

## **Advance CTE Board of Directors' Meeting**

### **MINUTES**

April 7, 2019

Omni Shoreham, Washington, D.C.

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**ATTENDEES:** Charisse Childers, Sarah Heath, Bernadette Howard, Jeralyn Jargo, Dwight Johnson, Pradeep Kotamraju, Thalea Longhurst, Marcie Mack, Barbara Wall,

**STAFF:** Katie Fitzgerald, Kimberly Green, Meredith Hills, Nicole Howard, Kate Kreamer, Kathryn Zekus, Andrea Zimmermann

**ABSENT:** Dr. Lee Burket, Dr. Sheila Ruhland

**Welcome, Overview of Agenda:** Bernadette Howard welcomed everyone and called the meeting to order at 10:03 a.m. A moment was taken to officially welcome Dwight Johnson and Barbara Wall to the Board.

**Review and Approval of January Board Minutes:** Marcie Mack presented the minutes.

**MOTION: To approve the January 30, 2019 Board minutes, as presented.  
Mack; Heath.  
MOTION ADOPTED.**

**Review and Approval of Advance CTE Financial Reports:** Mack presented on the financial reports, which cover July 1, 2018 through March 24, 2019. Advance CTE has received 106% of its budgeted income and spent 63% of budgeted expenses. Increases in revenue occurred due to growth in overall membership, regional meetings attendance (\$65,200), sponsorships, and additional grant funds from Gates (\$700,000) and the Joyce Foundation (\$300,000) to support Perkins V implementation. These additional funds may mean the reserve withdrawal does not need to be accessed as previously predicted. It was noted that our membership is increasing; we reported reaching a total of 500 members during the Board meeting in October and the membership has now reached a new milestone of 600 members. Finally, the report from the Merrill Lynch advisor does not call for any adjustments to the portfolio at this time.

**MOTION: To approve the FY19 Financial Reports, as presented.  
Pradeep; Longhurst  
MOTION ADOPTED.**

**MOTION: To go into executive session.  
Heath; Mack.  
MOTION ADOPTED.**

**MOTION: To end the executive session.  
Mack; Heath.  
MOTION ADOPTED.**

**Learning that Works for America Campaign:** Katie Fitzgerald presented the history, process and logistics of the campaign. The CTE: Learning that works for America campaign was launched over eight years ago to help support states in committing to high-quality CTE and communicating about CTE with internal and external stakeholders. Almost half of states say they use the brand in some way. Advance CTE does not want to phase out the campaign acknowledging the value in keeping the brand as 24 State CTE Directors say they are using it and that it is effective for new State CTE Directors. Board members agreed and offered examples of brand use. Kotamraju stated he uses it in presentations, and Mack added that the messaging cards are frequently used with the brand, as they are helpful showing sources outside the state are sharing similar information.

Fitzgerald shared that Advance CTE has no true way to control brand use at this time. The presentation included discussing how the administrative process of approvals for asset use was becoming a barrier for states, and a significant time for staff to complete on an ongoing basis.

**MOTION: To discontinue Advance CTE’s administration of the brand approval for use of the Learning that Works campaign logos.**

**Johnson; Jargo.**

**MOTION ADOPTED.**

**Federal Policy Update and Discussion:** Zekus presented an update on Federal policy with a discussion on the double the investment campaign.

- **116<sup>th</sup> Congress:** The addition of more than 100 new representatives in the House creates an opportunity for Advance CTE to build new relationships. Meetings with these new members are in progress.
- **Perkins V:** Most of Advance CTE recommendations on the Draft State Plan Guide made it into the recent version. Advance CTE has launched a new blog series –to ensure people who haven’t seen resources are aware of where to find them.
- **Every Student Succeeds Act (ESSA):** In January, Advance CTE joined the Title IV-A coalition, which supports the funding for the Student Support and Academic Enrichment grants authorized under the. It was noted that Title IV-A includes CTE in the definition of well-rounded education. The size of this grant is close to the size of Perkins V. The coalition has a campaign to build awareness and support for the grants and has sought examples of how states and districts are leveraging these funds. Advance CTE is seeking examples from the State CTE Directors for additional examples.
- **Apprenticeship:** Advance CTE weighed in on notices from the U.S. Department of Labor regarding the construct of third-party accreditors approving industry-recognized apprenticeship programs. In addition, congressional staff sought out feedback from Advance CTE on the Effective Apprenticeships to Rebuild National Skills Act (EARNS). Advance CTE provided feedback on the proposal in collaboration with New America, the group leading the effort of which Advance CTE is apart, called the Partnership to Advance Youth Apprenticeship (PAYA). The bill was introduced in December 2018 and Advance CTE

anticipates an updated proposal will be introduced in the coming months. Green stated there is a desire to legislate quality apprenticeship programs and noted there need to be accountability systems in place that cover equity and diversity. Advance CTE signed on to Apprenticeship Forward Collaborative principles. Jargo mentioned the relationship between postsecondary education and apprenticeships is critical. Kreamer noted that New America has developed resources on the relationship between apprenticeships and higher education.

- **Fiscal Year (FY) 2020 Budget and Appropriations Update/Double the Investment:** The President released his Fiscal Year 2020 (FY2020) budget proposal, which included a 12.5 percent cut overall for the U.S. Department of Education and a 9.7 percent cut overall for the U.S. Department of Labor. It was noted that the President's budget included the recommendation that Congress authorize changes to increase the fees collected for H-1B visas and redirect 15 percent of that revenue to provide an increase in funding for CTE State Grants. Advance CTE is examining this proposal.

During CTE Month, Advance CTE launched a campaign to double the federal investment in CTE. While the launch itself was successful, early efforts to secure signatures have not yet taken off. The Spring Meeting will be a time to re-engage our members to double down on their commitment to securing employer signatures. As of March 19, the campaign has 71 supporters, representing 22 states and 16 Career Clusters®.

Zekus led a discussion around what additional resources would be most helpful to our members for this campaign. Green stated her understanding of members concerns on lobbying and clarified that Advance CTE is asking for members to activate their network to help. She also expressed that employers have noted concern about sharing revenue on the sign up form. It was then asked if there are any additional questions/concerns that are preventing participation. In response, Childers recommended making the revenue piece optional.

Howard offered that the timing could be a factor. States are developing Perkins V plans, making it difficult to request more from them. She agreed that for employers to sign-on it is a low level commitment that allows them to feel like they are contributing. Zekus shared that employers are saying it's an easy way to be engaged in the work. Kotamraju suggested by this time next year Advance CTE would be celebrating 100 years and it may be good to incorporate it in the celebration – post Perkins.

**Updates to Advance CTE's HEA Reauthorization Recommendations:** Hills presented information on HEA. There are four negotiated rulemaking sessions underway and congressional negotiations on HEA reauthorization are beginning. There are four key bills being introduced that reflect Advance CTE HEA priorities. As the 116th Congress makes movement to reauthorize HEA, Advance CTE is following the issues that lawmakers are prioritizing. This, combined with feedback from Advance CTE's HEA Kitchen Cabinet, led Advance CTE to add a specific recommendation to lift the ban on Pell Grants for incarcerated individuals. Mills noted that 12,000 prisoners are able to access these funds but over 1.5 million are incarcerated. In state prisons there are 463,000 who are eligible, but only 50 percent are able to participate. These changes would increase their employment rate by 2.4 percent.

Hills recommended that the HEA recommendations be updated to include the language “Advance CTE is in support of reinstating the Pell Grant for incarcerated individuals and believe it would increase access to postsecondary attainment and meaningful employment when released from prison.” In addition, the HEA recommendations should remove the recommendation about the year-round Pell, as it has already been reinstated.

**MOTION: To approve the revised Advance CTE Recommendations for the reauthorization of the Higher Education Act  
Heath; Pradeep  
MOTION ADOPTED.**

A discussion followed this motion. Howard asked about the timeline for the new law. The response was that a proposed bill is forth coming as Senator Alexander wants to see it move before he leaves. Following this discussion, Hills gave an overview of the upcoming credit for prior learning report. Green noted that Advance CTE is starting to see traction in the postsecondary space and is getting invited to speak on and attend events focused on postsecondary education.

Jargo added that Minnesota does have a policy for credit for prior learning. She stated that if a learner has any credit they are more likely to take more credits but faculty are afraid of giving away credits. Green continued by discussing the NCAA issue of accreditation and looking to connect with regional accreditation bodies. She shared that Scott Stump is interested in this issue as well.

**Member Services Survey Results and Discussion:** Zimmermann shared the member survey results and an update on membership numbers. It was noted that the University of DC added faculty to their membership and the passing of Perkins V contributed to an increase in state members. Jargo asked how many new State Directors there are and was informed there are 15 – the largest cohort to date. Zimmermann shared that the majority are highly involved in the new State Director program, and we have seen an overall increase of engagement with those who have been in the program than those in past who didn’t have that opportunity. The survey included questions on the equity initiative and there were differing levels of awareness. State Directors reported being 81% most or fully aware. Most of the members that are on the equity kitchen cabinet are not State Directors. There was a large increase in the use of Advance CTE’s communications resources across member types from 23 percent in 2017 to 62 percent in 2018.

For overall satisfaction of membership value there was a slight decline for state members from 92 percent to 86 percent between 2017 and 2018. Heath stated that State CTE Directors can improve how they onboarding team members to ensure they understand what the membership has to offer. Kotamraju added that some members may not be engaged because they don’t have time not because of they aren’t interested.

**Virtual Professional Learning Strategy:** Zimmermann presented a strategy to address meeting the needs of Advance CTE members who are unable to attend in-person annual meetings with virtual learning offerings. The objectives include raising awareness of Advance CTE resources,

expanding Moodle accessibility to state members, and providing year-round professional learning. It was noted that there is a need for more virtual professional learning outside of webinars focused on report releases. Strategies presented are below:

1. Support virtual cross-state sharing for State Directors;
2. Establish a pilot monthly call led by and for State Directors to empower cross-state knowledge and resource sharing;
3. Scale Moodle to be used by State Members (It was noted that they aren't used to the engagement that State Directors get so we need to cultivate the behaviors to build awareness of what's available to them); and
4. Develop a robust stream of webinar content from Advance CTE and its partners (For example, the upcoming Thomas B. Fordham Institute webinar on May 1, 2019).

After presenting the strategies, the Board discussed their thoughts. Green suggested thinking of different ways to share knowledge and learning. Green asked how to archive the knowledge shared during webinars. Suggested ideas included creating 10 minute videos and pre-recorded webinars. Heath shared that it would be useful to open access to Moodle for designated individuals. Jargo stated that there should be different access for State Directors and members because there are topics that she would want to be vulnerable about but would not want non-State Directors having access to. Kotamraju agreed. Green reiterated that we would maintain a State Director-only space on Moodle and create different portals or access points for other members, particularly state members.

**FY20 Elections and Nominations Committee Update:** Kotamraju provided an overview of the FY20 elections. The Nominations Committee was tasked with developing a slate of candidates for Secretary/Treasurer, two regional representatives (Regions A and C) and the second At-Large State CTE Director representative. The following nominations were received: Heather Justice (Texas) for Secretary/Treasurer. At-Large Representatives included Katie Graham (Nebraska), Emily Passias (Ohio) and Elaine Perea (New Mexico). Region representatives were Jay Ramsey (Region A – Vermont) and Jeralyn Jargo (Region C –Minnesota)

**MOTION: To approve the proposed FY20 slate of candidates, including succession of officers.**

**Johnson; Childers**

**MOTION ADOPTED.**

**Howard adjourned the meeting at 12:20 p.m.**