

Joint Advance CTE/The Center to Advance CTE Board of Directors' Meeting
MINUTES
April 18, 2022
Zoom call

BOARD ATTENDEES: Sarah Heath, Katie Graham, Thalea Longhurst, Victoria Crownover, Luke Rhine, David Horseman, Colleen McCabe, Cathie Raymond, Donna Lewelling, Alex Harris

NOT PRESENT: Laura Scheibe, Wendi Safstrom, Nicole Smith

STAFF: Kimberly Green, Kate Kreamer, Krissy Haynes, Tunisha Hobson, Steve McFarland, Nithya Govindasamy, Kevin Johnson

Welcome: Heath called the meeting to order at 3:30, welcoming everyone to the meeting. Graham reviewed the minutes from the February 25, 2022 Joint Advance CTE/Center to Advance CTE Board meeting.

Graham asked for approval of minutes from February 25, 2022, as presented.

MOTION: To approve the Joint Advance CTE/The Center to Advance CTE minutes from February 25, 2022, as presented. Raymond; Longhurst.
MOTION APPROVED.

Review & Approval of the FY22 Financial Report: Graham presented a summary of the Advance CTE FY22 financial reports, which have been reconciled through February 28, 2022 or 66 percent of the fiscal year. For FY22, Advance CTE has received 91 percent of its income. Advance CTE has received all state dues payments except from California. Registration for the Spring State Leaders Retreat opened in March. Graham shared that Advance CTE was on track to meet its target income. Expenses for FY22 are at 44.7 percent of the budget. This is below target due to a delay with the website rebuild. Expenses are expected to increase in the last quarter.

Graham presented a summary of The Center to Advance CTE financial reports, which have been reconciled through February 28, 2022 or 66 percent of the fiscal year. For FY22, The Center to Advance CTE has received 90 percent of its budgeted income. All remaining funding is expected to be received. Graham shared that the second payment from ECMC Fellows was delayed because the organization has to spend 80 percent of the first payment before the second payment can be received. The project line shifted and the second payment is expected to be received in the last quarter of the fiscal year. Expenses for FY22 are at 39 percent of the budget. This is below target due to a decrease in salary and benefits because of recent employee turnover, as well as a delay in major projects like the website revision. Although two employees departed since January, the organization has hired five since January. Expenses are expected to increase in the last quarter.

**MOTION: To approve the FY22 Advance CTE/Center to Advance CTE financial reports, as presented.
Lewelling; Crownover.
MOTION APPROVED.**

Overview of New Strategy Template and Strategic Plan Progress: Green gave an overview of the new Board update and Board report templates. She shared that based on input from the Board, the organization continued to work with Delivery Associates to develop a new way to concisely deliver information the Board needed to successfully govern the organization and to engage in oversight of progress and resources dedicated to the priorities established in the strategic plan. The three E's that make up the strategic plan will be used when sharing information with the Board. Green presented the new reporting cycle. Internally, the organization will collect and analyze data and the leadership team will meet monthly to analyze the data. The strategy updates are divided into six workstream groups:

1. Communications
2. Equity
3. Federal Advocacy
4. Member Engagement
5. Operations
6. State Policy

The Board will receive a monthly board update in a new one page template with important updates on things that are happening within the organization. The workstream teams will meet quarterly to discuss and evaluate progress. Internal staff stocktakes will likely take place twice a year. A strategic plan update will be delivered to the Board for review prior to the Board stocktake.

Kreamer presented an overview of the Strategic Plan progress report. Since March 2020, the organization has gone through major changes. The team grew from 11 to 13, has two open positions and added an additional three full-time equivalent team members via contractors and fellows that are supporting operations and federal advocacy work. Kreamer shared that the organization has adopted and implemented an equitable hiring process that has been successful and has netted a strong, diverse team. Kreamer addressed the one area under "Empower" that was red and explained that due to capacity, there hadn't been a lot of focus towards working with State Directors to help them build and maintain a diverse cross-sectoral team. However, Kreamer shared that it had been added to the dashboard, data will be shared during the upcoming Board stocktake in May and with a new Director of Communications & Membership, it is an area of priority to address next quarter. Green noted that the dashboard and strategic plan were designed to be a collective capacity of the states plus the organization. The Board will receive a packet with the dashboard metrics a week before the May meeting.

Breakouts Discussions on New Strategies: The Board and staff participated in two rounds of breakout discussions. Discussion questions were:

- What clarifying questions do you have about the strategy?

- Does the new format of the strategy documents give the Board the right information with which to guide the work of the organization?
- Will the strategy ensure Advance CTE meets the members' needs and accomplish our strategic priorities/theory of action?
- Does the strategy focus on the right organizational priorities?
- Anything missing?
- Anything you would de-prioritize?

Full Board Discussion: Heath thanked everyone for their participation in the breakout sessions and asked for feedback from each strategy topic. Lewelling shared from the communications strategy discussion that a lot of investments in messaging and campaigning had been made on the secondary side but not as much for postsecondary. Lewelling thought it could be beneficial if there were plug and play materials with consistent messaging readily available. Raymond shared from the state policy discussion that she felt the the work around the Comprehensive Local Needs Assessments (CLNAs) was beneficial and that the CLNAs have allowed local districts to evaluate the quality of their programs. Graham shared from the federal advocacy strategy that the items were prioritized and she appreciated the office hours and providing states opportunities to talk and ask questions. Harris shared from the membership engagement strategy. Harris observed that equity was an important underpinning to the agenda. He suggested offering help with rebranding of the work so that there are different entry points into the equity work, depending on what the context allowed. Heath said they had a similar conversation in the equity strategy group. Green noted that was the exact focus of the Board Equity training. Horseman shared that the career counseling had been very useful and beneficial this past year and that he looked forward to the upcoming 'train-the-trainer' session. Horseman recommended continuing engaging opportunities.

Heath asked for additional comments or observations about the strategic plan progress report. Crownover suggested having conversations during the upcoming in-person May Board meeting around the specific indicators and what goes into them so that progress and updates can be seen as they are happening throughout the year.

Heath thanked everyone for their participation, time, and talent in the discussions. A poll was launched regarding the rescheduling of the Board Equity training. The Board Equity training was rescheduled for June 1, 2022. The next Board meeting will be in-person on May 11, 2022 from 2-4 p.m. ET at the BWI Marriott.

Heath adjourned the meeting at 4:30 p.m. ET.