knowledge and to understand how that information could be linked to civilian and military occupational characteristics. It is a career planning and exploration program that combines a multiple-aptitude test with an interest self-assessment and a wide range of career exploration tools. The ASVAB Program recently was redesigned to be helpful to virtually all students, whether they are planning on immediate employment after high school in civilian or military occupations, or further education at a university, community college, or career and technical education institution.

## **Virginia Chamber of Commerce**

**Cyndi Miracle**, *Vice President, Marketing and Communications*

With a network of 23,500 Virginia companies, Virginia Chamber is the voice of Virginia business. In 2015, the "Southern Political Report" ranked the Virginia Chamber as the top government affairs association in Virginia. The mission of the Virginia Chamber of Commerce is to be a nonpartisan business advocacy organization that works in the legislative, regulatory, and political arenas to act as the catalyst for positive change in all areas of economic development and competitiveness for the Commonwealth of Virginia.

## Virginia Paving Company

**Brian W. Gawthrop**, *Plant Engineer, Division of The Lane Construction Corporation*

Virginia Paving Company is one of Virginia's premier asphalt pavement producers and paving contractors, providing quality services for the construction and maintenance of transportation systems, commercial projects, and residential developments. It is one of the premier transportation construction and paving companies in Virginia, playing a leading role in the construction and maintenance of highways, bridges, and airports. The company consists of four branch offices, management, a total of seven asphalt production facilities, and one road-building operation.

## Virginia Department of Transportation

**Queen T. Crittendon**, *Hampton Roads District Civil Rights Manager*

**Janice F. Curtis**, *Assistant Civil Rights Division Administrator*

**Rick Mason**, *Human Resources Division, Talent Acquisition & Outreach Coordinator*

**Dr. JoWanda Rollins-Fells**, *Event Coordinator & Senior Consultant, Business Transformation Group, Hampton Roads Transportation Career Expo*

The Virginia Department of Transportation (VDOT) is responsible for building, maintaining, and operating the state's roads, bridges, and tunnels. Additionally, through the Commonwealth Transportation Board, it provides funding for airports, seaports, and rail and public transportation. Virginia has the third-largest state-maintained highway system in the country, behind Texas and North Carolina. Since 2002, through efficiency efforts, outsourcing, and by shrinking in size, VDOT has achieved annual cost reductions of more than \$250 million. VDOT employs about 7,500 people full time, compared with 10,380 at the close of fiscal year 2001. That is the lowest level since 1965.

11:40 a.m. –12:25 p.m.

### Working Lunch

Networking and Sharing: WBL Best Practices

Hampton/Potomac

12:30–1:30 p.m.

### General Session II

Hampton

#### What's Style Got to Do with It?

#### Facilitating Crucial Conversations with Business Partners for Proper Student Placement

**Dr. Megan M. Seibel**, *VALOR Director*

*Extension Specialist, Virginia Tech*

1:40–2:40 p.m.

### WBL Instructional Methods Concurrent Session I

#### I.1 Job Shadowing and Mentorship

Potomac

**Job Shadowing—Karen Bowles**, *Instructor,*

*Veterinary Science, Henrico County Public Schools*

Job shadowing is a method of short-term, school-coordinated career exploration in which the student interviews a competent worker about his/her job and industry and “shadows” (follows) the worker to observe the performance of a variety of job tasks. Job shadowing is less intensive than the other methods. Before job shadowing, the student receives instruction about careers and the process of career choice. Job shadowing does not provide a standard unit of credit, but the student may enhance his/her class grade through the experience.

**Mentorship—Julie Cassetta, Instructor,**  
*Marketing, Rockingham County Public Schools*

Mentorship is a structured, school-coordinated method that enables the student to learn about the industry and the workplace from a selected worker who has a recognized record of achievement in the occupational field. It requires student preparation, including career exploration, before the experience. Mentorship is more complex than job shadowing but less demanding and often of shorter duration than internship or service learning. Mentorship does not provide a standard unit of credit, but the student may enhance his/her class grade through the experience.

**I.2 Practical Applications of Crucial Conversations** *Chesapeake*  
**Dr. Megan Seibel, VALOR Director, Extension Specialist, Virginia Tech**

Session participants will learn basic and applicable concepts about both Crucial Conversations and problem-solving style in order to better navigate issues around successful student placement. This interactive session will include individual response, partner, and group work as we learn together!

**I.3 Internship and Service Learning** *Hampton*  
**Internship—Kathleen Vuono, Specialist,**  
*Family and Consumer Sciences, Virginia Beach City Public Schools*

Internship is a progressive, school-coordinated method that places the student in a real workplace environment in order to develop and practice career-related knowledge and skills needed for a specific entry-level job. An internship can be introductory (short term) or extended (lasting a summer, a semester, or an entire school year and involving a specified number of hours in the training agreement). Interns may be paid or unpaid. The supervisor evaluates the student. Internship does not provide a standard unit of credit, but the student may enhance his/her class grade through the experience.

**Service Learning—Major Kent Daniel, Instructor, JROTC, Orange County Schools**

Service learning is a method in which the student engages in community-service work for a specified number of hours in order to gain developmental experience. Students and teachers cooperate with local leaders to address community problems and issues, resulting in student service to the community and development of personal, workplace-readiness, academic, and citizenship skills. Students engage in critical, reflective thinking and experience the relationship of theory and practice. Service learning does not provide a standard unit of credit, but the student may enhance his/her class grade through the experience.

**I.4 Clinical Experience** *Suite 800*  
**Dr. Kathryn Mauch, Specialist, and Randall Mangrum, Instructor,**  
*Health and Medical Sciences, Henrico County Public Schools*

Clinical experience is a form of cooperative education for health and medical sciences students, except that students are not paid for their clinical work. Clinical experience provides the student with an opportunity to integrate knowledge acquired in the classroom with clinical practice, and it affords practice of the fundamental skills, behaviors, and attitudes needed for professional competence in the healthcare field. Clinical experience is based on observation and treatment of patients at different stages of medical practice. These experiences place students in a variety of healthcare settings. Clinical experience is closely supervised, qualifies students for credit toward graduation, and requires a significant number of on-site hours (established by the Virginia Board of Nursing or the Virginia Department of Health).

## I.5 Cooperative Education and Student Apprenticeship

Norfolk

**Cooperative Education—Teresa Harrington**, *Instructor,*  
*Family and Consumer Sciences, Virginia Beach City Public Schools*

Cooperative education is a career-preparation WBL method that combines CTE classroom instruction with paid employment that is directly related to the student's plan of study. The school and the employer plan, coordinate, and supervise the instruction and employment so that each contributes directly to the student's career objectives and employability. Students may earn credit toward graduation for cooperative education experiences, and they normally work between 11 and 15 hours per week to achieve a minimum of 396 hours. Currently, 236 CTE courses are taught in Virginia that provide students with the option to participate in a cooperative education experience.

**Student Apprenticeship—Kathleen Eddington**, *Assistant Division Director,* and  
**Todd Cook**, *Apprenticeship Consultant,*  
*Virginia Department of Labor and Industry*

Student apprenticeship is a career-preparation WBL method that provides the student with opportunities to use job skills and reinforces academic instruction under the guidance of a supervisor in a specific occupational area. Student apprentices are paid for their work. Student apprenticeship is closely supervised by the school coordinator, qualifies students for credit toward graduation, and requires a significant number of on-site hours (up to a maximum of 20 hours per week). Student apprenticeship is designed to lead students directly into an entry-level job for highly skilled technicians, a registered apprenticeship, or a postsecondary program.

2:50–3:50 p.m.

### WBL Instructional Methods Concurrent Session II

Sessions I.1 – I.5 will repeat

#### II.1 Job Shadowing and Mentorship

Potomac

#### II.2 Practical Applications of Crucial Conversations

Chesapeake

#### II.3 Internship and Service Learning

Hampton

#### II.4 Clinical Experience

Suite 800

#### II.5 Cooperative Education and Student Apprenticeship

Norfolk

4:00–4:30 p.m.

### General Session III

Hampton

#### Sharing and Open Discussion

Facilitated by: WBL Presenters

# experience WORKS

A Convening of  
Business Leaders  
and Educators

Wednesday, June 29, 2016

7:30 a.m.	Registration	Foyer
7:45–8:30 a.m.	Breakfast Buffet	Hampton
8:30–11:20 a.m.	General Session IV	Hampton

## Introduction of Speakers

**Sharon Acuff**, *Specialist*  
*Marketing and Related Clusters*  
*Virginia Department of Education*

## How Do State and Federal Labor Laws Impact WBL?

**Robert G. Armstrong**, *Operations Manager*  
*Labor and Employment Law Division*  
*Virginia Department of Labor and Industry*

**Bryen E. Belcher**, *Investigator*  
*Wage and Hour Division*  
*U. S. Department of Labor*

## Refreshment Break

## WBL Issues and Challenges

### Career and Technical Education Cluster Specialists

**Sharon Acuff**, *Specialist, Marketing and Related Clusters*

**Helen G. Fuqua**, *Specialist, Family and Consumer Sciences Education and Related Clusters*

**Judith P. Sams**, *Specialist, Business and Information Technology and Related Clusters*

**J. Anthony Williams**, *Specialist, Trade and Industrial Education and Related Clusters*

**Carly Woolfolk**, *Specialist, Agricultural Education and Related Clusters*

11:30 a.m.–12:20 p.m.	<b>Working Lunch</b> Networking and Sharing: Overcoming WBL Challenges	Hampton
-----------------------	---	---------

12:30–12:45 p.m.	<b>Board Buses and Depart for Industry Tours</b>	Meet in Main Lobby
------------------	--	--------------------

## Industry Tours

How on-site WBL enhances students' knowledge and skills and increases career opportunities

### American Honda Motor Company, Inc., Training Facility

**Tour Facilitator: Emil Budu**, *Training Center Coordinator, Service Operations/Technical Training*

Participants will explore the vast opportunities available to students in the automotive industry. Attendees will be provided a full tour of the facility and will be given an insight into what diagnosing and repairing cars looks like in 2016.

Targeted Clusters:

- Transportation, Distribution and Logistics (expected growth in jobs of 9 percent to include more than 325,000 positions by 2022)
- Science, Technology, Engineering and Mathematics (expected growth in jobs of 12 percent by 2022)

### Virginia Fusion Center and State Police Training Academy

**Tour Facilitator: Sergeant George Crespo**, *Virginia State Police, Training Division*

Participants will tour the classroom and educational facility and training grounds. The visit will include a tour of the Col. Denny Flane Memorial Museum, the simulated shooting range, and K-9 demonstration. An overview of trooper training and day-to-day operations will also be showcased.

Targeted Cluster:

- Law, Public Safety, Corrections and Security (expected growth in jobs of 15 percent by 2022)

### Dominion Power—Chester Technical Training Center and Chesterfield Power Station

**Tour Facilitator: Drexel N. Harris**, *Project Director, Educational Institutions Strategic Programs, Dominion Services*

Participants will learn about various training programs offered at the Chester Technical Training Center, tour the simulator for the power plant, and discuss workplace readiness skills necessary to be successful in the field. The tour will continue at the Chesterfield Power Station, including a walkthrough of the turbine deck, control rooms, boiler area, and an overview of environmental equipment.

Targeted Clusters:

- Manufacturing (expected growth in jobs of 5 percent to include more than 300,000 positions by 2022)
- Science, Technology, Engineering and Mathematics (expected growth in jobs of 12 percent by 2022)
- Transportation, Distribution and Logistics (expected growth in jobs of 9 percent to include more than 325,000 positions by 2022)
- Architecture and Construction (expected 18 percent growth with more than 10,000 job openings annually between 2012 and 2022)

### Hamilton Beach Test Kitchen

**Tour Facilitator: Patricia A. Schweitzer**, *Consumer Test Kitchen Manager, Hamilton Beach Brands, Inc.*

Participants will tour the laboratory where test kitchen experts validate product performance and collaborate with engineers to ensure appliances work at peak efficiency. You will also learn about development of product literature including use and care guidelines and helpful tips, and how recipes are created, tested, approved, and marketed for publication.

Targeted Clusters:

- Marketing (expected growth in jobs of 10 percent with nearly 470,000 positions anticipated by 2022)
- Hospitality and Tourism (expected growth in jobs of 14 percent by 2022)
- Arts, Audio/Video Technology and Communication (expected growth in jobs of 8 percent with the highest number of jobs being technical writers and graphic designers)

### **The Diamond Baseball Stadium**

**Tour Facilitator: Megan Angstadt**, Director of Community Relations & Flying Squirrels Charities, Richmond Flying Squirrels

Participants will tour the entire ballpark and discuss the ends and outs of management of the park with the Promotions Director, Head Groundskeeper and Director of Stadium Operations, the Assistant General Manager of Sales, and Suite Services Director.

Targeted Clusters:

- Agriculture, Food and Natural Resources (with over 68,000 anticipated jobs by 2022 in the plant systems pathway)
- Hospitality and Tourism (expected growth of 14 percent by 2022)
- Marketing (expected growth of 10 percent with nearly 470,000 positions anticipated by 2022)
- Business Management and Administration (expected growth of 9 percent by 2022)
- Finance (expected 13 percent growth by 2022)

### **VCU Pharmacy Center for Compounding Practice and Research (CCPR)**

**Tour Facilitator: Sean L. Bates**, MS, MPH, Executive Director for Postgraduate Programs, VCU School of Pharmacy

The VCU Center is dedicated to advancing the safe and effective use of extemporaneously compounded medications and personalized medicine, through training in the Pharm.D. program, classroom and certificate training, continuing education programs, and research. Participants will tour the facility and experience a laboratory exercise.

Targeted Clusters:

- Health Science (expected growth in jobs of 26 percent by 2022)
- Science, Technology, Engineering and Mathematics (expected growth in jobs of 12 percent by 2022)

**3:45–4:30 p.m.**

### **Board Buses and Return to Hotel**

#### **Convening Evaluation**

Please complete the entire survey to provide valuable feedback. This will provide a record of your attendance and be used to provide accurate hours for your professional development certification, pending local approval.

To complete the evaluation for Experience Works—A Convening of Business Leaders and Educators, go to the link below or scan the QR code.

<http://tinyurl.com/experienceworks2016>



# Featured Presenters

## General Session I

**Drexel N. Harris** joined Dominion in 1989 as a senior instructor at the Millstone Nuclear Power Station in Connecticut. Currently, he is the HR project director and oversees Dominion's educational outreach efforts to identify workforce needs and provide solutions to meet those needs.



Mr. Harris has more than 30 years of nuclear and electric utility experience, and more than 15 years of human resources experience. Before joining Dominion, Mr. Harris served eight years in the U.S. Navy as a nuclear reactor operator and electronics technician onboard nuclear-powered submarines. He was also a nuclear training instructor for the U.S. Nuclear Navy, General Electric Company, and Long Island Lighting Company.

**S. Stewart Harris, Jr.**, leads the Advanced Integrated Manufacturing strategy at Thomas Nelson Community College. His leadership includes establishment of partnerships, development of curricula, and coordination of grants to offer comprehensive programs in education and workforce development to provide multi-skilled technicians for advanced integrated manufacturing in the region.



Mr. Harris retired from NASA Langley Research Center in 2013, with more than 40 years of service. He began his career as an electronics technician apprentice, and retired as the deputy director for technical services in the Engineering Directorate. While at NASA, Mr. Harris reestablished the cooperative education program for technicians, developing a partnership with Thomas Nelson that provides tuition and work experience for students in engineering technology programs, national certification as aerospace technicians, and a career pathway to apprenticeship at NASA Langley.

**Zuzana Steen** is the university and academic relations manager for Micron Technology, Inc. With her extensive knowledge of educational institutions, industry, and nonprofits, Ms. Steen is responsible for connecting Micron Technology with education and community partners to help students become excited about careers in fields related to science, technology, engineering, and mathematics (STEM) as well as bringing external educational opportunities to Micron Technology team members.



Before joining Micron Technology in 2010, Ms. Steen was the executive director of HR Leadership Awards of Greater Washington, assistant director of workforce development, and head of international relations at the Northern Virginia Technology Council.

## General Session II

**Dr. Megan Seibel** is director of the VALOR program, which is dedicated to spreading leadership best practices in education, workplace, and grassroots organizational settings. Team dynamics related to exploration of issues and influence on decision makers provide a context for stakeholder development and advocacy as outcomes. Additionally, Dr. Seibel is the associate director for the Center for Cooperative Problem Solving and uses Crucial Conversations and Adaption Innovation Theory with coaching of state-level educational supervisors and student officer teams to enhance effectiveness in student-led organizations. Her background includes expertise in health care, career and technical education, peer education, and outreach educational programming.



Aside from her faculty and leadership roles in the Department of Agricultural, Leadership, and Community Education at Virginia Tech, Megan operates her family farm and vineyard and works closely with her own children's career and technical education teachers.

## General Session IV

**Robert G. Armstrong** is the operations manager for the Labor and Employment Law Division of the Virginia Department of Labor and Industry. The Labor and Employment Law Division is charged with enforcing Virginia's codes and regulations as they apply to child labor and payment of wage in the state. Before joining the Virginia Department of Labor and Industry in 2003, he was a police officer with the city of Richmond for 29 years.



**Bryen E. Belcher** is a senior investigator with U.S. Department of Labor, Wage and Hour Division's Richmond District Office and has been with the agency for the past 19 years. Mr. Belcher is experienced in conducting investigations in a wide variety of industries, serves as a team leader, trains and mentors new investigators, and participates in numerous education and outreach events each year. He holds a bachelor's in business administration from Virginia Commonwealth University in Richmond. Before his career with Wage and Hour, Mr. Belcher worked in retail management and is a lifelong Virginia resident.

# VIRGINIA DEPARTMENT OF EDUCATION

**Dr. Steven R. Staples**  
Superintendent of Public Instruction

## Office of Career and Technical Education

**Lolita B. Hall** . . . . . Director  
**George R. Willcox** . . . . . Coordinator, CTE Planning, Administration and Accountability  
**Sharon Acuff** . . . . . Specialist, Marketing and Related Clusters  
**Dr. Lynn Basham** . . . . . Specialist, Technology Education and Related Clusters  
**Ashley Brown** . . . . . Administrative Support  
**Mark Burnet** . . . . . Specialist, Data Collection and Reporting  
**Gordon Creasy** . . . . . Research Consultant, Industry Credentials  
**W. Terry Dougherty** . . . . . Manager, Grants Administration  
**Helen G. Fuqua** . . . . . Specialist, Family and Consumer Sciences Education and Related Clusters  
**Michele Green-Wright** . . . . . Specialist, Health and Medical Sciences and Related Clusters  
**William Hatch, M.A., J.D.**, . . . . . Specialist, CTE Federal Program Monitoring  
**Judith P. Sams** . . . . . Specialist, Business and Information Technology and Related Clusters  
**Joy Spencer** . . . . . Administrative Support  
**Danielle Weaver** . . . . . Administrative Support  
**Barbara Weedon** . . . . . Administrative Support  
**J. Anthony Williams** . . . . . Specialist, Trade and Industrial Education and Related Clusters  
**Carly Woolfolk** . . . . . Specialist, Agricultural Education and Related Clusters

## Special appreciation is extended to:

**Sharon Acuff and Carly Woolfolk**, WBL Program Coordinators  
**Misty A. Kiser**, Graphic Design Manager  
Virginia Department of Education

CTE Resource Center Writers/Editors



The Virginia Department of Education does not discriminate on the basis of race, sex, color, national origin, religion, sexual orientation, gender identity, age, political affiliation, or against otherwise qualified persons with disabilities. The policy permits appropriate employment preferences for veterans and specifically prohibits discrimination against veterans.