

Rhetorical Fusion: Igniting Student Potential through the Integration of ERWC and CTE

ERWC 2024
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ACCESS THE DECK:
bit.ly/3XmhHhJ





EXPECTED OUTCOMES

Increased understanding of ERWC-CTE integration value among ELA teachers.

Inspiration for educators to implement integration in their classrooms.

Strengthened collaboration between ELA and CTE teachers.

Enhanced student engagement, readiness, and rhetorical transfer.

Contribution to ongoing efforts in preparing students for success.

WHAT'S HAPPENING IN SCHOOLS?



College for All: How Are We Doing?

For every 100 ninth-graders in California...



87 graduate from
high school within
five years



67.8 enroll in college within 16
months of high school graduation



30.5 graduate from college within six years



23.9 earn a four-year degree



Source: Ed100 analysis of available California and national data, 2021, by Sam Hiken and Jeff Camp. Rates of high school graduation, college enrollment, and college completion have risen significantly over time. Compare this graphic to [2006](#)).

DATA ON ERWC

Key Findings on Student Success with ERWC:

- **Improved College Readiness:** Students completing ERWC with a grade of "C" or better are better prepared for college and often place into higher English readiness categories at CSU campuses (California State University Long Beach) (Fresno County Office of Education).
- **Enhanced English Proficiency:** ERWC students perform better on the CSU English Placement Test (EPT) compared to non-ERWC students, with a notable effect size of +0.13 (ESSA Programs).
- **Developed Critical Thinking:** The curriculum promotes strong critical thinking and analytical skills, aiding students in higher education (Calstate) (Calstate).



CTE AND ITS BENEFITS

ABOUT CTE

Career technical education (CTE) provides all students and adults with the academic and technical skills, knowledge and training necessary to succeed in future careers.



K-16 Collaborative

Essential partnerships are developed between high schools, businesses and postsecondary schools, providing pathways to employment and/or associate, bachelor's and advanced degrees. Along the way, students develop career-relevant, real-world 21st Century skills.

BENEFITS OF CTE

Increases "Career Ready" Students



CTE students were well-employed within two years of high school graduation

Fosters a Positive School Climate

CTE aligns social and emotional competencies with skills employers are seeking!

Self-management

Self-awareness



Social Awareness

Responsible

Decision-Making



Relationship Skills

Source: Preparing Youth for the Workforce of Tomorrow, CASEL 2020

CTE Students are Performing Higher than General Education Students!

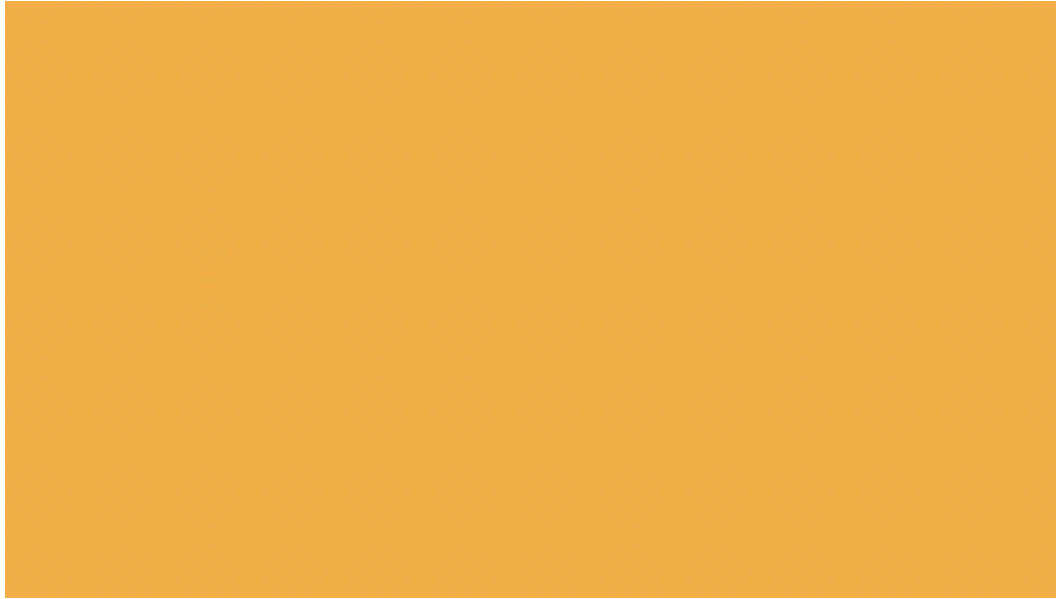
In review of 2 local school districts' data, CTE students have:

- Higher GPA Average
- Higher Graduation Rates
- Higher Retention Rates



CTE is learning that works for all students!

ERWC The Art of Adaptation: Rhetoric for Transfer



CTE Essential Skills



What Do You Teach in Your Class?

TRANSFERABLE SKILLS

CAREERCLIFF.COM

- Business Strategy
- Teamwork Ability
- Data Analysis
- Communication Skills
- Time Management
- Work Ethic
- Commercial Awareness
- Listening and Providing Feedback
- Problem Solving
- Creativity
- Attention to Detail

Transferable skills are skills you acquire during your education, internships, or through work experience AND transformed as the tools you'll need to adapt to any new job.

- Analytical Reasoning
- Critical Thinking
- Leadership
- Adaptability
- Teamwork
- Communication
- Writing
- Listening
- Relationship Building
- Computer Skills
- Management
- Project Management



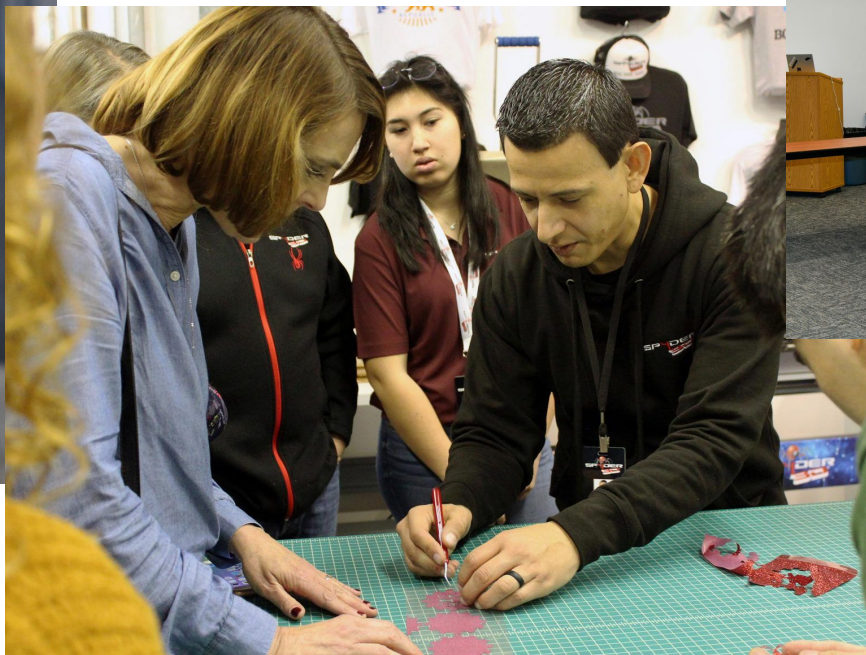
OC pathways
Partnerships for College and Career Success



LOGOS: DATA-DRIVEN EVIDENCE OF CTE EFFECTIVENESS



PATHOS: INSPIRING STUDENT SUCCESS STORIES



REACH
GOALS



OC pathways
Partnerships for College and Career Success



KAIROS: TIMELINESS AND URGENCY OF IMPLEMENTATION



Governor's Call to Action

- The importance of college and career readiness
- Bridging the gap between academic knowledge and real-world application
- The transformative potential of ERWC-CTE integration



California's Career Passport



TAKE ACTION

eTranscript California and Career Passport






Leverage the eTranscript California platform to integrate transcripts into college application forms, documenting skills-based learning in non-academic environments, and sharing information with employers to support skills-based hiring.



OC pathways
Partnerships for College and Career Success



GRID EXAMPLE - ARTS, MEDIA, AND ENTERTAINMENT (AME)

  Arts, Media, and Entertainment Design, Visual, and Media Arts Pathway  												
Grade	CTE Courses	Social Science	English Language Arts	Math		Science	Required Courses	Foreign Language	Community College Partner(s)	Work-Based Learning Themes	Essential Skills	Technical Skills
				Non-Integrated	Integrated							
8	Exploratory CTE	History	Language Arts	Math 8 or Algebra	Math 8 or Algebra	Physical Science	PE	World Language HS Credit (optional)	Click on the image to discover community college programs in OC. 	Career Event; Guest Speakers; Career Interest Assessment; Conversations & workplace visits with family and friends	<ul style="list-style-type: none"> Written and verbal communication skills 	<ul style="list-style-type: none"> Career Assessments Career Exploration
9	Introductory CTE: Introduction to Commercial Art (UC)	World Geography by Design (UCC)	Changing Hearts and Minds: English and Digital Media Arts (UCC)	Algebra I (UC)	Da Vinci Algebra I – Math (UCC)	Biology (UC)	Health & PE-1	World Language (UC)	CC Digital Media Programs CC Media Arts Design Programs FC Arts & Digital Arts Programs	Intro to Career in Media Arts Industry Field Trips; Informational Interviews; Alumni Stories; Job Shadowing	<ul style="list-style-type: none"> Accountability Absorb and apply constructive criticism 	<ul style="list-style-type: none"> Gain critical thinking and problem solving skills Use Design Thinking to create or improve a product
10	Concentrator CTE: Commercial Art (UC)	World History by Design (UCC)	New Media Language Arts (UC)	Geometry or Algebra II (UC)	Math 2 or Math 3 (UC)	Chemistry or Anatomy & Physiology (UC)	PE-2	World Language (UC) or Dual Enrollment	GWC Digital Media Programs IVC Digital Media Arts Programs OCC Digital Media Arts & Design Programs SC Art Programs	Problem-Solving in the Workplace Mentorships Mock Interviews Integrated Projects Career and Technical Student Organization Projects	<ul style="list-style-type: none"> Analytical skills Project management 	<ul style="list-style-type: none"> Apply technology to enhance productivity Web Development Designing for others; Adobe Suite training
11	Concentrator CTE: Advanced Commercial Art (UC)	Examining U.S. History Through Media Design and Arts (UC)	Designing the American Dream: English 11 and Media Arts (UCC)	Algebra II or Pre-Calculus (UC)	Math 3 or Pre-Calculus or AP Statistics or Calculus (UC)	Anatomy & Physiology or Physics		World Language (UC) or Dual Enrollment	SAC Digital Media Arts Programs SCC Digital Media Arts Programs	Work Readiness for Media Arts Mentorships Mock Interviews Integrated Projects Career and Technical Student Organization Projects	<ul style="list-style-type: none"> Skills-based training Problem-solving 	<ul style="list-style-type: none"> Create and explain how a marketing/advertising product influences design choices
12	Capstone CTE: Commercial Art Internship (UC)	Government/Economics (UC)	Communication by Design English and Media Design (UCC)	Pre-Calculus or AP Statistics or Calculus (UC)	Pre-Calculus or AP Statistics or Calculus (UC)			World Language (UC) or Dual Enrollment	Dual enrollment courses are available in: <ul style="list-style-type: none"> Fall Spring Summer 	Leadership in the Workplace Mentorships; Apprenticeship Training Program; Community Classroom; Cooperative Work Experience; Industry Certifications; Student-Entrepreneur	<ul style="list-style-type: none"> Communication Critical thinking Collaboration 	<ul style="list-style-type: none"> Analyze, assess, and identify effectiveness of artistic products based on elements of art, the principles of design, and professional industry standards
Potential Certifications, Certificates, Degrees		High School Industry Certifications		Community College Programs/Certificates			University of California, Irvine			California State University, Fullerton		
		Adobe Photoshop		Digital Graphics Production			Game Design and Interactive Media			Visual Arts		
		Adobe Animate		UX Design								
		Adobe Illustrator		Multimedia Design								
Potential Employment		Employer				Job Title #1			Job Title #2			
		University of CA, Irvine				Communications Coordinator			Junior Graphic Designer			

ETHOS: ETHICAL RESPONSIBILITY OF EDUCATORS AND ALIGNMENT WITH INSTITUTIONAL VALUES



Key Principles of ERWC

Research-based strategies

Inquiry-based learning, metacognition, and transfer

Focus on rhetorical situation, audience, purpose, and context



The Value of CTE

Practical,
industry-specific
experiences

Improved graduation
rates, postsecondary
success, and workforce
readiness

Development of critical
thinking, effective
communication, and
problem-solving skills



OC pathways
Partnerships for College and Career Success

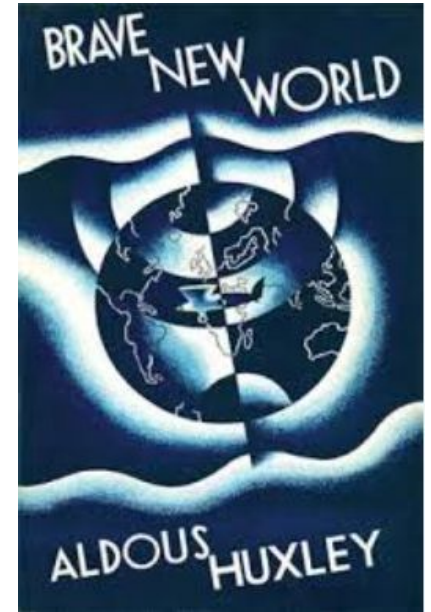


Enhancing Teacher Well-Being and Student Thinking



Activity - Brave New World and Arts, Media and Entertainment

1. Click on lesson plan.
2. Read over it with your partner.
3. Share your thoughts.



Sample Lesson
Plan



Set Up an AI Account



Talk to Claude

claude.ai



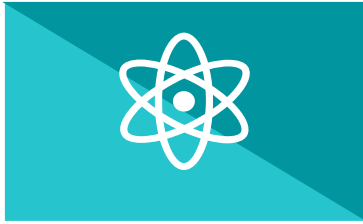
ChatGPT



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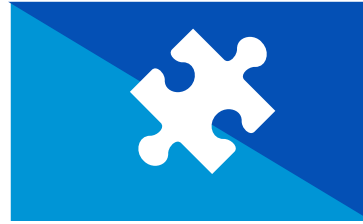
ERWC-CTE Integration Activity Examples



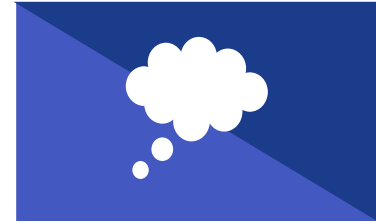
Orwell's *1984* module +
Software and
Systems
Development CTE
pathway



"Waste More, Want
More" module +
Environmental
Science CTE
pathway



"Is Boredom Good
for You?" module +
Mental and
Behavioral Health
CTE pathway



"Language, Gender,
and Culture"
module +
Education CTE
pathway

Choose an option, upload the PDF to AI, and create a lesson plan or project. - Make Bullet Points and link to ERWC folder docs

Addressing Potential Concerns

- ❖ Time constraints and curriculum demands
- ❖ Lack of familiarity with CTE content
- ❖ Time for collaboration, professional development, and flexibility

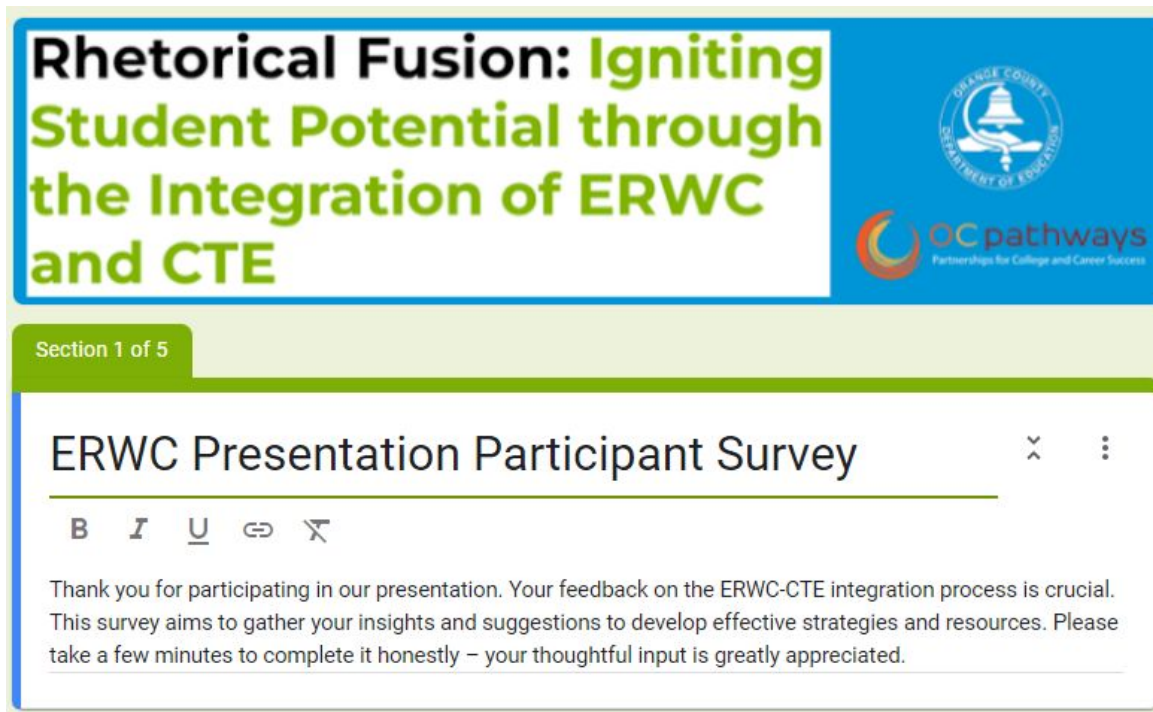
Call to Action

Embrace the integration of ERWC and CTE

Empower students with adaptable rhetorical skills

Foster a prepared, engaged, and successful generation of learners and leaders



Questions or Comments



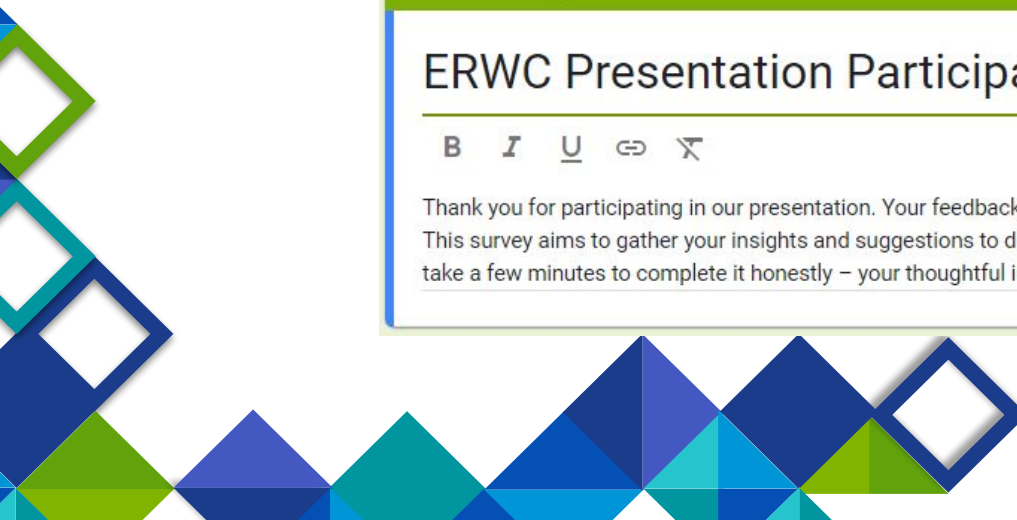
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Section 1 of 5

ERWC Presentation Participant Survey

B I U  

Thank you for participating in our presentation. Your feedback on the ERWC-CTE integration process is crucial. This survey aims to gather your insights and suggestions to develop effective strategies and resources. Please take a few minutes to complete it honestly – your thoughtful input is greatly appreciated.



Thank you!

OC PATHWAYS
www.ocpathways.com

