

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

**MINUTES**

October 22, 2018

BWI Marriott, Linthicum Heights, MD

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**ATTENDEES:** Thalea Longhurt, Bernadette Howard, Sarah Heath, Marcie Mack, Pradeep Kotamraju, Lee Burkett, Jeralyn Jargo, Nicole Smith, Donna Wyatt, Charisse Childers

**STAFF:** Kathryn Zekus, Kate Kreamer, Kimberly Green, Austin Estes, Meredith Hills

Howard welcomed Smith to the Center Board. Smith provided an overview of her background and her work at the Georgetown Center for Education and the Workforce.

Howard asked for approval of the consent agenda.

**MOTION:** To approve the consent agenda.  
Mack; Heath.

**MOTION APPROVED.**

**Fundraising & Development Update:** Over the past three years, Advance CTE/The Center to Advance CTE has successfully raised funds to support new and existing project work, staff time and member resources. Looking at the estimated total income for FY19 – as of July 1, 2018 – funds raised through foundations and contracts account for about 55 percent of our income, while dues account for 26 percent.

Advance CTE/The Center to Advance CTE has continued to pursue fundraising and development opportunities, but is committed to only taking on projects aligned to Putting Learner Success First: A Shared Vision for the Future of CTE, our strategic plan, and our member priorities, as well as be sure we can manage the continued growth of our organization.

Starting in July 2017, we began tracking our fundraising and development activities to capture within the organization's Shared Impact and Reach Dashboard. Since April 2018, Advance CTE staff:

- Maintained four active grants/contracts;
- Actively pursued/developed three proposals, one of which has been secured (PAYA) and the other two of which are very likely to be funded; and
- Directly engaged with an additional three new funders.

Kreamer provided the Joint Board an update on grants including New Skills for Youth, funding to study the JPMC Innovation sites, new funding secured through the Bill & Melinda Gates Foundation, and the Partnership to Advance Youth Apprenticeships. Kreamer also mentioned that the organization has been in touch with the Bill & Melinda Gates Foundation, the Joyce Foundation, ECMC and the Lumina Foundation about additional funding opportunities.

Howard asked the staff to provide strategy updates.

## **Strategy Updates:**

### **Federal Policy Strategy Update:**

Zekus said that a lot of the organization's priorities have been adopted through the recently reauthorized Perkins V, increased appropriations for CTE, and increased appropriations for other related federal programs. She also described each of the supports and resources Advance CTE developed to support state implementation of Perkins V. These resources include online fact sheets, a Perkins IV/Perkins V side-by-side comparison tool, a Lunch and Learn webinar series, a professional learning community on the Moodle platform, and Perkins V regional implementation meetings.

The organization has had a lot of positive media engagement related to the passage of Perkins V. This summer Advance CTE provided a briefing on CTE with the Committee for Education Funding, which sparked several new partnerships. And at the end of July Advance CTE partnered with the House CTE Caucus for a briefing on rural CTE.

Advance CTE's partnerships have helped position the organization to successfully pass a new Perkins Act. These partnerships will also be instrumental in supporting states to implement Perkins V.

Internally, the organization is working to systematize process and protocols by holding monthly strategy meetings with all staff who are involved in the federal policy strategy.

Zekus provided an update on major accomplishments and upcoming priorities for the federal policy strategy. In the near future, Advance CTE will four regional Perkins V implementation meeting, actively implement a new federal policy strategy, and begin to build relationships with a new Congress.

Green added that the purpose of the strategy updates is to give the Board an opportunity to hear about the work beyond the strategy and outcomes; the organization welcomes any questions and input from the Board.

Jargo observed that there is a lot of language around intersections between Perkins, WIOA and ESSA but that this isn't always the reality in states and on the ground. She raised that her state may need help if true integration is a requirement.

Kotamraju echoed these concerns and raised the question about who will be driving Perkins implementation, whether the state education agency, higher education or workforce development.

Green responded that the Perkins V regional implementation meetings have been planned with collaboration and partnership in mind. Howard agreed that in Hawai'i Perkins is an opportunity to bring key partners back together to secure commitment.

Zekus and Kreamer provided an update on the tools that Advance CTE is producing for the Perkins V regional meeting, including a tool for setting a state vision, guidance around the local needs assessment, a stakeholder engagement resource, a timeline laying out the sequence of Perkins V planning requirements, and a WIOA alignment tool. Green added that OCTAE is planning to release a draft state plan guide this week and that Advance CTE is planning to provide comments on the draft. The guidance will include a template for the transition and four-year state plan as well as guidance for the consolidated annual report.

Smith asked if the positive media engagement is related to a direct strategic engagement by Advance CTE. Zekus responded that being close to the negotiation process positioned Advance CTE to be a trusted source of information for members of the press. Fitzgerald added that Advance CTE's partnership with ACTE helped expand both organizations' reach to new media outlets and helped elevate the voices of local leaders.

Smith also asked about the organization's historical funding and how our current philanthropic funding compares to the past. Kreamer said that after Advance CTE's relationship with JPMC, many more funders have come to the table. Kotamraju added additional context about how Advance CTE's leadership has allowed the organization to move away from fee-based services.

Smith asked for clarification about the organization's relationships with Strada Education. Green and Kreamer said that the organization is currently in conversation with Strada.

### **Postsecondary Strategy Update**

Hills provided a brief overview of the organization's postsecondary strategy, including:

- Revising recommendations for the Higher Education Act
- Grow and utilize the HEA kitchen cabinet
- Sharing stories and strategies
- Including postsecondary content in professional development opportunities
- Building new postsecondary partnerships in the CTE space

Mack asked about representation on the postsecondary kitchen cabinet. Green responded that most members are from postsecondary state agencies.

Heath and Howard said that building partnerships and collaborations are really important, particularly with more than just community colleges. Mack agreed and added that we should also be considering partnerships with non-credit granting institutions and other credential providers. Kotamraju echoed this sentiment and said that there is a need for investing in more research related to non-credit credentials. Howard reemphasized professional development opportunities and said this is an important priority.

Hills provided an update on Advance CTE's major accomplishments including:

- Increasing postsecondary partnerships
- Publishing new policy proviels
- Adding postsecondary examples to resources and publications

- Posting postsecondary-specific blogs
- Publishing a report specifically on postsecondary program quality

Hills gave an overview of the organization's upcoming priorities and opened the discussion around particular content areas that the board is interested in. Heath asked for more tools and resources related to building postsecondary partnerships. Jargo said that there is a need for more resources around postsecondary work-based learning and said that secondary work-based learning has been getting a lot of attention through ESSA, but is interested in more work and resources about aligning secondary and postsecondary work-based learning with WIOA requirements. Specifically, the focus should be on expectations and conversion to college credits. Kotamraju echoed Jargo's question and asked about credit for prior learning for apprenticeship experience.

Smith asked about the objective for the revision of the Career Clusters; staff noted this was on the agenda for the Center Board meeting.

Hills asked what the postsecondary priorities there are for each state. Kotamraju said that teacher education is a priority (many others agreed). The average age of a CTE teacher is 55 and there is nobody in the pipeline. Heath said that in Colorado there is a disconnect between the CTE teacher prep programs (which are often located in four-year colleges and universities) and the CTE system. The exception across states is agricultural programs. Wyatt raised that restrictions on having high school and college students in the same class should be undone.

Green asked if the postsecondary strategy should still be a separate strategy. Many members of the Board agreed that it should be.

### **Communications Strategy Update and Brand Promise Revision**

Fitzgerald presented on the communication strategy objectives. Fitzgerald shared the major accomplishments over the last six months, which included conducting technical assistance, developing and launching the Career Advising and Development workshop, launching a formal sign-on and commitment process for the CTE: Learning that works for America campaign, developing a number of tools based on the pilot activities from grantees that can be utilized by all states and members, promoting the 2018 Excellence and Action awards, releasing a CTE 101 video, increasing social media and open rates, and launching a four-part webinar series aimed at helping states communicate effectively about CTE. Fitzgerald noted that social media engagement is at an all-time high, with Advance CTE e-newsletter open rate being higher than the industry average.

Fitzgerald presented on the communication strategy goals for the next six months, which includes at least 40 State CTE Directors signing the Learning that Works for America campaign, updating the Advance CTE website, continuing to promote the 2018 Excellence in Action award winners current and past, finishing the second round of Siemens technical assistance grantees, finalizing the Career Advisement and Development workshop, conducting a train the trainer to deliver the Career Advisement and Development workshop, launching the Double the

Investment campaign, and formalizing a media engagement strategy.

Fitzgerald presented on the history of the CTE Brand Promise, noting that Siemens funding has helped to boost the visibility of the brand. Fitzgerald presented on the proposed updated CTE Brand Promise and asked the Board if they have any feedback or questions. There was a conversation about the use of the word “college” in the first bullet and whether it should be included or whether postsecondary should be used or both. There was another conversation about whether to use programs of study and CTE pathways in the proposed CTE Brand Promise. As a conclusion could not be reached, Fitzgerald agreed to draft a few options and share it with the Board electronically.

Fitzgerald asked if the Board had feedback on any of the other parts of the proposed CTE Brand Promise. Heath noted that it is important to change “all learners” to “each learner” to align with Advance CTE’s equity initiative. Howard announced that the Board is not ready to vote on this today and this will be put to an electronic vote or at the next Board meeting.

### **State Policy Strategy Update**

McFadden presented on the State Policy and Implementation Strategy, noting major accomplishments over the past six months, including providing technical assistance to nine states, the completion of two CTE Virtual Institute cohorts, the Joyce Foundation grant progress, the Resource Center monthly hits averaging 11,050 in 2018, modifications to the Resource Center, and the new JPMC Innovation sites grant.

McFadden presented on the state policy goals in the next six months, which include updating the CTE Virtual Institute cohort (with more of a focus on national partners), carrying out the JPMC Innovation Site grant, carrying out the Joyce Foundation grant, providing technical assistance for Perkins V implementation, and producing publications (e.g. equity, finance, New Skills for Youth snapshots). McFadden asked the Board if they have any questions or research topic they would like Advance CTE to focus on.

Howard noted that the organization is responding to shifting priorities and policy environments quickly and well.

### **Member Engagement Strategy Update**

Zimmermann presented on the member engagement strategy objectives and strategies. Strategies included professional development, leadership development, and healthy membership/membership retention. Zimmerman presented on the member engagement major accomplishments in the past six months, which included a three-year positive trend of registrations and sponsorships, registrations reaching 136% of target, and sponsorships reaching 202% of target. Zimmerman noted that accomplishments also include the re-launched member awards program, expanded focus to include broader definition of state CTE leaders, and winners of the Distinguished Leadership and Rising Star.

Zimmerman noted the high turnover of State CTE Directors in the last four years. Wyatt inquired about states that do not have permanent State CTE Directors. Zimmerman noted that every state has Advance CTE memberships.

Zimmerman presented on the member engagement goals for the next six months, which includes increasing technical assistance to members, continuing to develop virtual professional development offers, expanding programming, re-launching careertech.org's Members Only section, and deepening engagement among and between members beyond the State Director.

### **Strategic Plan Update:**

Rather than present on this topic, Kreamer directed the Board to a page in the Board Report to look at the strategic plan update to allow for more time for the stocktake. Kreamer noted that the with the passage of Perkins V, certain strategies that were grey are now green.

### **Stocktake:**

Estes introduced the stocktake process and objectives for the day. Board members took a few minutes to review prepared stocktake materials. Kreamer and Green emphasized that the capacity ratings reflect staff preparations for Perkins V, even though reauthorization occurred after the stocktake reporting period. Board members suggested conversation topics and voted on the topic they would like to discuss: reprioritization to support Perkins V.

Kreamer and Green discussed some of the work already happening to structure internal staff capacity around Perkins V implementation in the form of building knowledge, developing resources and providing technical assistance. Green also discussed some of the planned supports over the next six months, including the hiring of former State CTE Directors as contractors.

Heath mentioned the need for also supporting state staff in project management, in addition to Perkins V content. Kotamraju asked what project commitments staff currently have for funders that could be used to support Perkins V implementation. Green responded that yes, there are numerous spaces for current commitments to be used to support Perkins V implementation and still meet funder requirements. Additionally, resources that already exist can be leveraged to support Perkins V in numerous ways.

Kreamer discussed the challenge of ensuring that all staff members are able to speak equally well to Perkins V. Mack described how her staff are working to consistently use the language and talking points used in Advance CTE materials, and noted how helpful it would be for that consistency to be emphasized even more in Advance CTE resources. Green suggested that Advance CTE could create a one-pager of key federal terms, including crosswalks with WIOA, ESSA and HEA. Kreamer agreed to put Perkins V and regional meeting resources into topic-specific locations on the Advance CTE website and/or on Moodle. Heath mentioned how helpful role-alike groups within Moodle would be. Advance CTE should also work to clarify with OCTAE their planned role in implementation.

Howard requested that virtual convenings on Perkins V implementation continue after the regional planning meetings, perhaps at a monthly routine time.

Kreamer posed a question to Board members about how to address partnerships effectively in this space. Kotamraju noted how important it is for State Directors to communicate with

Advance CTE about interactions they have with regional and national partners. Mack mentioned concerns about the consistency of quality that may or may not exist with external contractors offering assistance with Perkins V implementation, to which Kreamer mentioned Advance CTE's willingness to help vet different organizations and individuals.

Estes closed the stocktake and reviewed next steps.

**Next steps:**

Howard adjourned the meeting at 4:20 p.m.