

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

June 29, 2021  
3:30-4:00 p.m. EDT  
Zoom call

---

**ATTENDEES:** Sarah Heath, Laura Scheibe, Angel Malone, Katie Graham, Victoria Crownover, Jeralyn Jargo, Donna Lewelling, Cathie Raymond, Luke Rhine, Wendi Safstrom, Alex Harris

**NOT PRESENT:** Marcie Mack, Thalea Longhurst, Bernadette Howard, Nicole Smith

**STAFF:** Kimberly Green, Kate Kreamer, Katie Fitzgerald, Krissy Haynes, Tanya Powers

**Welcome:** Heath called the meeting to order at 3:37 p.m. ET, welcoming everyone to the Advance CTE/Center to Advance CTE Joint Board Meeting.

Heath asked for approval of minutes from March 10, 2021.

**MOTION: To approve minutes from March 10, 2021, as presented.  
Raymond; Crownover.  
MOTION APPROVED.**

**Review & Approval of Modified Investment Policy Statement:** Haynes shared that Advance CTE's investment advisor from Merrill Lynch, Mark Friese, has recommended a policy change. The change was presented to the Finance and Audit Committee and was approved to advance the proposal to the Board. The current investment policy has the minimum investment for equity set at 20%, 0% for equity income, and 30% for fixed income. 30% for fixed income is high right now as fixed income has a 0.4% return right now, which is the lowest ever. Due to this, Friese recommended lowering the fixed income minimum to 10% to give more flexibility to adjust with the market. Equity Income has done very well this past year. Due to this, Friese proposed changing the maximum equity income threshold to 70% up from 20%. Haynes noted that with these adjustments, the risk does not change. The risk is exactly the same, it just increases the range to make the necessary adjustments to the investments. It gives flexibility to match the market and match benchmarks.

Heath asked for approval of the modified Investment Policy Statement.

**MOTION: To approve the proposed revisions to the Investment Policy Statement, as presented.  
Crownover; Raymond.  
MOTION APPROVED.**

**Review & Approval of Proposed Revised Mission and Vision:** Green shared that the purpose of a mission statement is for it to be a concise explanation of the organization's reason for existence. It describes the organization's purpose and overall intention. The goal of the

modification is for the statement to better align with the intent and goals around CTE Without Limits. The current mission statement is as follows: *“Support visionary state leadership, cultivate best practices and speak with a collective voice to advance high-quality CTE policies, programs and pathways that ensure career success for each learner.”* The proposed mission statement is as follows: *“Advance CTE is a national nonpartisan nonprofit committed to ensuring every learner - regardless of background, race, gender, or geography - achieves college and career success by supporting state leaders to realize CTE without limits.”* In discussions with the Executive Committee, it was suggested to not capitalize the “W” or “L” in “without limits” and to include that the organization is a “national nonpartisan”, meaning we represent the country in a non-partisan way. Green noted the proposed statement shares language from CTE Without Limits.

Heath opened the floor to questions and discussion. With multiple suggestions, including changing the order of career and college, Heath asked that the proposed revisions be moved to an electronic vote and discussion. Green presented a recommendation to the Board to eliminate the current “vision” statement in favor of CTE Without Limits. Green noted that after research, it was found that most organizations are eliminating single sentence vision statements. The purpose of a vision statement for Advance CTE is achieved through CTE Without Limits. Green stated this will also be included in the electronic vote and discussion.

**Review & Approval of Proposed Strategic Plan and Theory of Action:** Green stated the proposed Theory of Action and Strategic Plan for FY 22-24 was reviewed by the staff Leadership Team, Executive Committee and the organization’s equity coach. The development of these resources are anchored in the inputs the Board provided at the May Strategic Planning Retreat. There was agreement on theory of action’s goal - and the desired impact of the organization - being ensuring equitable career success for each learner. Delivery Associates came up with the three E’s as an organizer for the strategic plan: EQUIP, EMPOWER, and ELEVATE. Green noted that it would be helpful to approve the Theory of Action as a guidepost for work going forward as a litmus test for what work the organization takes on.

In response to the feedback and input received around the draft strategic plan, a few changes were made, which includes the use of bold verbs and owning the leadership role that the organization has. Green acknowledged and thanked Rhine for his helpful input. A new strategy was added denoting the commitment of the staff and the Board to applying an equity lens to the organization’s work. Green outlined the three E’s of the proposed strategic plan.

- **EQUIP:** Advance CTE to lead with a focus on quality and equity by creating a positive, inclusive internal work culture, ensuring the organization is well-managed, and ensuring collective work is approached with an equity lens focusing on the leadership skills of the Board and the organization's members.
- **EMPOWER:** Empowering Advance CTE’s members with the supports, knowledge and information needed to be able to realize the CTE Without Limits vision. Focusing on content, knowledge and professional development, the networks built, and shaping agendas to ensure the organization is serving and empowering its members.
- **ELEVATE -** Elevating high-quality and equitable CTE by creating a supportive environment with policymakers, the media, and stakeholders. Building Advance CTE’s members’ capacity to be effective advocates and spokespersons. Elevating the

organization's advocacy work at federal and state policy levels and lastly, research and data to make sure members have the research base to lift up best practices.

Heath asked for a motion to approve the Proposed Strategic Plan & Theory of Action.

**MOTION: To approve the Proposed FY 22-24 Advance CTE/Center to Advance CTE Strategic Plan and Theory of Action, as presented.  
Scheibe; Raymond.  
MOTION APPROVED.**

**Update on Career Clusters Prototype:** Green stated it will be presented to the Board in August 2021.

**Heath adjourned the meeting at 4:03p.m. ET.**