

Advance CTE Business Meeting

MINUTES

Tuesday, October 17, 2017

Baltimore, Maryland

Welcome: Kotamraju welcomed the members to the Advance CTE Business Meeting and called the meeting to order.

Review and Approval of Minutes: Heath reviewed May 2, 2017 Business Meeting minutes.

**MOTION: To approve the May 2, 2017 Business Meeting minutes.
Kutzer; Beene.
MOTION APPROVED.**

Advance CTE and The Center to Advance CTE Financial Reports: Heath presented the financial reports for approval. Heath opened the floor to questions; there were no questions.

**MOTION: To approve the Advance CTE and The Center to Advance CTE financial report.
Barry; Jackson.
MOTION APPROVED.**

Board Update: Kotamraju presented the Board update. The Board approved an appropriations policy to help guide staff as they advocate for Perkins funding in collaboration with other education and workforce development partners.

The Board also discussed a new postsecondary strategy to help guide staff to build knowledge over the course of the coming year and fully integrate postsecondary efforts all activities and member supports.

During the joint meeting between the Advance CTE and The Center to Advance CTE Boards, the Boards engaged in a first ever stocktake. This new process, which utilizes 10 key indicators that measure the impact and reach of the organization, is a way to drive continuous improvement and engage the Board in meaningful discussions.

Kotamraju also shared that a second Siemens grant was secured, which will continue to support state-level efforts to communicate the value of CTE, while expanding to include a targeted focus on engaging and activating counselors.

Kotamraju acknowledged The Center to Advance CTE Board's three Public Board members – including Cheryl Carrier and Hillary Wells who are continuing their terms – along with our new member, Jennifer Grove, who is the Community Development Manager, for the Gulf Power/Southern Company.

Finally, Kotamraju mentioned that the Career Cluster Task Force work is underway and their recommendations will guide our future decisions on whether to update our standards and supporting materials to be discussed during the Board of Directors strategic planning retreat in February 2018.

Federal Policy Update: Zekus provided a Federal Policy Advocacy update. H.R. 2353 - The Strengthening Career and Technical Education Act (which reauthorizes Perkins) was introduced on May 4, 2017 and is very similar to the bill passed by the last Congress. In the last few weeks, the co-sponsors on the House side encouraged the Senate to take up reauthorization swiftly, so we are still seeing momentum. Zekus reminded members it is important for them to connect with their members of Congress and voice their support for the reauthorization.

Refresh of CTE: Learning that works for America Campaign: Fitzgerald stated the CTE: Learning that works for America was re-launched in the past week. Tools and online resources for this national CTE communications campaign for states and local advocates of CTE are being refreshed, and members are encouraged to sign-on to the campaign.

Excellence in Action Awards: Fitzgerald reported the 2018 Excellence in Action Award applications are open for the 5th annual award, which recognizes and honors superior CTE programs of study from across the nation. Selected programs of study will exemplify excellence in the implementation of the Career Clusters, show a true progression from secondary to postsecondary education, provide meaningful work-based learning opportunities, and have a substantial and evidence-based impact on student achievement and success. Members are encouraged to send information about this award to their network. Fitzgerald stated the deadline for the award application submission is November 15, 2017, 5 p.m. ET.

Governance Vote: Kotamraju provided background on how and why this governance restructuring was being proposed. First, the existing eleven-region structure has become untenable with the State CTE Director turnover rate. Second, the current Board structure was not ensuring equitable representation across the membership. Finally, the Board recognized the importance to look at representation in light of our new membership structure.

The Board has been looking at the proposal for over the last eighteen months, and members were given the chance to voice their opinions through various outreach throughout this process. The Board approved the amended bylaws in August for a structure with four officers, five regions instead of eleven, and three at-large representatives. The Board also approved a transition plan to ensure the new structure will be in place July 2019 and a new policy on the Nominations Committee structure to ensure a balanced Board and engage more members in the process.

Kotamraju opened the floor to questions. A member asked why the Virgin Islands were listed in two different regions. Kreamer stated the bylaws reflect correctly the Virgin Islands will be in Region A and the error will be addressed in the informational document. A member asked for clarification on at-large representatives? Kreamer answered there will be two at-large State Director representatives, and one Associate member at-large representative.

Kotamraju instructed State Directors and their assigned proxies to obtain a ballot to participate in a written vote at the meeting.

MOTION: Approve amended bylaws as presented and empower the Board to implement the Board governance transition plan as presented for FY2019 (July 2018).

**The Motion was carried with 37 Yes, 1 No votes.
MOTION ACCEPTED.**

Kotamraju adjourned the meeting.

FINANCIAL UPDATES: This information below provides summary financial data for July 1, 2017 through February 28, 2018 or 67% of the fiscal year.

FY18 Advance CTE Financial Snapshot:

INCOME: Advance CTE received 102% of its budgeted income. All states, except Michigan, are projected to renew memberships.

EXPENSES: Advance CTE expended 66% of projected expenses.

ASSETS: Assets total \$3,640,902.91 with equity at \$2,888,645.98.

FY18 Center to Advance CTE Financial Report:

INCOME: The Center to Advance CTE received 99% of its budgeted income.

EXPENSES/LIABILITIES: The Center to Advance CTE expended 30% of projected.

ASSETS: Assets total \$1,384,177.48 with equity at \$1,188,052.17.

Advance CTE Business Meeting
MINUTES
Tuesday, October 18, 2016
Linthicum Heights, MD

Welcome: Honeycutt welcomed the members to the Business Meeting and called the meeting to order.

Review and Approval of the Minutes: Cleveland reviewed the minutes from the Spring 2016 Business Meeting. There were no questions.

MOTION: To accept the May 23, 2016, Business Meeting minutes as presented. Cech; Burket. MOTION ADOPTED.

Advance CTE and Center to Advance CTE Financial Reports: Cleveland provided an overview of the Advance CTE and Center to Advance CTE financial reports and noted that both organizations are financially sound. These reports provided summary financial information for the entirety of fiscal year 2016 and fiscal year 2017 through October 1, 2016.

He said that the large balance held in the organizations' accounts, approximately two years' worth of operational funding, helps ensure sustainability. Additionally, both organizations have seen excellent returns on their investment portfolio, which is managed through Merrill Lynch.

Cleveland also noted that the Center to Advance CTE's income has grown in the past year due to a large increase in fundraising, which grew from 2 percent to 24 percent of the overall income. This increase means Advance CTE can provide more capacity and resources to its members.

MOTION: To accept the Advance CTE and Center to Advance CTE financial reports as presented. Welker; Harden. MOTION ADOPTED.

Board Update: Honeycutt provided members with an update on the Advance CTE and Center to Advance CTE Board meetings. She discussed some of the organizations' planned activities to meet the five priorities outlined in the two-year strategic plan, which the Board approved in May.

Grant and Fundraising Updates: As shared earlier, the organization has continued to diversify its funding streams by pursuing more grants and other fundraising. The Board continues to hold staff accountable to ensure that these new projects continue to be fully aligned to the accomplishment of the organizations' strategic priorities. A few highlights included:

- *Siemens Foundation grant:* This grant will allow the organization to conduct a national survey of parents and students to test effective messages in support of CTE/Career readiness; update several the CTE: Learning that Works for America campaign resources; and work with states to support and learn from innovative recruitment strategies.
- *CCTC implementation support:* The Center to Advance CTE received a contract from the Department of Defense Education Activity (DoDEA) to be a thought partner as the DoDEA reconceptualizes its CTE offerings, which includes implements the Common Career Technical Core (CCTC) and a college and career ready agenda.

- *CTE and STEM grant:* In partnership with EDC, Advance CTE will support the STEM Learning and Research Center to disseminate its work with the field - which is largely focused on connecting CTE and STEM, beginning in the middle grades.
- *New Skills for Youth:* Earlier this year, Advance CTE became a co-partner in the New Skills for Youth initiative, the largest philanthropic investment in CTE from the JP Morgan Chase Foundation. Advance CTE's role is serving as the project co-lead with CCSSO, bringing critical content knowledge and expertise to the initiative, and has already led to many resources that are benefiting members such as the Work-based Learning Toolkit and the Learning that Works Resource Center. Advance CTE will be helping to monitor state progress, providing on-demand technical assistance and supporting overall management of the initiative.
- *CTE and Apprenticeships:* The Center to Advance CTE received a timely grant via the U.S. Department of Education to develop technical assistance tools and resources for state and local leaders to improve the alignment between existing CTE and apprenticeships programs and support alignment where it does not yet exist. These tools and resources will be grounded in successful practices and lessons learned from the field through nine site visits. We anticipate the final report and roll out to be available the last quarter of this year and the toolkit to be ready in early 2017.
- *Employer Engagement:* With the support from the Ford Motor Company Fund, Advance CTE conducted roundtable discussions with employer partners and extracted lessons learned that informed the development of a brief paper – *In Their Words: Why Employers Support CTE* – to be released in November.
- *Global Competency:* In partnership with the Asia Society and ACTE, Advance CTE is working to expand the connection between global competency and CTE by building a toolkit for middle grade and early high school teachers to educate them on the need for their students to be globally competent and to lift up the global career opportunities that exist in CTE pathways.

State Memberships: Honeycutt also shared that the Board voted to approve expanding membership benefits by allowing a state membership to cover up to five individuals, including and identified by the State CTE Director for a single state membership fee. Over the summer, a taskforce of Board members worked to consider how the organization's governance and membership structure can and should better reflect its new brand and tagline. With this vote, the Board felt that this shift better represented the brand and reaffirmed our commitment to cross-sector and inter-agency collaboration – which are foundational elements of the *Putting Learner Success First* vision.

This structure will go into effect next fiscal year, July 1, 2017. Before then, staff will be working with the Board to develop clear decision rules and policy guidance to effectuate this change, as well as ensure ample opportunity for states to have input and guidance as we roll out this exciting opportunity.

Looking ahead: Honeycutt also provided updates on the following:

- *Perkins Reauthorization:* The Board affirmed our commitment and expectation of Advance CTE taking a leadership role when the new law passes. The staff will be poised

to build supports, conduct in person and virtual convenings and ensure you are informed and positioned to best maximize the opportunity a new law presents.

- *State Policy Frameworks*: The staff has been charged with developing sample policy frameworks that clearly articulate what high-quality looks like in specific policy areas, as well as help you benchmark your state. Potential topics for such frameworks, anticipated to be available in 2017, include program approval processes, access and equity for rural areas, effective accountability systems management.
- *Career Clusters*: In 2017, Advance CTE will launch a committee to think about the next steps for Career Clusters. Please let contact staff if interested in joining this work.

Learning that Works Resource Center: Estes, from the Advance CTE staff, briefly presented the newly launched Learning that Works Resource Center, a repository of high-quality, hand-vetted resources across 12 topic areas. Since launching in June 2016, the Resource Center has received 22,000 page hits.

The Resource Center accepts submission requests for relevant research and resources, and sends a bi-monthly newsletter. Members may sign up for the newsletter from the Resource Center's main page.

2017 Excellence in Action Awards: Fitzgerald, also from the Advance CTE staff, announced that the 2017 Excellence in Action Awards will be open on October 26-December 14, 2016. A webinar will be held in November to explain the application process and feature past winners. These annual awards are a chance for states to lift up high-quality programs of study at the national level and gain national exposure. Fitzgerald encouraged states to send the applications to their local schools and districts.

Honeycutt asked if any members present had any comments, questions or additional business. Seeing none, she adjourned the meeting at 5:02 p.m.