

Advance CTE and Center to Advance CTE Joint  
Board of Directors' Meeting  
**MINUTES**  
Wardman Marriott Hotel  
Washington, DC  
May 22, 2016  
12:45 – 2 p.m.

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**Attendees:** Lee Burket, Vanessa Cooley, Kathleen Cullen, Rod Duckworth, Jo Anne Honeycutt, Bernadette Howard, Rich Katt, Pradeep Kotamraju, Jean Massey, Eleni Papadakis, Mike Raponi Sheila Ruhland

**Absent:** Eric Spencer, Marie Barry, Cheryl Carrier

**Staff attending:** Kate Blosveren Kreamer, Kimberly Green, Karen Hornberger, Andrea Zimmermann

**Welcome:** Duckworth welcomed Hodges, who is a Center to Advance CTE public Board Member. He shared that Carrier could not make the meeting because of personal reasons.

**Strategic Plan Discussion:** Green shared the six strategic targets that have been identified and largely pattern the prior strategic plan. Where they focus on the following: Partnership, Policy, Professional Development and Organizational Governance these remain primarily the same. She shared that we had one additional strategic target added that is a new area of focus. One focuses on the implementation of the vision and the second relates to the Career Cluster Framework, both honoring and clarifying the role and responsibilities that we will have with our leadership around Career Clusters.

Green shared that she would like to walk through each strategic target and get feedback on each of them. She asked if these six targets make sense, including the two in particular around the vision and the Career Clusters, and specifically whether they warrant that level of priority to be held at the strategic target level.

**Strategic Target 1: Expand awareness of, support for, and access to high-quality Career Technical Education by leading, building and maintaining strategic partnerships.**

Green walked through the partnership target, explaining that the strategies reflect the different audiences that we intend to prioritize including federal partners, advocacy partners, employer and community partners, full education continuum partners, and partnerships that are improving access to high quality CTE. Green stated that we were intentional to make sure that we were including the equity issue. She asked for comments and reactions to strategic target one.

The consensus of the Board that target one looks great. The Board shared that it seemed to hit all the key audiences and it was broad and general enough to support the work.

**Strategic Target 2: Build on our existing strong public policy leadership by developing and disseminating legislation and public policy that impacts education, economic and**

## **workforce development in support of expanded access to and quality of Career Technical Education.**

Green gave a brief overview of strategic target two and the strategies under it. Kreamer noted that support of the CTE: Learning that works for America campaign would be here as well.

It was asked if these are bullets throughout are equal or they in numerical order. Green shared that they are not in priority order and that may not all be equal. Green stated that when we go back and work on these we will figure out when the appropriate time to work on these priorities are and prioritize them based on the timing. The Board also shared that they felt it was a good reflection of the work at the Board retreat in Baltimore.

Hodges asked if it is necessary to use the phrase “high quality CTE” or is it OK to just use “CTE.” Green shared that the way we interpreted it internally is thinking about CTE programs that would be aligned to our vision. She continued that we would ask ourselves if those programs meet the standards of what the vision aspires to achieve, and those are the ones we would want to support and aspire to.

The Board discussed and asked the staff to look at 2.4 as the language can be duplicated under target 3 in terms of professional development/learning. Green shared that 2.4 was intended to be CTE: Learning that works for America campaign and broader communications work of Advance CTE. It was listed there as it is often in the context of policy that we build out communications assets and tools for us and members to champion high quality CTE.

It was discussed and the Board was in agreement with the suggestion that a preamble should be created for the strategic plan, to give some clarity around high quality CTE. It was also noted that it could be created from the vision document and not made to be too complicated.

Green stated that we will modify the language for 2.4 and draw that link to the campaign.

## **Strategic Target 3: Provide, encourage and support professional learning to expand the skills, content knowledge and leadership of state Career Technical Education leaders.**

Green shared that this includes a shift in our previous language from “professional development” to “professional learning.” She continued with a brief overview of strategic target three and the related strategies.

Honeycutt asked if as a Board is it appropriate to offer any of the learning opportunities to non-members that are stated in 3.3? In our strategic target 3.3, it explicitly mentions “Advance CTE members,” rather than CTE leaders, like our new brand.

Kreamer shared that type of work would fall under partnerships, whereas target three was intentionally focused on member services and the resources that are created for our members.

## **Strategic Target 4: Strengthen and increase utilization of the National Career Clusters Framework and supporting resources.**

Green stated that target four is really about our leadership around the Career Cluster Framework – which includes the 16 Clusters, 79 Pathways and the knowledge and skills statements and everything that goes along with them. Green gave brief overview of the strategic target four and its sub-targets.

Green stated that we don't have much clarity on where to move forward with the Career Clusters, including the issue of their governance. She shared that she was hoping to get the clarity and have a conversation about our leadership around the Career Clusters framework.

Duckworth stated that the one consistent piece about Clusters is this organization, given our leadership over them since about 2001. He said if we feel strongly about Career Clusters we need to keep supporting them to maintain a level of consistency as things change.

Kotamraju also suggested that we need to put the effort into the Clusters, especially to maintain consistency and because of everything we have already invested in them. He mentioned the value of being able to point to us when his legislative person asked questions about the 16 career clusters.

Papadakis stated that she sees value in retaining the ownership of the Career Clusters, but to keep them relevant is a huge time and money expense, unless we are getting a benefactor or have it trademark so that we can get a revenue share out of them. Papadakis shared that we need to rethink about holding on to the 16 Career Clusters, but maybe we create guidelines for the career cluster framework so that states have guidance from the national level.

Green shared that it is the area with the least clarity and every time we bring it up the Board states that we don't want to give up ownership but we don't know what that means. Up until this point, ownership has meant focusing on the standards (i.e., knowledge and skills statements). It's clear that it is not as high a priority as it used to be and to do that work as we have done it in the past is time and resource intensive. As a staff, we are struggling with what to do with this and thinking that we might need a task force to start to figure out what ownership looks like in a modern context.

The Board agreed that we should have some sort of task force to take this on and bring us back the answers that we need to make a decision. Duckworth shared that we should think about seeing about bringing someone from the department of labor as he struggles with CTE not aligning with the DOL in Florida.

Green noted that the staff will take a shot at reframing target four.

**Strategic Target 5: Lead a cross-organizational and cross-state effort to successfully build awareness, advocacy and accomplishment of the Putting Learner Success First: A Shared Vision for the Future of CTE.**

**Strategic Target 6: Ensure strong organizational governance and fiscal security for both Advance CTE and The Center to Advance CTE.**

Green gave a brief overview of the target five and the strategies and explained that target six was basically the health of the organization. There were no further discussions.

Duckworth asked if we needed to take a vote on the discussion or what would be the next steps.

Green reviewed the modifications that the Board suggested that we make in the strategic plan.

- Adding a preamble which is the framing around high quality CTE related to the Vision.
- Include a more intentional mention of the campaign in 2.4.
- Collapse all of strategic target four and focus on setting up a task force to figure out the current strategies, and move under the current strategic target five

**MOTION: To adopt the Strategic Plan with modifications as stated above.  
Papadakis; Cooley.  
MOTION ADOPTED.**

**Putting Learner Success First:** Kreamer shared the printed version of the vision document and walked through how it will be presented to the membership. She also reviewed the instructions for the Board members' role in the vision roundtables/report outs.

Green shared that you will see that the National Governors Association is no longer a supporter of the Vision. We had received written approval to have their name signed on but then received a call from their federal policy person asking who gave permission, followed by a cease and desist order from NGA. We responded with a letter that explained that we did have permission to move forward with this and shared that information as well. It is very disappointing that the people that put their hard work and time into this are not receiving credit for it.

Green reported that the last time we rolled out the vision we disturbed 150,000 of these documents and the members paid for the cost of printing and the cost of shipping. If we did that it would be about \$75,000 in printing. We are thinking about allocating 500 or so documents to each state as a member benefit. The Board agreed that 500 complimentary copies is appropriate.

Duckworth took a moment to acknowledge the two Board members who are rotating off the Board at the end of the year – Jean Massey of Mississippi and Wayne Kutzer of North Dakota.

Meeting adjourned.