



Career-Technical Education Concentrator Feedback Manual

Revised December 2007

N.C. Department of Public Instruction
Career and Technical Education (CTE)
Planning & Performance Management

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CONCENTRATOR FEEDBACK SURVEY STEPS TO COMPLETION

1. Order required materials and logins:
 - a. Order copies of feedback survey if needed (see Attachment A: Order Form) and Attachment B (Concentrator Feedback Survey)
 - b. Order student database information or printed labels (see Attachment A: Order Form).
 - c. Request login information for persons who will enter data online (see Attachment C: Login Request Form).
2. Print out master list of students (or save to Excel file) to use as a checklist.
3. Conduct surveys. (See Attachment D: General instructions for teachers involved in the Concentrator Feedback Survey.)
 - a. Online (See Attachment E: Instructions for entering student data online.)
 - 1) Make assignments for contact of specific students.
 - 2) Conduct survey and enter responses.
 - b. Paper surveys: Initial contact by mail.
 - 1) Mail surveys to students (see Attachment F: Sample letters).
 - 2) Mail followup letters to students (see Attachment G: Sample Letters).
 - 3) Follow up with telephone calls if necessary (see Attachment H: Telephone script for follow-up to mailed survey).
 - c. Paper surveys: Initial contact by phone.
 - 1) Make assignments for contact of specific students.
 - 2) Conduct survey (see Attachment I: Telephone script for initial contact) and enter responses.
2. Organize materials to return to NCDPI.
3. Validate responses.
4. Complete batch sheet (see Attachment H: Batch Sheet).
5. Mail or deliver by **March 14, 2008**, to:

Gail Adams
Department of Public Instruction
6355 MSC
Raleigh, NC 27601-6355

I. General Information

Your assistance is needed to coordinate the task of collecting feedback from CTE Concentrators who left your school system in 2006-2007.

Students who are identified as concentrators are those who earned four credits in a career pathway, one of which was a capstone course (indicated by * on the [Career and Technical Requirements for College Tech Prep and Career Prep Courses of Study list](#)). Due to changes in the Carl Perkins Career and Technical Education Act of 2006, we must now follow up on concentrators who drop out as well as those who graduated. (Concentrator graduates' are provided in December 2007. Concentrator dropout names will be provided at a later time.)

The CTE Concentrator Feedback Form is the method that is used to collect feedback, in the form of responses to questions from concentrators. For the first time this year you will have the option of completing these forms online or using paper forms and submitting paper forms as in the past.

Concentrator follow-up may be done either by mail or by personal contact. In the past, those units who made personal contact with concentrators achieved a much higher response rate.

Local Education Agencies (LEAs) must complete CTE Concentrator Feedback forms online or deliver hard copies in person or by mail by March 14, 2008. Mail to:

**Gail Adams
Department of Public Instruction
6355 MSC
Raleigh, NC 27601-6355**

Be sure that each form returned to DPI contains the following information:

- Student ID Number***
- LEA Number***
- School Number***
- Course Code Information***

Any incomplete forms will be returned to the LEA to correct and will not be counted as received until returned to DPI.

II. How Follow-up Data Are Used

B. Carl Perkins Career and Technical Education Act of 2006

The data from the CTE Concentrator Feedback survey of Career and Technical Education students will be used in determining the attainment of

performance mandated in the 2006 Carl Perkins Act (Perkins IV). The following performance standard is based on CTE Concentrator Feedback data:

5S1 Secondary Placement

By 2008-2009, [94.4 percent](#)¹ of concentrators who left education in the previous school year will be in postsecondary education or advanced training, in military service, or in employment.

Additionally, the concentrators' follow-up provides information used in further contact with employers.

C. Career and Technical Education Effectiveness

The percentages also will be used by DPI and LEAs to determine program effectiveness in carrying out the purposes of Career and Technical Education.

III. Obtaining the 75 Percent Response Rate

The total number of concentrators per LEA (LEA Unduplicated Accountability) appears at the bottom of the printouts furnished to the LEA by DPI or on the first screen when you log in to the online version of the survey. Seventy-five percent of that total is required to ensure accurate accountability.

IV. Assuring the Accuracy (Validity) of Data

Assuring the accuracy of student responses to the CTE Concentrator Feedback Survey is the responsibility of the local administrator of Career and Technical Education. When the data are sent to DPI, this implies that the local administrator has verified their validity. With increased attention to the survey results and increased use of teachers to telephone students, local administrators should devote extra attention to assuring that the data are as accurate as possible.

The collection of concentrator feedback may be done by mail or by personal contact. It should be determined at the local level if the return envelopes are to be address for return to the CTE Administrator or to the individual school.

Use the online list of concentrators as a checklist as forms are returned or data entered online. Accurate records must be maintained to ensure the best possible results. Each LEA may set its own deadline for teachers/coordinators to return completed forms as long as that deadline allows time for the LEA to meet DPI's March 14, 2008, deadline.

¹ Proposed. Target will be negotiated with the U.S. Education Department in Spring 2008.

One way to verify the validity of the data is through spot checking. Local administrators or their designees may randomly select a small number of completed survey forms, then telephone those concentrators to verbally verify the information. The development and utilization of other methods is encouraged.

V. **Materials/Mailing Procedures for Data Collection**

A. **Materials Provided to the LEA for Use in Data Collection**

1. An electronic copy of the CTE Concentrator Feedback Manual
2. An electronic copy of the feedback survey
You may order hard copies of the survey or print copies yourself. You do not need copies of the survey if you are entering results online.
3. A list of concentrators by school and capstone course (available online). From this list you can access contact information for the students.

This list should serve as the basis of the CTE Administrator's record of steps completed in the survey process. If forms are mailed, a check should be placed beside the concentrator's name once the form has been mailed, with a second check to indicate that the form has been returned by the concentrator. The completed checklist should be copied and the copy returned with the Concentrator Feedback Forms. The original should be retained for the LEA's records.

4. You can request information for mailing labels for concentrators in one of two ways:
 - a. A database of your concentrators that you can use to generate your own labels, OR
 - b. Two sets of labels with two labels per concentrator printed side by side (a total of 4 labels per concentrator).

IMPORTANT REMINDER RE: STUDENT CONFIDENTIALITY

- ***The label containing name, address, LEA code, school code, four digit course number, student ID number should be placed on the Concentrator Feedback Form.***
- ***The label containing student name, address LEA code, school code and course number should be placed on the envelope being mailed to the concentrator. DO NOT PLACE A LABEL THAT CONTAINS THE STUDENT ID NUMBER ON MAILING TO THE CONCENTRATOR.***

- *The second set of labels may be used if a second mailing is necessary as long as the above listed rules are followed.*
5. An electronic copy of the Batch Sheet: To be filled out and signed by the CTE Administrator and returned to DPI along with the feedback forms. The batch sheet is also located in this manual and may be duplicated as needed.
 6. Sample memos and telephone scripts and instruction sheets for teachers are included in this manual as attachments:

B. Procedures for Conducting the Survey

7. Mailing Procedures To Be Followed By The LEA

a. LEA Expenses For Mailing

The LEA will provide the envelopes for mailing survey forms to concentrators. The LEA may charge the expenses for postage, envelopes and long distance phone calls as eligible expenditures from federal program improvement funds.

b. Procedure for Mailing

- 1) Compose a personal letter, or use the sample provided in this manual, to be sent to the concentrator from the CTE administrator, program teacher, or industry education coordinator. This letter should ask the concentrator to complete the feedback form and return it within 10 days in the enclosed SASE.
- 2) Address the return envelope with the appropriate address and affix postage.
- 3) Place a label containing the concentrator's name, address, Student ID number and course number on the feedback form.
- 4) Place the letter, feedback form and the SASE in a 9" x 12" envelope.
- 5) Place the label that DOES NOT contain the student ID number on the 9" x 12" envelope and affix postage.
- 6) Check off the concentrator's name on the printout and mail the 9" x 12" envelope to the concentrator.
- 7) After the concentrator has returned the form, place a second check mark by his/her name and place the appropriate feedback code on the form in the upper right hand corner. Refer to the instructions under "Coding of Forms and Labels" in this manual.
- 8) If the number of forms returned is not satisfactory, use the additional concentrator forms for a second mailing to those concentrators who did not return the form. Be sure to follow the same rules and instructions as used in the first mailing.

c. Prepaid Postage Instructions

The United States Postal Service regulations concerning the use of meter stamps to prepay postage are as follows:

- 1) Meter stamps must be printed directly on the envelope that bears the return address of the meter license holder in an amount sufficient to prepay in full the first class rate, and
- 2) Any photographic, mechanical, or electronic process, or any combination of such processes, other than handwriting, typewriting, or hand stamping, may be used to prepare the address side of reply mail prepaid by meter stamps. The address side must be prepared as to both style and content in the following form without the addition of any matter other than a return address.

**NO POSTAGE STAMP NECESSARY
POSTAGE HAS BEEN PREPAID BY**

*(Meter stamp to
be placed here)*

*John Doe Company
310 New Bern Ave
Raleigh, NC 27611-9998*

- 3) Reply mail prepaid by meter stamps will be delivered only the address of the meter license holder. If the address is altered, the mail will be held for postage.
- 4) The date must not be shown on the meter postmarks used to prepay reply postage.

d. Procedure for Telephone Follow-Up

If a follow-up telephone contact is made to obtain feedback information, a prepared script should be used to ensure accurate and appropriate school/LEA representation. A sample telephone script can be found in Attachment F of this manual. The person making the call should be careful not to influence the concentrator's answers. Spot check to verify answers and to assure accuracy. Be sure to code each form accurately in the blocks in the upper right corner. See instructions on the correct way to code the form in the "Coding of Forms and Labels" section of this manual.

2. Procedure for Initial Contact via Telephone

Place the appropriate label on the form. After collecting answers from the concentrator, be sure to code each form according to the instructions in this manual. A sample script appears in Attachment G or a script may be formulated by the caller.

3. Coding of Forms

a. Instructions for Coding of Forms

All completed CTE Concentrator Feedback Forms are to be coded in the upper right-hand corner of the form by the person who receives the completed form from the concentrator or by the person who obtains the concentrator feedback by phone. This coding is useful to researchers and others who use data from our annual follow-up. The keying contractor also enters this coding. There are (3) blocks that will need a code. The coding choices for these blocks are as follows:

Block 1	C = Centralized collection method (mailing or telephoning done at central office) D = Decentralized collection method (mailing or telephoning done by teachers and/or Career Development Coordinators in each school)
Block 2	M = Mail collection method T = Telephone collection method
Block 3	1 = Initial Contact 2 = Second Contact 3 = Third Contact

No coding is necessary for information entered online.

b. Explanation of Coding Used on Labels

The student label number must be placed on the follow-up form. The forms cannot be processed unless they contain the following:

- Student I.D. Number
- LEA Code
- School Code
- Four-Digit State Course Code Number

If it is necessary to type a student label for the feedback form, be sure that it contains all the fields listed above.

The following explains what each set of numbers represents:

First 3 digits = LEA Code
Next 3 digits = School Code
Next 4 digits = State Course Code Number
Last 9 digits = Student I.D. Number

4. Procedures for Mailing Completed Forms To DPI

Completed Concentrator feedback forms and the accompanying signed batch sheet should be mailed to:

Gail Adams
Department of Public Instruction
6355 MSC
Raleigh, NC 27601-6355

PUBLIC SCHOOLS OF NORTH CAROLINA
Secondary Career and Technical Education
Concentrator Feedback Survey
2007 Concentrators

PLACE LABEL HERE

Dear Student:

We need your help! As a student who completed a Career and Technical Education program in high school, we need your input to improve Career and Technical Education for future participants. Your answers are important and your voice will be heard. All replies will be kept confidential and no individual student responses will be released.

Career and Technical Education courses include courses in Agricultural Education, Business and Information Technology Education, Career Development, Family and Consumer Sciences Education, Health Occupations Education, Marketing Education, Technology Education, and Trade & Industrial Education.

For Questions 1-10, please bubble in the circle next to the best response to each statement. For Question 11, place a check next to all responses that apply. For Question 12 (on back), please supply the missing information.

1. Career and Technical Education was a major reason I stayed in school.

- Strongly agree*
- Agree*
- Disagree*
- Strongly disagree*
- No response*

2. Through Career and Technical Education, I had an opportunity to develop awareness of careers in my field of interest and plan for how to meet my goals.

- Strongly agree*
- Agree*
- Disagree*
- Strongly disagree*
- No response*

3. What is your education/training status at present?

- Enrolled in a community, technical or junior college, or business or trade school*
- Enrolled in a four-year college or university*
- Participating in a Registered Apprenticeship*
- Involved in formal training working toward a business and industry recognized credential*
- Enlisted in the military*
- Not in further education or training at present*
- No response*

5. Is your education or training taking place in North Carolina?

- Yes* *No* *Does not apply* *No response*

4. Is your education or training program related to the high school Career and Technical Education courses in which you participated?

- Yes* *No* *Does not apply* *No response*

6. How far is it to your education or training site from the high school you attended?

- 0-20 miles*
- 21-40 miles*
- 41-100 miles*
- More than 100 miles*
- Not in further education or training*
- No response*

7. What is your work status at present?

- Employed full-time*
- Employed part-time*
- Not employed, seeking full-time employment*
- Not employed, not seeking full-time employment*
- No response*

9. Is your job located in North Carolina?

- Yes* *No* *Does not apply* *No response*

8. Is your job related to the high school Career and Technical Education courses in which you participated?

- Yes* *No* *Does not apply* *No response*

10. How far is it to your job site from the high school you attended?

- 0-20 miles*
- 21-40 miles*
- 41-100 miles*
- More than 100 miles*
- Not employed*
- No response*

11. To which Career and Technical Education student organizations did you belong in high school? (Check all that apply.)

- | | | |
|------------------------------------|--|---|
| <input type="radio"/> <i>DECA</i> | <input type="radio"/> <i>FFA</i> | <input type="radio"/> <i>TSA</i> |
| <input type="radio"/> <i>FBLA</i> | <input type="radio"/> <i>HOSA</i> | <input type="radio"/> <i>None available</i> |
| <input type="radio"/> <i>FCCLA</i> | <input type="radio"/> <i>SkillsUSA</i> | <input type="radio"/> <i>Available but I did not belong</i> |

ATTACHMENT D: General Instructions for Teachers Involved in Concentrator Feedback Survey

WHY *You have been asked to assist with the follow-up survey of students who completed an advanced level CTE course with you. The results of this survey are used to determine compliance with State Accreditation Standard 2.4 - the concentrator unemployment rate for the local unit if below the county's youth (age 16-19) unemployment rate. Only LEAs that have a 75% or above response rate may use their data to show attainment of this standard.*

Other teachers sometimes know where to locate former students or know about the students' education and work status from information provided by current students. Therefore, you will be able to increase the response rate for your LEA.

HOW *Follow the instructions of your local Workforce Career and Technical Education Administrator or your Career Development Coordinator in obtaining responses to questions on the Concentrator Feedback Form.*

If you telephone students, you should explain at the outset that student responses are confidential, and no information will identify them by name. Please avoid influencing their responses. You should read the question and possible choice answers without additional comments or explanation.

Contact information for students' employers is needed so a survey of employers of CTE concentrators can be conducted.

ACCURACY *Make every effort to record accurately the students' responses. Spot checking of forms with respondents will be done to verify the accuracy of the data.*

RESULTS *Reports of your students' responses will be prepared and returned to your local director. If a student on your list was taking another CTE course in addition to your course, the responses the student gives you will also be reported for the other CTE courses.*

The above reporting process is referred to as duplicated reporting. It gives both you and the other teacher credit for making this student employable or preparing him/her for postsecondary education.

These survey results are used to determine if courses, programs, and program areas have met related CTE performance standards.

NEXT STEP *Talk with the seniors currently enrolled in the CTE courses you teach. Impress upon them the importance of completing and returning the Concentrator Feedback Survey they will receive after graduation.*

The selection of the first course listed on the CTE student enrollment record in the fall of the 2006-2007 school year was used for determining an unduplicated number of students for reporting to the federal government. The student should consider all CTE courses taken when answering the questions.

ATTACHMENT E: Instructions for Entering Data Online

1. Point your browser to <https://dcp.dpi.state.nc.us>. Login using the user name and password that have been provided to you.
2. Click on the Concentrator Feedback link on the left side of the screen.
3. If desired, select a particular school and/or capstone course to view.
4. Click on the Edit button beside the name of the student you wish to edit.
5. Call the student and read the indicated text and each item. Click on the radio button beside the student's response to each item. If the student does not wish to respond to a particular item, click on the button beside No Response. The student can select only one response to items 1-10. On item 11, the student may select all responses that apply. On item 12, key in the information from the student into the space provided. If the student is not employed or does not wish to provide employer information, you may skip item 12.
6. When you are finished, click Save.

Attachment F: Sample Letters

First Mailing to Students

DATE

FEEDBACK SURVEY OF STUDENTS IN CAREER AND TECHNICAL EDUCATION (CTE) PROGRAMS

Please take a few minutes to tell us how you are doing. We need your comments about your high school program, especially the CTE courses you have completed. Please consider all CTE courses you completed when answering the questions.

The directions are on the form. Please complete and return the form in the self-addressed, stamped envelope within 10 days if at all possible.

Your comments will be helpful as we continue to improve workforce development education for high school students.

YOUR ANSWERS ARE CONFIDENTIAL.

Thank you very much for participating in the survey.

Sincerely,
_____, Career and Technical Education Administrator

_____, County/City Unit

ga

encl.

Followup Mailing to Students

DATE

FEEDBACK SURVEY OF STUDENTS IN CAREER AND TECHNICAL EDUCATION (CTE) PROGRAMS

Approximately two weeks ago, we mailed you a form requesting that you answer several questions regarding the CTE courses you took in school and your current status. In the event that you have not received it, have misplaced it, or for some reason failed to return it, we would appreciate your taking a few minutes to complete the duplicate form that is enclosed. Your comments about high school programs, especially the CTE courses you completed, will help us to improve all our CTE programs.

The directions are on the form. Please complete and return the form in the self-addressed, stamped envelope within 10 days if at all possible.

YOUR ANSWERS ARE CONFIDENTIAL.

Your assistance in completing this form will be appreciated very much.

Sincerely,

_____, Career and Technical Education Administrator

_____, County/City Unit

ga

Encl.

Attachment G: Telephone Script Used As Follow-Up To Mailed Survey

CALLER " _____ (Name of Graduate/Concentrator), I am _____ (name of caller) a _____ (teacher, counselor, Career and Technical Education director, etc.) in _____ (City/County School System). A few weeks ago a survey was mailed to you. Did you receive it?"

STUDENT (Responds)

(If answer is "yes") "Have you returned it?"

(If answer is "yes") thank the person and terminate the call.

(If answer is "no") "I'm sorry. Perhaps it was incorrectly addressed. May I have about 5 minutes of your time to ask you the questions on the survey concerning the Career and Technical Education courses you completed while a student at (name of school)."

STUDENT (Responds)

If answer is "yes," explain.

"If I may get your response to the questions, you will not need to bother with returning the form. Please consider all Career and Technical Education courses you completed when answering the questions."

CALLER Then continue as follows:

1. *Read each question and each possible answer.*
2. *Fill in the answers received without comment.*
Do not hint at "better" answers, or in any manner attempt to influence responses.
3. *At the end of the conversation, thank the student for participating in the survey and for his/her time.*
4. *Code the form in the upper right hand corner.*
Directions for coding the forms are found in this manual.

Attachment H: Telephone Script for Initial Contact

CALLER "I am _____ from _____ (school or school system). I'd like you to help me evaluate the _____ program (or Career and Technical Education program) you completed as a 12th grader last year. If I may, I'd like to ask you a series of multiple choice or yes/no questions about this course and what you have done since graduation. Your answers are confidential; your name will not be revealed when reports of this data are made. Your answers will be combined with those of other students to get statewide and local unit averages. I'll need about 5 to 10 minutes of your time. Is this a convenient time or shall I call back later?"

STUDENT (Responds) If response indicated student is ready to answer now, caller says:

CALLER "I'll read the question and the choice of responses. If you need a question repeated for clarity, I'll be glad to do so. Please consider all Career and Technical Education courses completed when answering the questions." Caller should read question and responses slowly. The student response should not be influenced by tone of voice nor emphasis on any of the responses among the choices. Closing comments will vary depending on how receptive student has been to the survey process.

One possible close is:

CALLER "Thank you very much for your time. Your answers will help us improve the quality of Career and Technical Education programs in your high school. It was good talking with you. Goodbye."

Remember to code the form in the upper right hand corner. Directions for coding are found in this manual.

ATTACHMENT I: Batch Sheet

*CTE Concentrator Feedback
2006-2007
BATCH SHEET*

Date

TO Gail Adams
Department of Public Instruction
MSC 6355
Raleigh, NC 27601-6355

FROM:

CTE Administrator

LEA No.

LEA Name

*Enclosed are CTE Concentrator forms for the local education agency. There are
_____ CTE Concentrator Feedback forms in this shipment.*

*I have examined these forms and certify that all information is complete and
correct to the best of my knowledge.*

_____ *CTE Concentrator Feedback forms were completed online.*

Thank you.

CTE Administrator Signature