



Upper Fraser Valley Career Education Consortium Mark Perna Boot Camp

8:00am – 3:30pm
Riverside College
33919 Dewdney Trunk Rd, Mission

Agenda for the day:

8:00am – 8:30am Coffee, muffins and networking

8:30am – 12:00pm Mark Perna

- Getting the Right Students in the Right Programs for the Right Reasons
- The Changing Landscape of Education
- Deep Dive: The Light at the End of the Tunnel
- The Enrollment Funnel Process
- Creating a Powerful Organizational Rally Point
- Strategic Timeline Development

12:00pm -12:45pm Lunch (provided)

12:45pm – 3:30pm Mark Perna (Continued)

- Image and Messaging
- Developing the CTE Home Field Advantage
- The SW4 Technique
- The Wade Factor
- How a Line from Apollo 13 Can Transform Your Mindset
- Pride in Our Profession
- Q and A

[Click here to see Mark in Action](#)

Mark C. Perna is the founder and CEO of TFS in Cleveland, Ohio, a full-service strategic consulting firm whose mission is to share and support every client's desire to make a difference. Mark, a graduate of John Carroll University, has many years of experience addressing industry leaders on the topic of expanding their reach in an increasingly global marketplace. As an international expert on Generations Y and Z, Mark has devoted his career to empowering educators and employers to unleash the tremendous potential of today's young people, both in the classroom and on the job.

After successfully parenting two Millennials as a single father, Mark has become a passionate advocate for bridging the generational divides that are contributing to America's profound skills gap. Parents, schools, districts, businesses, and state organizations across North America have successfully used Mark's insights and strategies to connect more effectively with the younger generations. In his work with educational and business organizations, Mark has pioneered many best practices for achieving more with today's young people, including the TFS Education with Purpose® philosophy and highly popular Career Tree® strategy, among others. Mark is frequently cited as the national expert in education enrollment, retention, and performance.

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