

**Joint Advance CTE/The Center to Advance CTE Board of Directors' Meeting**  
**MINUTES**  
September 28, 2021  
Zoom call

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**BOARD ATTENDEES:** Marcie Mack, Sarah Heath, Laura Scheibe, Thalea Longhurst, Donna Lewelling, Victoria Crownover, Katie Graham, Tiara Booker-Dwyer, Cathie Raymond, Nicole Smith, Alex Harris, Wendi Safstrom

**NOT PRESENT:** Luke Rhine, Angel Malone

**STAFF:** Kimberly Green, Kate Kreamer, Krissy Haynes, Tanya Powers, Austin Estes

**Welcome:** Mack called the meeting to order at 3:03 p.m. ET, welcoming everyone to the meeting.

Mack asked for approval of minutes from August 5, 2021, as presented.

**MOTION: To approve Joint Advance CTE/The Center to Advance CTE minutes from August 5, 2021, as presented.  
Heath; Scheibe.  
MOTION APPROVED.**

Mack asked for approval of the consent agenda.

**MOTION: To approve Advance CTE/The Center to Advance CTE consent agenda, as presented.  
Scheibe; Harris.  
MOTION APPROVED.**

**FY22 Strategic Plan Update:** Kreamer gave a brief summary of the reporting structure of the strategic plan. Based on the Board-approved strategic plan, staff identified ongoing and upcoming activities or developed those needed to accomplish the strategic plan. Kreamer presented several discussion questions to the Board to help identify how often and at what level the Board wanted updates and if the Board thought that the activities adequately advance the Equip, Empower, and Elevate priorities. Booker-Dwyer asked if the organization had the capacity to accomplish all of the activities. Green noted that Delivery Associates is helping to identify what the organization's staff needs are. Kreamer said there is flexibility and internal recalibration as needed. Scheibe expressed concern about whether the compilation of the evaluations for the Board was time consuming for staff. Safstrom suggested keeping the review for the Board at a strategic level. Harris and Mack both agreed with Safstrom about keeping the updates for the Board at a strategic level at a frequency that makes the most sense for the activity. Green said the organization is working on streamlining systems as part of internal operational management.

**Proposed Dashboard Measures:** Estes presented an updated draft demo of the new Advance CTE dashboard noting that it was not a final draft. Estes said that Delivery Associates had been incredibly helpful in deciding what measures to include so that it aligned with the strategic plan. Estes shared that the organization has been collecting data on fifty different individual measures since 2017 and many of those measures were not indicators of the organization's impact. The measures in the new design align with the strategic plan and are indicators of the organization's impact. Estes provided an overview of the ten measures that the new dashboard will be collecting data around, the frequency that data will be collected and shared, and which element of the strategic plan each measure is aligned with.

First, Estes shared a few of the new measures that align with the three E's: Equip, Empower, and Elevate. Some of them will require new survey questions that probe deeper on impact internally and for members. There will be a new measure that will evaluate whether Advance CTE's technical assistance is helping to develop proof-points for *CTE Without Limits* implementation. Estes also shared measures that evaluate the level of influence with decisionmakers and a national poll that will help to better understand public perceptions of CTE. Last, Estes stated that the organization was currently working with Education Strategy Group to develop a CTE Equity Index which will be used for one of the new measures of the dashboard. It will provide a simple way of understanding progress towards equitable outcomes for learners. Estes asked if the Board had any questions. Kreamer posted the following questions in the chat:

1. Are there any components of the performance measures and dashboard that need to be clarified?
2. What questions do you have about the process of sharing and discussing the performance measures with the Board?

Crownover asked in the chat if there would be definitions for the measures shared. Estes said there would be definitions for the measures and technical documentation shared with the Board. Booker-Dwyer liked the transparency of the dashboard. Graham expressed her excitement about the data and complimented the work that has been done so far. She wanted to be sure to clarify the use of the dashboard output. It is a shared vision and not only a metric of Advance CTE's effectiveness. Crownover wanted to confirm that there would not be a state-by-state comparison on the dashboard and that it would only show an aggregated measure. Estes said state level information would not be shared and that information will only be collected internally. Scheibe said as a State Director, she would be interested in how South Dakota ratings are to help improve internal processes.

Smith expressed her excitement about the new data on the dashboard. She noted that she would like to be able to look at details of each component of the index in order to see areas of concern. Estes said the dashboard will have the capability to look at each component with exceptions to some of the surveys. Harris complimented the work and said it was an elegant package. He stated that as a Board member, the information he sees was equally important to how informative it is

to Advance CTE. Harris encourages Advance CTE to editorialize and share commentary from the information with the Board.

Mack asked for approval to move forward with the proposed dashboard recognizing Advance has latitude to make additional adjustments.

**MOTION: To approve moving forward with the proposed dashboard recognizing Advance CTE has latitude to make additional adjustments.  
Harris; Scheibe.  
MOTION APPROVED.**

**Mack adjourned the meeting at 4:06 p.m. ET.**