



# Career Technical Education (CTE) 2024-2025

## Learn to Earn!

### Program Overview:

Cottonwood's Career Technical Education (CTE) Pathways provide students with essential career, academic, and employability skills/soft skills that are needed for the modern workplace. **CTE Pathways are taught by teachers who have experience and credentials in the Industry Sectors they teach!**

### Program Details:

- **Duration:** 1-year program, earning 20 credits **Fall Start ONLY**
  - equivalent of 2 years of study
- **Certification:** Certificate from TCS upon successful completion
  - Students also earn job skill/employability certificates throughout the course
- **A-G approved**
- **9th-12th graders welcome!**

### Available Pathways (Fall Start Only):

1. Agriscience
2. Animal Science
3. Ornamental Horticulture
4. Hospitality, Tourism & Recreation
5. Child Development
6. Family & Human Services (Social Services)
7. Health Careers
8. Managing Business
9. Entrepreneurship
10. Marketing
11. Finance Careers

### Course Features:

- Real-world project-based curriculum designed and taught by industry professionals
- Individualized assignments and projects that students help design
- Industry Professional Speakers
- Additional supports available: coaching, one-on-one meetings, and virtual study hall

### Schedule:

- CTE Power Hours LIVE! In Zoom for all CTE Pathways (Finance Careers see below)
  - Schedule: Tuesdays & Thursdays
    - Power Hour Option 1: 10:00 - 11:00 AM
    - Power Hour Option 2: 1:30 - 2:30 PM
- **NEW:** CTE Finance Careers Pathway. This Pathway is the **ONLY** one with the option of:
  - T/TH 2:30 - 3:30 PM in Zoom with Personal Finance **OR** M/W 10:00 - 11:00
  - **And/Or** students may choose CTE Power Hour Option 1 or 2
- **Requirement:** All CTE students must attend Zoom sessions each Tuesday and each Thursday of every week. For flexibility, students are able to choose which time they go to class/Power Hour each Tuesday and each Thursday.

# The Cottonwood School CTE Pathways 2024-2025



## **Agriscience**

The Agriscience Pathway helps students acquire a broad understanding of a variety of agricultural areas, develop an awareness of the many career opportunities in agriculture, participate in occupationally relevant experiences, and work cooperatively with a group to develop and expand leadership abilities. Students will study California agriculture, agricultural business, agricultural technologies, natural resources, and animal, plant, and soil science.



## **Animal Science**

In the Animal Science Pathway, students study large, small, and specialty animals. Students explore the necessary elements, such as diet, genetics, habitat, and behavior, to create humane, ecologically, and economically sustainable animal production systems. The Pathway includes the study of animal anatomy and physiology, nutrition, reproduction, genetics, health and welfare, animal production, technology, and the management and processing of animal products and by-products.



## **Ornamental Horticulture (Floral & Landscape)**

The Ornamental Horticulture Pathway prepares students for careers in the nursery, landscaping, and floral industries. Topics include plant identification, plant physiology, soil science, plant reproduction, nursery production, and floriculture, as well as floral design, landscaping design, installation, and maintenance.



## **Family and Human Services (Social Services)**

Employment growth in the Family and Human Services Pathway will likely be driven by increasing demand for family assistance. Students learn positive guidance skills, professional behavior and standards, and resources for individual, family, and community services. Students also learn about nutrition, health, aging, and safety.



## **Child Development**

The Child Development Pathway is designed to prepare students to pursue a career in the field of child care and development for infants, toddlers, and young children. Students study child growth and development, safety and emergency procedures, nutrition and health practices, positive interaction and guidance techniques, learning theories, and developmentally appropriate practices and curriculum activities. Students apply this knowledge in a variety of early childhood programs, such as child development laboratories, public and private preschools, family daycare settings, and recreational facilities.



## **Hospitality, Tourism, and Recreation**

The Hospitality, Tourism, and Recreation Pathway integrates various facets of the hospitality industry: lodging, travel, and tourism; event planning; theme parks, attractions, and exhibitions; and recreation. Students engaged in this pathway have broad experiences related to specific industry segments, including industry awareness; organizational management; customer service; sales and marketing; facilities management; lodging; travel destinations; and reservations, ticketing, and itineraries.



## **Marketing**

Using both creative and systems processes, students develop marketing concepts and principles and their practical application in marketing and management. Subject matter includes market research, economics, marketing budgets, creative development and design, and marketing foundations/functions with an emphasis on public relations, advertising, branding, promotion, product/service management, pricing, and distribution. Specialized programs of study in this field may include sports marketing, event marketing, hospitality marketing, advertising, or market research.



### **Entrepreneurship**

Students will develop knowledge and skills common to entrepreneurs and entrepreneurship, including the human characteristics vital for entrepreneurial thinking in a twenty-first-century global world. Entrepreneurial thinking may be applied to all industry sectors. The performance indicators provide business knowledge and skills required for entrepreneurs, as well as intangible skills and knowledge such as creativity and innovation skills.



### **Managing Business**

In the Managing Business Pathway students learn entrepreneurship and business fundamentals, goal setting, resource allocation, organizational structure and management techniques, economics, financial data, risk management, information technology, and supply chain management. Business Management consists of planning, leading, and controlling an organization or effort to accomplish a goal.



### **Finance Careers**

Finance Careers includes Personal Finance and areas of study for accounting, banking, securities and investments, and other financial specializations. By completing this course, students will have the foundational knowledge to properly plan their financial futures post-graduation, make sound money decisions in their present and adult lives, and be prepared to enter the financial job market.



### **Health Careers**

The Health Careers Pathway provides an overview of the many different medical career opportunities for students. Students learn about health Care Systems, health care teams, human growth and development, anatomy and physiology, medical terminology, communication in health care, ethics, ethical dilemmas, medical records and reports, legal responsibilities in health care, vitals, body mechanics, infection control, safety precautions, health information technology, insurance, medical coding, and more.

[CTE Slides](#)

Please contact Kimra Balliet [kimra.balliet@cottonwoodk12.org](mailto:kimra.balliet@cottonwoodk12.org) for more information

*Register through the CVHS Registration Survey*