

**Joint Advance CTE/The Center to Advance CTE Board of Directors' Meeting
MINUTES**

March 10, 2021

Zoom call

ATTENDEES: Sarah Heath, Bernadette Howard, Laura Scheibe, Steve Playl, Katie Graham, Thalea Longhurst, Jeralyn Jargo, Victoria Crownover, Cathie Raymond, Alex Harris, Luke Rhine, Marcie Mack, Wendi Safstrom, Angel Malone, Donna Lewelling, Nicole Smith, Angel Malone

STAFF: Kimberly Green, Kate Kreamer, Austin Estes, Katie Fitzgerald, Krissy Haynes, Scott Stump

Welcome: Heath called the meeting to order at 3:05 p.m. ET, welcoming everyone to the Joint Advance CTE/The Center to Advance CTE Board Meeting.

Heath asked for approval of the meeting minutes from February 2, 2021, as presented.

**MOTION: To approve Advance CTE/The Center to Advance CTE minutes from February 2, 2021, as presented. Longhurst; Mack.
MOTION APPROVED.**

Heath asked for approval of the Consent Agenda.

**MOTION: To approve Advance CTE/The Center to Advance CTE Consent Agenda. Scheibe; Raymond.
MOTION APPROVED.**

Development Update: Kreamer gave an update on the organization's major activities. Kreamer stated that the organizations are continuing to diversify funding between grants and contracts. Between November 2020 and February 2021, there were 16 active grants and contracts, including a new \$1.25 million three-year grant with the ECMC Foundation. The grant work will create a cohort of future postsecondary state CTE leaders with a focus on diversifying the CTE leadership pipeline. Other new grants/contracts that were recently secured and launched include a contract with ACTE for work in Iowa and two College in High School Alliance (CHSA) subgrants. The PAYA grant was also extended an additional year. The Gates 2.0 grant has been extended through May 2021. There are active discussions with Gates around a Gates 3.0 grant which will continue the work of Gates 2.0 and focus on the vision, Career Clusters, and implementation supports.

Next, Kreamer reviewed how the grants align each strategy. The Equity Strategy is primarily supported by grants from Gates and Joyce; however, every grant has a strong equity lens.

The State Policy Strategy is supported by all the grants: JPMC, Gates, Joyce, and CHSA. The funding supports the Learning that Works Resource Center, state policy tracking, all major

publications, Perkins implementation resources and supports, Career Clusters and State of CTE report on early college in high school programs and policies.

The Federal Policy Strategy is supported primarily through Advance CTE member dues, but is also supported by the Lumina and CHSA grants.

The CTE Without Limits development and support strategy is supported by grants from Gates and Strada. This funding supports the vision development and release, tools to help members unpack and begin to implement the vision, and provides technical assistance to states that want to go farther, faster.

Finally, the Postsecondary CTE Strategy is supported by Lumina. This funding provides research and supports around leveraging area technical centers as well as economic recovery tools and supports.

Strategic Plan Update: Kreamer started by giving an update on the strategic plan progress, which is nearing the end of the three-year plan. The status reflects progress from November 2020 to February 2021. Each year the staff revisits all the activities of the strategic plan and revises them to raise the bar, which is why the status may not be green for all activities. The organization has continued to prioritize member supports and services and have moved much of the policy, technical assistance and partnerships from “progressing” to “solid” since the fall. The status of each strategy is listed below.

- **Strategic Priority 1 – High-quality State and Federal CTE Policy:** This strategy is mostly green as a lot of progress has been made over the past 3-4 months. A large number of publications have been released and there have been more requests for technical assistance. A lot of progress has also been made with the National Career Clusters® Framework.
- **Strategic Priority 2 – Professional Learning:** This strategic priority is also mostly green as it is a major priority of the organization. The number of workgroups, kitchen cabinets and ad-hoc opportunities continues to grow. The Virtual Learning strategy and Spring Meeting planning are helping to build strong professional learning opportunities. The ECMC grant will start building out the CTE leadership pipeline, which will allow this activity to turn green in the next few months.
- **Strategic Priority 3 – Visibility and Promotion of High-Quality CTE:** This strategic priority is mostly yellow. The delay in the communications research and technical assistance due to the COVID-19 pandemic has impacted this strategy but is getting back on track and will be green soon. New communications research around how to engage families and learners with a focus on marginalized communities will be released in April 2021. The Spring Meeting will have sessions that give a refresh on the tools that have been released. The vision has been an opportunity to strengthen the positioning and build the media strategy.

- Strategic Priority 4 - Partnerships: This strategic priority is green and yellow. A lot of gains have been made in the last 6 months with the Summit and the Vision, which now has 38 national organizations signed on to support it.
- Strategic Priority 5 – Processes and Protocols: This strategic priority is a mix of green, yellow, and orange. This priority has lagged as there has not been as much capacity put on this as strategy as has been done with the external facing work. The SOP Manual and internal knowledge management system still require quite a bit of work to be completed.

Next, Estes explained the dashboard, which evaluates data to determine the collective reach and impact of the organization. He then gave a snapshot on the organization's current status. He also said that the metrics and indicators will be revised within the dashboard to realign with the new strategic plan going forward.

Advance CTE's influence and impact on federal policy declined the last two quarters of FY20 due to COVID-19 since there were fewer engagements with Congress and the Administration.

The number of states receiving direct technical assistance from Advance CTE dipped due to the pandemic, but have since bounced back as the organization was able to successfully pivot to delivering technical assistance virtually. The annual member services survey revealed that more than half of states are working to replicate examples from the organization's publications.

Professional learning supports continue to strengthen. The webinar evaluation data is continuing to improve, which shows the usefulness and impact of the virtual learning strategy.

Member satisfaction and engagement has been strong, even through the pandemic. The number of states with low engagement scores has decreased, which means more states have been regularly engaging with Advance CTE. State Director satisfaction with the membership value continues to be 100 percent.

Advance CTE leadership in the field has been the most dramatically affected by the pandemic, but this is due to the metrics that are being used to evaluate the leadership rather than Advance CTE's actual influence or position in the field. Fewer conferences and presentations happened last year due to the pandemic, so there were fewer opportunities to get out into the field. However, this has been steadily increasing as more partners and members have been having more meetings. Fundraising/development, and media hits have been steady and minimally impacted by the pandemic. Advance CTE is still looked upon as a leader in the field. A good measure of Advance CTE's leadership that is not captured in the dashboard is by the number of partners that have signed onto *CTE Without Limits*.

Advance CTE's digital media reach declined slightly during the pandemic, as people were not visiting the website at the same frequency as they were before the pandemic. Advance CTE also didn't have as many releases at the end of FY20. Advance CTE's digital media reach is expected to climb now that there are several new releases coming out.

Partnerships were stable throughout the pandemic. Advance CTE continues to maintain a number of strong partnerships. Although the data looks the same, the relationships with the partners have become stronger throughout the pandemic.

There is currently insufficient data to measure processes. This will be enhanced and added to the dashboard in the future.

Estes opened up the floor to discussion. Kreamer asked if there were any priorities Advance CTE needs to attend to over the next three months and any place Advance CTE should be directing its attention and focus? Harris asked if there is a way to crosswalk the impact of the strategic actions against the larger backdrop of how students are doing (say, rolling up state Perkins plans on how many students have a career-themed experience and the impact on graduation/college going/attainment). Kreamer said that the organization has had the conversation, but have not done it in the past. Rhine advised against using Perkins as the metrics vary state to state and this requires a very consistent process. Heath said that taking care of the team is important and said they will give us the grace if we need to lean in more on Processes and Protocols. Safstrom agreed that taking care of the team will allow the organization to do great work.

Kreamer continues the discussion by asking what improvements can be made to the dashboard process. Scheibe suggested doing a regular version and a COVID version so that can build out standards and metrics that don't need to have an asterisk next to them indicating COVID-19. Rhine suggests using macro metrics that represent parallel grain sizes for what the organization wants external partners and the Board to see as the Federal and State Policy metrics represent a huge grain size versus the email open rate. Estes responded that the current dashboard does not differentiate by type of metric, but this is something we can look into and work towards. Green commented that this is an area we want to continue to refine.

Other Items/Next Steps: The Board Equity Training is April 30, 2021 from 2-5 p.m. ET via Zoom and the Board Strategic Planning Retreat is May 18-19, 2021 from 1-5 p.m. ET via Zoom.

Heath adjourned the meeting at 3:57 p.m. ET.