



CATAPULT

Leadership & Professional Development

CATAPULT

PROSPECTUS

2022 - 2023

INFORMATION
MOTIVATION
TRANSFORMATION



WHY CATAPULT?

Catapult is redefining professional development with an innovative and unique approach designed to actually move the needle. Our leadership & professional development master classes elevate how your institution engages, integrates, and experiences paradigm-shifting training to help facilitate and ensure true institutional impact.

Based on the three pillars of **INFORMATION - MOTIVATION - TRANSFORMATION**, Catapult provides a platform for the most influential voices to share their expertise and insights, to inspire you and your team to look at your institution from a strategic vantage point, and to motivate action in the areas most challenging to you.

Save your institution's spot
by signing up today!

REGULAR PD



PD that doesn't move the needle



Constrained Budgets



Limited Buy-In and Impact



Average PD with a programmatic focus



Lack of relevancy



Drinking from the Firehose



Logistical Hassles

THE CATAPULT DIFFERENCE



Local coaching to address local issues by the best Subject Matter Experts in the nation.



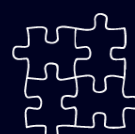
Exponential Return on Investment



Institutional Buy-In and Impact



Dynamic LPD with a systematic focus



Pertinent and applicable



Time for Reflection and meaningful dialog



Simple & Effective Implementation

Discover the CATAPULT difference in the following sections or by visiting

CatapultLPD.com



If you want to go fast,
go alone; if you want to
go far, go together.

Letter from the CEO Dr. Kevin J. Fleming

Catapult is a master class for your entire institution focused on evolving information and motivation into true transformation.

On behalf of the entire Catapult community, I welcome you to explore an innovative and unique leadership and professional development experience.

This is not a series of webinars. This is not a virtual conference. Leveraging what we know about the benefits of cohort-based learning, we intentionally developed this series' content and timeline to maximize both individual learning and institutional change. Catapult is a shared experience, expanding over a few months, and will take place during the live keynotes, asynchronously with its accompanying Playbook, during one-on-one discussions, in department meetings, during tactical coaching sessions, and in virtual huddles throughout the year.

Catapult is a master class for your entire institution focused on evolving information and motivation into true transformation. We have convened the most dynamic industry thought leaders and subject matter experts and placed them on one (virtual) stage, thus brining the best national conference keynotes

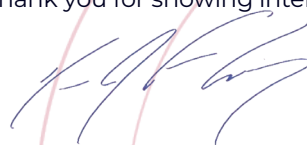
on **"CTE Recruitment & Marketing," "Work Based Learning" and "Career Readiness"** directly to your institution. They will also be coaching a small Implementation team from your site to help identify the right action steps at the right time for your institution to make forward progress faster.

The interactive Playbook will become your unique blueprint that will guide your institution during and after each keynote speaker. Rooted in reflection and practice activities, you will develop your ideas and insights to share with your local leadership to help inform future tactical planning and action.

Additionally, Catapult has partnered with LinkedIn to provide access to an engaged community where you can find support, additional content, peer-to-peer encouragement, Catapult speaker exclusives, and ongoing leadership & professional development.

We are in this together for the long-haul, for the benefit of our institutions, our communities, and each learner we equip. It's time to create a tipping point.

Thank you for showing interest in Catapult LPD.



CATAPULT LEADERSHIP & PROFESSIONAL DEVELOPMENT

GOALS

- Provide the highest quality leadership & professional development to educators, staff, and administrators.
- Encourage organization-wide learning, at all levels resulting in a Tipping Point.
- Utilize cognitive science, teaching & learning research, and brain processes to structure each masterclass to maximize understanding, learning, and retention.
- Leverage fiscal resources across a cohort of institutions to deliver the best caliber of international speakers to exponentially more colleagues in the field.
- Intentionally facilitate reflection, practice, and implementation through a shared experience.
- Meaningfully identify and evaluate gaps/solutions/plans within local needs assessments.
- Promote sustainable and meaningful change within each institution.
- Each masterclass results with a tactical implementation plan, tailored to the local institution, to incrementally and strategically move the needle beginning the subsequent term.

PERFORMANCE METRICS

As a company dedicated to redefining education, our success is measured by the educators and staff employed within educational institutions who are more confident and equipped in leading institutional change and enacting intentional strategies forward.

1. Percentage of educators/staff who found Catapult's content motivational and engaging.
2. Percentage of educators/staff who found Catapult's content useful in crafting their local strategies/tactics.
3. Percentage of educators/staff who felt more prepared and focused in implementing institutional change.
4. Percentage of educators/staff who say Catapult helped to transform passive support into active commitment at their institution resulting in broader understanding and buy-in.
5. Percentage of educators/staff thankful for the time and space created to reflect, discuss, and engage together.
6. Percentage of educators/staff who highly recommend Catapult.

MASTERCLASS LEARNING OUTCOMES

CTE RECRUITMENT & MARKETING

- Increased understanding of the basic tenets of student recruitment & marketing with a focus on special populations (as defined in Perkins V).
- Explain/implement effective messaging for parents and community stakeholders to increase pro-CTE perceptions and support.
- Broader understanding of, and sensitivity to, diversity, equity, and inclusion within all outreach and marketing materials.
- Differentiate among digital marketing strategies/tools, events, and market segments.
- Recognize and distinguish generational messaging tactics and approaches including key motivational drivers among student market segments.
- Implement attraction and retention strategies focused on local industry needs and the Future of Work.
- Expanded understanding of changing student media preferences and multi-month/multi-channel marketing plans.

WORK BASED LEARNING

- Be able to discuss strategies for implementing new WBL ideas and effectively leading change locally.
- Identify proven strategies for developing the essential work ethic skills that employers demand in order to improve performance, retention, and job satisfaction of our graduates.
- Understand of the importance of skilled labor, CTE educational programs, and industry-guided training which embed relevant, hands-on skill verification.
- Effectively debunk myths and describe misperceptions about the trades in helping to close the skills gap.
- Apply the most effective educational pedagogy involving project-based learning, hands-on application, teamwork, and opportunities to connect learning to work (such as internships and co-ops).
- Recognize the great paradox in the American workforce when many young people are looking for work – yet employers say they simply can't find the talent they need.
- Understand the role that apprenticeships play in rebuilding our national economy while increasing education retention and completion rates.
- Using behavioral psychology as a foundation, understand five principles for creating the necessary buy-in across your institution.



CATAPULT FORWARD FASTER

SESSION FORMAT

5

**INDUSTRY
THOUGHT
LEADERS**

5

**DYNAMIC
VIRTUAL
KEYNOTES**

5

**INSTITUTION-
SPECIFIC
COACHING
CALLS**

+ TACTICAL PLAYBOOK

+ VIRTUAL HUDDLES

Where Great Minds Catapult Your Institution Forward Faster

CATAPULT SPEAKERS



Dr. Kevin J. Fleming

Educator. Author. CEO.
Vice President, Norco College.



Mike Rowe

TV host, writer, narrator, producer,
actor and spokesman



Heather McGowan

Future of Work Strategist,
2017 Global LinkedIn Top Voice
for Education



Brandon Busteed

Chief Partnership Officer and
Global Head, Learn-Work
Innovation Kaplan



Kenneth Shelton

Educator, Speaker



Christine Cruzvergara

Chief Education Strategy Officer,
Handshake.



Mark Perna

Author. CEO. Generational
expert. Forbes.com contributor



Vinz Koller

Apprenticeship Evangelist



Dr. Pam Cox-Otto

CEO, Interact



Josh Davis

CEO, The Center for Work Ethic
Development

WORK BASED LEARNING

FALL SESSION: SEPTEMBER - APRIL



SESSIONS:

1. **Mike Rowe:** Lessons from the dirt.
2. **Brandon Busteed:** The Merger of Learning and Work
3. **Christine Cruzvergara:** Leading Change and Creating Buy-In
4. **Josh Davies:** Building Foundational Skills in a Post-Pandemic World
5. **Vinz Koller:** The Future of Learning is Work: The Promise of Apprenticeships



RELEVANT TECHNICAL ASSISTANCE:

Washington ACTE will continue the learning in the spring of 2023 focused on best practices in Washington State with our in-state partners and stake holders to help all institutions to navigate the specifics of how to deliver Work-Based Learning in Washington State, from school-based enterprises to Youth Apprenticeships.

Possible topics under development at this time include:

- Deep dive into the OSPI Work Based Learning Handbook
- L&I rules for youth employment and training
- Youth Apprenticeship in Washington State
- Career Connected Learning – how to connect & engage
- TBD – we hope to provide ‘just in time’ information to best assist and connect institutions to best meet their needs

YOUR QUESTIONS ANSWERED

It took us years to develop this recipe for more effective leadership and professional development so that we can catapult your institution's progress in weeks. Launch your efforts forward, faster by contacting the Catapult team today!

1. Is this a webinar or a virtual conference?

Neither, actually. Catapult replaces generic webinars and ineffective professional development with a relevant master class for the entire institution. It is not a seminar. It is not a webinar. It is not a conference. It is a meaningful shared experience. Engage your entire institution with the absolute best subject matter experts in America. Dynamic industry thought leaders deliver virtual keynote presentations to all employees at your institution plus a tailored coaching session just for your local implementation planning team. Leverage the best research on leadership & professional development to ensure germane content, captivating orators, meaningful reflection, customized tactical playbooks, cohort-based learning, and relevant action planning. Move your entire institution forward with intention.

2. Why aren't the speakers all scheduled on one day?

Because we actually want to move the needle and make a significant impact. 1-4 day conferences pack too much content in a short duration. With multiple pages of notes and an overflowing Inbox, inaction and paralysis is the familiar result. Just like our classes that we provide to students, Catapult ensures our rich professional development schedule facilitates time for reflection and meaningful dialog over time. With each keynote and coupled coaching call spaced out over the term, there is ample time to digest the content, reflect on local application, convene key stakeholders, and take the right sequential step(s) forward with intentionality. The spring series focused on "CTE Recruitment & Marketing" is February - May. The fall series focused on "Work Based Learning" is September - December. Dynamic industry thought leaders deliver virtual keynote presentations to all employees at your institution plus a tailored coaching session just for your local implementation planning team. Leverage the best research on leadership & professional development to ensure germane content, captivating orators, meaningful reflection, customized tactical playbooks, cohort-based learning, and relevant action planning. Move your entire institution forward with intention.

3. That's pretty neat and would definitely enhance learning. Tell me more about the Coaching Calls?

So glad you asked. We are all tired of one-and-done inspirational trainings without actionable nuggets, accountability, or even a simple follow-up. Repeatedly we've experienced that a motivational webinar or keynote without intentional follow-through often goes nowhere. That's why Catapult brings local coaching to address local issues by the best Subject Matter Experts and Industry Thought Leaders in the nation. After each dynamic keynote address, a separate institution-specific, executive coaching session



is scheduled with the presenter to identify tailored tactics to propel your institution forward. Five virtual keynotes and five coaching sessions will result in the right strategies at the right time to actually move the needle incrementally and intentionally in the right direction. The 30-minute coaching calls are conveniently scheduled with your locally identified Implementation Team (comprised of 2-8 individuals).

4. So, is this just for CTE educators? Who is the intended audience for the keynotes?

The keynotes are for ALL employees at your site. Everyone from your elected Board members to the custodian team. Catapult speakers frequently keynote at national conferences. They are not only subject matter experts, they are also commanding and brilliant orators. The Catapult model brings the best of the best to the local level since not everyone can attend or participate in national conferences. But unlike other professional development offerings, there is no maximum headcount; Catapult is a site license for your entire institution. This will make it exponentially easier and more effective for local leadership and CTE advocates to make progress and move the needle with everyone motivated and on board. Everyone at your institution will also receive the custom Catapult Playbook to engage the material, facilitate true learning, and expedite future implementation.

5. Sounds interesting. What is the Catapult Playbook?

To maximize engagement and learning, each Catapult series comes with a custom, fillable PDF Playbook tailored to accompany every keynote speaker. Your colleagues will be able to follow along, take pertinent notes, extract the main points, engage the suggested work, practice with relevant activities, respond to meaningful reflection prompts, and begin tactical planning and goal-setting for both them individually and for the institution at-large. This is a significant evolution in the way we typically consume professional development. The Playbooks can also be collected for Continuing Education Units, outcome assessments, or grant records/documentation. The local implementation team also utilize the Playbook during their coaching calls.

YOUR QUESTIONS ANSWERED

6. Who should be on the local Implementation Team?

You ask very good questions! The Implementation team is comprised of 2-8 people locally identified. They should be the linchpins in either advancing (or blocking) your collective progress. For the spring “CTE Recruitment & Marketing” series, we suggest the following key stakeholders: CTE Coordinator/Director/Dean, Public Information Officer, Social Media & Digital Media person, Key Faculty/Teacher/Department Chair, Outreach coordinator, representative (School) Counselor. For the fall “Work Based Learning” series, we suggest the Implementation team includes: Instructional/Curriculum Leader, CTE Coordinator/Director/Dean, Work Experience Instructor/Coordinator, (Youth) Apprenticeship Coordinator, Career Center leadership and staff, Industry Advisory Board convener, Internship Coordinator.

7. Is there an unlimited number of institutions that can participate?

No. To ensure a tailored experience in this cohort-based master class, participation is capped for only 15 institutions across the nation within each series. Registration is first-come, first-served secured by a signed contract or purchase order. After we reach capacity, you may be added to the waiting list for the series when it is repeated the following year. A 20% deposit secures your spot in a subsequent series.

8. How do you define an institution for this PD series? By address? By district? Could my entire state be considered an institution?

We want to help you advance forward; so there is a little wiggle room in this designation. The 2-8 individuals on the Implementation Team should really help to define your “institution” so that the coaching calls are helpful to a specific site/area. Possible models include: An individual university, college, or high school; A centrally-coordinated district with a few sites; A Regional Training Center (Regional Occupational Programs); A rural consortium of schools that share the coaching call; or 1 High School + 1 College that share a tight geography and shared population.

9. I heard there will be future series with different topics. Is this true?

Absolutely. The biggest challenge for CTE is to change outdated perceptions and reverse long-held stigmas. So the first master class launched focused on CTE recruitment and marketing. The second series convened the best thought leaders in America to tackle shrinking the skills gap with a focus on Work Based Learning. Can you keep a secret? The third series rolling out in 2023 will be Career Readiness. You are not going to want to miss any of these! We encourage institutions to plan in advance and include the Catapult master class into Perkins plans and grant budgets/work plans a year in advance. Your colleagues deserve the best professional development in North America. Let us do all the heavy lifting for you.

10. How do you track Learning Outcomes for each series?

We not only conduct a pre and post assessment for the implementation team members, but also survey all participants at the end of every keynote event. For each series we have identified specific learning outcomes which are documented in the Playbook.

11. How much does this Masterclass for my entire institution cost?

Due to constrained local budgets, the best speakers in the country that frequently keynote at (inter) national conferences are often too expensive to bring to local institutions. But Catapult knows we are stronger together. Leveraging funds as a consortium of institutions each term, we provide top-quality content at less than half the cost compared to booking individually. Each series provides your institution the highest caliber speakers in the nation with an affordable investment. Plus, your front-line employees can finally receive shifting perspectives and an injection of motivation from expert orators, delivering an exponential Return on Investment. Catapult is eligible/allocable for Carl D. Perkins funds, WIOA funds, state professional development dollars, and other grant funds designed for professional development, institutional transformation, cultural change, and the adoption of effective best practices. We recommended writing Catapult into your annual Perkins plans and future grant applications. Contact us for a quote for the specific series you are interested in.

11. OK, I totally love this structure, but I'm already super busy. What assistance is provided to the site coordinator?

We intimately understand the burden of finding, vetting, and contracting with multiple, high-quality PD speakers annually. It is daunting and cumbersome. We know you are juggling a lot already, so Catapult has done all the work for you. One contract. One procurement cycle. Common-themed keynotes are calendared in advance with only one registration required and recordings made available. You can even choose the coaching call time slot that works best for your Implementation Team. Plus, internal marketing materials are provided to you to effortlessly engage your colleagues in each virtual keynote, and we even send out reminders and post-event newsletters for you to those registered. With simple and effective scheduling we provide more impact with fewer logistics to manage. You're welcome.

12. Wow. This is actually awesome and unlike anything else out there. Are there any other benefits I should know about before registering?

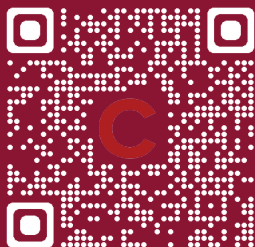
Actually, yes! Catapult knows that we can learn from, steal from and support each other. So after the series is completed, a number of Virtual Huddles will be scheduled to help support your Implementation Team members in translating the information and motivation into true institutional transformation. These are housed within our private Catapult LinkedIn Community which provides encouragement and motivation throughout the year while also providing exclusive, additional content and expertise to launch you further, faster. But wait, there's more! The Catapult team also makes a donation to a local food bank within each participating institution's community (not from grant funds) of your choosing. And as a member of the Catapult Network, registered institutions receive first access to future series and your participants will also receive a Certificate of Completion for continuing education units, local tracking, celebration, assessment verification, and bragging rights.



CATAPULT YOUR INSTITUTION
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CONNECT WITH US

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