



Building a Better CTSO: Developing, Marketing and Evaluating CTSO Programs Hosted by the Minnesota Foundation for Student Organizations

Career and Technical Student Organizations (CTSOs) are an essential part of the Career and Technical Education Programs in Minnesota. The Minnesota Foundation for Student Organizations wants to ensure our CTSOs have the tools necessary to be successful! Our annual workshop will focus on developing, marketing and evaluating CTSO Programs.

In every career pathway, financial literacy is key to student success! The first presentation of the day will feature Best Prep's program: Financial Matters. The program brings volunteers into the classroom to educate students on a variety of real-life financial topics from credit and budgeting to buying a car and insurance.

"CTSOs are the best kept secret" ... We will spend the second part of the day learning how to change that! Marketing and branding are key to any successful organization. Marketing and Branding expert, TJ Lind will be discussing how to increase membership and support through a successful CTSO marketing campaign.

We will conclude the afternoon by discussing increasing diversity of membership and support for underserved and special populations. To help us understand how we can successfully incorporate equity and inclusion goals into CTSO programming; Eva Scates-Winston, Minnesota State CTE Equity Specialist will lead a discussion on evaluating CTSO programs through the lens of equity.

Agenda At a Glance

- 12:00 Welcome & Introductions
Lunch
- 12:30 Financial Matters, Best Prep
Bonnie Vagasky, Vice President of Educational Program
Sarah Hammel, Program Associate, Financial Matters
- 1:30 Marketing & Branding Your CTSO
TJ Lind, MFSO Board Member
- 2:30 Break
- 2:45 Evaluating CTSO Programs Through the Lens of Equity
Eva Scates-Winston, Minnesota State CTE Equity Specialist
- 3:45 Wrap Up and Next Steps

The Basics

Cost: FREE
[Registration is required.]
Date: October 11, 2019
Time: 12:00 – 4:00 pm
Lunch: Yes!
Location: Inver Glen Meeting Room, Inver Glen Library
8098 Blaine Avenue Inver Grove Heights, MN 55076

REGISTRATION INFORMATION

Please email Emily Saed at emily.saed@state.mn.us the following information:

Name, Phone Number, Email Address, and Career and Technical Student Organization Affiliation

Box Lunches and beverages provided. Please select one of the following:

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| <input type="checkbox"/> Turkey, Swiss on White Roll, Banana, Cookie and Side (choose 1) | <input type="checkbox"/> Chips | <input type="checkbox"/> Pasta Salad |
| <input type="checkbox"/> Chicken Salad on Croissant, Banana, Cookie and Side (choose 1) | <input type="checkbox"/> Chips | <input type="checkbox"/> Pasta Salad |
| <input type="checkbox"/> Vegetarian Wrap, Banana, Cookie and Side (choose 1) | <input type="checkbox"/> Chips | <input type="checkbox"/> Pasta Salad |