

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

November 17, 2020

Zoom call

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

NOT PRESENT: Angel Malone, Nicole Smith, Wendi Safstrom

STAFF: Kimberly Green, Kate Kreamer, Austin Estes, Katie Fitzgerald, Krissy Haynes, Meghan Wills

Welcome: Heath called the meeting to order at 3:06 PM, welcoming everyone to the Joint Advance CTE/The Center to Advance CTE Board Meeting.

Heath asked for approval of minutes from October 21, 2020.

**MOTION: To approve Advance CTE and The Center to Advance CTE minutes from October 21, 2020, as presented.
Raymond; Longhurst.
MOTION APPROVED.**

Heath asked for approval of consent agenda.

**MOTION: To approve consent agenda, as presented.
Scheibe; Howard.
MOTION APPROVED.**

Development Update: Kreamer gave an update on the organization's major activities. Between May – October 2020, there were 14 active grants and contracts and three new sub-grants/contracts were secured and launched. The new sub-grants are with the College High School Alliance (CHSA) and Opportunity America. Four sponsorships were secured for the CTE Summit, including funding from a new partner, Strada Education Network. A proposal is in the process of being submitted with the ECMC Foundation. The grant would be for \$1,200,000 to help diversify the leadership pipeline. Kreamer shared that the PAYA grant is ending later this month and PAYA 2.0 will be launching soon once the new contract is received.

Next, Kreamer reviewed how the grants align with our strategies. The Equity Strategy is supported by grants from Gates and Joyce. Due to this funding, the Making Good on the Promise Perkins mini-briefs were developed, equity working groups and kitchen cabinets were held, and opportunity gap workshops were developed. After the opportunity gap pilot program, there will opportunities for train-the-trainer sessions for members. The Advance CTE internal equity work was funded by ABC.

The State Policy Strategy is supported by grants from 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 and Career Clusters. Upcoming work that is being funded by CHSA includes expanding CTE-focused early postsecondary opportunities.

The Communications Strategy is supported by grants from Siemens and JPMC. The funding allows the organization to update messaging research for “selling” CTE to learners and families, create related tools/resources, conduct a national survey of employers on the value of CTE, provide sub-grants and technical assistance to states and make improvements to the careertech.org website.

The Data Quality Strategy is supported by grants from ECMC, JPMC, PAYA and Gates. The funding supports the creation of a data quality benchmark tool and related resources, and also allows us to provide sub-grants and technical assistance to states.

The Federal Policy Strategy is supported by grants from Lumina and CHSA. The Economic Recovery Strategy is supported by grants from Gates and Lumina, which enabled us to build economic recovery tools, supports and host a member kitchen cabinet. Finally, the CTE Forward Summit and Vision development is supported by Gates and Strada.

Strategic Plan update: Kreamer presented an update on the strategic plan progress. We are in the third year of the three-year plan. Staff reviewed and updated the strategic plan activities in the summer to ensure alignment with the following key priorities:

- Internal and external commitment to equity and ending racial injustice;
- Support for the new vision;
- Supports to ensure CTE is well-positioned in the economic recovery;
- Virtual learning strategy and member supports.

The strategic plan activities were updated with color scores that reflect progress through October 2020. Green means progress is on track, yellow means progress has been made, but attention is needed, orange means progress has been halted and attention needs to be given to get back on track, and red mean little or no progress has been made. Progress on achieving the existing strategic plan goals has been affected by the current environment as the world has been changed dramatically. The status of each strategy is listed below.

- Strategic Priority 1 - Policy: This strategic priority has changed to yellow because of COVID-19 as federal policy activity has largely halted and state policy is slower as we gear up for a number of major releases in late 2020 and early 2021.
- Strategic Priority 2 – Professional Learning: This strategic priority is now mostly green as the organization was able to redirect capacity to supporting the members through the pandemic. Due to the new virtual environment, there are now more opportunities for cross-state sharing and learning.

- Strategic Priority 3 - Promotion: This strategic priority is mostly yellow due to communications research and state support work being delayed due to the COVID-19 pandemic.
- Strategic Priority 4 - Partnerships: This strategic priority is yellow across the board since there have not been many meetings over the last six months due to the pandemic. There are no concerns with partnerships as the rating is just due to the slower than normal year.
- Strategic Priority 5 – Process and Protocols: This strategic priority is a mix of green and orange. A lot of work has been happening with this strategic priority in the last few months with a focus on internal equity and culture. More attention needs to be given to the SOPs and knowledge management.

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.

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

The number of states receiving direct technical assistance from Advance CTE dipped in the last quarter of FY20 due to the pandemic, but then bounced back in the first quarter of FY21 since the organization was able to successfully pivot to delivering technical assistance virtually. The annual member services survey revealed that number of states working to replicate examples from publications has increased to 56 percent, which is an overall increase of 24 percent from 2019.

Professional learning supports have strengthened in the last year, with 10 events being held between April and September. Participants in the events agreed that they increased understanding and plan to use what they learned.

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

Advance CTE leadership in the field has decreased due to fewer conferences and presentations happening in the past six months due to the pandemic. Even though there have been fewer presentations, Advance CTE is still looked upon as a leader in the field. The data that is being collected does not reflect this as the traditional metrics are not as relevant at this time.

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. In the first quarter of FY21 website traffic picked back up and was almost double the previous quarter.

Partnerships have been stable throughout the pandemic. The Summit is an example of how Advance CTE was able to engage its partners in a meaningful way.

Estes opened up the floor to questions. Playl asked if the dashboard chart was publicly available. Kreamer stated that it was internal only. Playl then asked if there was any thought into making it public. Kreamer said it was not something that has been discussed, but that much of the data appears in the annual report. Jargo stated that the organization has several close partnerships that never get enough highlight like ACTE and NAPE, and recommended highlighting the partnerships more.

Vision working session: Kreamer started the vision working session by reviewing the goals of the session:

- Do the principles and actions align with the major themes and takeaways from the Summit? What did we miss?
- Are we pushing forward enough? Or, where can and should we be bolder?
- Does the draft adequately attend to the foundational commitments of equity, quality, industry involvement and data AND the full continuum of CTE learners from K-12 through adults?
- Are there any "non-starters," either in terms of concepts or verbiage that we need to be aware of?

Foundational cross-cutting commitments were added to the vision. These are themes that show up throughout the vision, which are equity, quality, involvement with industry partners, data and potentially leadership.

- Principal 1: Each learner engages in an integrated career preparation ecosystem, designed to support lifelong success. This is a holistic ecosystem that delivers quality experiences, coordinates wraparound supports and offers more clarity and focus for industry.
- Principal 2: Each learner is the driver of their own career journey. This is about learners needing information and tools that enable them to identify quality CTE programs, access the service and supports they qualify for, and demonstrate their experiences, skills and competencies.
- Principal 3: Each learner feels welcome in, supported by and has the means to be successful in CTE. This is about putting the learner first and designing the systems with them and not for them.
- Principal 4: Each learner's skills and competencies are valued and counted. This is about prioritizing skills and competencies above time, degrees and credits.
- Principal 5: Each learner has access to equitably funded CTE programs, with accountability and funding systems focused on equitable outcomes and innovation. This priority is about building new systems and structures that start with the learner and focus on the positive outcomes we most want to see-including equity and competency-based focus – and that maximize limited resources and encourage collaboration.

To accomplish the vision, states will need to find new ways of working together. They will need to develop new and expanded interstate compacts that enable the flow of data, learners, instructors, credits and degrees across state lines to better reflect the global economy we live in.

Kreamer opened the floor to discussion. Crownover stated that one of the transition priorities included data system capacity, transparency and utilization, and should also be reflected in Principal 5 of the vision. Rhine suggested having language reflect the audience by broadening some of the talking points to show impact and action that can be taken by multiple audiences. Rhine thought the framing of the guiding principles was really strong. Jargo asked if the goals are future-looking enough. She encouraged Advance CTE to think of the next decade and to look at how AI will be in everything we do. Jargo added that Advance CTE did good job speaking to the full spectrum of learners.

Green asked the Board what top two or three priorities they would choose to focus on. Graham shared her selections would be based on her state's readiness and not necessarily those priorities that she would pick if her state was further ahead. Raymond said that some look like they can be combined. For example, the integrated career preparation ecosystem is overarching and the rest of the priorities could be pieces of it. Jargo agreed that there was a lot of cross-over in the priorities. Kreamer explained that this vision is different than the last as there is more overlap and this makes it more cohesive, which has both benefits and limitations.

Kreamer asked if should back away from CTE and focus on education more broadly. Heath said having CTE as the education system the vision is talking about is more helpful as she can have an impact on CTE, but not the entire education system. She added that tailoring the vision to where we are able to be actionable is helpful. Graham said that positioning CTE more prominently is the way to go. Rhine added that the position of CTE is important and that it should be featured prominently but should also challenge what it is and how it is defined.

Kreamer finished the discussion by outlining the next steps. A full draft will be sent in early December with a final draft being sent later in December. A discussion about the draft will be held at the January Board Meeting, and the vision will be released in early March 2021.

Other Items/Next Steps: Next Advance CTE/The Center to Advance CTE Board of Directors Meeting is January 12, 2021 at 3:00 pm ET via Zoom.

Heath adjourned the meeting at 4:06 p.m. ET.