



2026 Camp Mentor & Mentee

“I AM CTE!”

Hacienda del Sol Guest Ranch Resort

Saturday, July 11, 2026

7:45	Continental Breakfast and Check In (Casa Luna Foyer, Casa Luna)		
8:25 8:30	5 Minute Warning Welcome (Casa Luna)		
8:40	Transforming Futures Through CTE: When Community Becomes the Classroom Keynote Presenter: Erica Ballesteros, The Change Project What happens when educators, business leaders, parents, and community members work together to expand what's possible for young people? In this inspiring keynote, Erica Ballesteros shares how meaningful partnerships, real-world experiences, and intentional connections can transform not only students, but the communities that surround them. Drawing from her background in workforce development, youth leadership, and more than 6,000 interviews, Erica demonstrates how CTE can serve as the bridge between education, industry, and community—equipping everyone involved with practical tools to strengthen relationships, build confidence, develop essential life skills, create opportunities that change the trajectory of a life. (Casa Luna)		
10:00	Break / Transition Time		
10:15	I AM CTE: The 2.0 Campaign Rebecca Robinson/Marlo Loria (Casa Luna)	Decoding Communication: Self-Awareness as a Tool for Connection and Career Success Erica Ballesteros (Casa Feliz)	
11:15	Transition Time		
11:20	I AM (the) CTE Administrator: NOW WHAT? Cathie Raymond (Casa Luna)	Tracking Off-Campus Work-Based Learning, a Teacher's Guide Brenda Vega (Hacienda)	Using AI to Promote your CTE Programs and Data Michelle Cray (Casa Feliz)
12:20	Networking Lunch (Casa Luna Foyer, Casa Luna)		
1:20	“I AM CTE” Networking and Learning Activity Craig Pearson and ACOVA Board (Casa Luna)		
2:10	Transition Time		
2:15	A Greater Look into the 14 Career Clusters Craig Pearson (Casa Luna)	New Administrators with ACOVA: Round table Adelaida McLaughlin (Hacienda)	Stop Being the Best-Kept Secret: Modern Marketing for CTE Success Jayme Fitzpatrick (Casa Feliz)
3:15	Transition Time Back to Casa Luna		
3:20	Camp M&M Closing Activity (Casa Luna)		



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Session Descriptions:

10:15-11:15 am

I AM CTE: The 2.0 Campaign**

Presenters: Rebecca Robinson, Tombstone Unified School District, ACOVA and Marlo Loria, Mesa Public Schools

Join us to explore the origins of Arizona's "I Am CTE" campaign and how to help relaunch the movement in your own districts and communities by amplifying the voices of students, educators, alumni, and industry partners who represent the impact of Career and Technical Education across the state. This session will highlight how storytelling, digital media, and coordinated outreach efforts can educate, advocate, and celebrate the diverse opportunities available through CTE programs. Participants will gain practical ideas, campaign resources, and communication strategies to help build a unified statewide message that celebrates the success and value of CTE in Arizona.

Decoding Communication: Self-Awareness as a Tool for Connection and Career Success

Presenter: Erica Ballesteros, The Change Project

Self-awareness is one of the most valuable skills we can help young people—and ourselves—develop. In this interactive session, participants will discover their dominant and secondary communication styles and explore how personality influences the way we communicate, process information, build relationships, collaborate with others, and approach opportunities. Through Erica Ballesteros' Communication Style Decoder, attendees will gain practical strategies they can immediately use with students, colleagues, business partners, and community members. More importantly, they'll leave with a framework for helping others better understand who they are, leverage their natural strengths, and make more informed decisions about leadership, teamwork, career pathways, and lifelong success.

11:20-12:20pm

I AM (the) CTE Administrator: NOW WHAT?*

Presenter: Cathie Raymond, Tucson Unified School District

Are you a new CTE administrator and want to know where to start? This session will help you identify the major tasks you need to complete the first few months of your position. You will be provided with a check sheet of tasks to complete during each month.

Tracking Off-Campus Work-Based Learning, a Teacher's Guide

Presenter: Brenda Vega, East Valley Institute of Technology (EVIT)

This session will be a how-to for instructors struggling to track their student's progress during their off campus work-based learning experiences (clinicals, externships, apprenticeships, etc.) I'd like to go over the tools I use to help structure my student/office data, their completed hours, my site visits, at-risk students, and more. I will also like to provide templates for individuals to take and use for their programs.

Using AI to Promote your CTE Programs and Data

Presenter: Dr. Michelle Cray, Gilbert Public Schools

Discover how artificial intelligence can help Career and Technical Education (CTE) leaders create compelling marketing content, highlight program successes, and communicate outcomes more effectively. This session will explore practical AI tools and strategies for transforming enrollment, performance, and workforce data into engaging stories for students, families, educators, and community partners. Participants will leave with actionable ideas for using AI to increase program visibility, strengthen stakeholder engagement, and showcase the value of their CTE programs.

2:15-3:15 pm

A Greater Look into the 14 Career Clusters

Presenter: Craig Pearson, Higley Unified School District, ACOVA

Take a deeper dive into the Advance CTE Career Clusters Guidebook. As we explore the new framework that defines 14 career clusters, 72 sub-clusters, along with key concepts such as cluster groupings, cross-cutting clusters, and career-ready practices we will help create a shared language and understanding that connects education and workforce needs. This session is designed to help CTE administrators and educators develop high-quality, learner-centered pathways that prepare students for dynamic, in-demand careers.

New Administrators with ACOVA: Round table**

Presenter: Adelaida McLaughlin, Piñon Unified School District, ACOVA

Designed specifically for new CTE directors, this interactive session pairs you with experienced ACOVA members to help you effectively plan, organize, and launch a successful school year. Topics will include navigating the CTE Data Portal, planning meaningful professional development for CTE teachers, managing CTE grants, and supporting Career and Technical Student Organizations (CTSOs). Bring your questions—this session is also a space to get answers to any other challenges or concerns you may have as you step into your new role.

Stop Being the Best-Kept Secret: Modern Marketing for CTE Success

Presenter: Jayme Fitzpatrick, Scottsdale Unified School District

Why is it that the most innovative programs in a district are often the hardest to find? If you are tired of hearing your community say, "I wish I knew about this sooner," it's time to change the narrative. Join us for a dynamic, hands-on workshop designed to take your Career and Technical Education (CTE) programs out of the shadows and into the spotlight.

****Suggested for New Directors to attend**