

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

AGENDA

May 22, 2016

12:45 p.m. – 2 p.m.

Meeting Room: Coolidge

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| 1. | Welcome | Rod Duckworth
President |
| 2. | Strategic Plan Discussion/Approval
<i>12:45 p.m. – 1:30 p.m. (45 minutes)</i> | Kimberly Green
Executive Director

Kate Blosveren Kreamer
Deputy Executive Director |
| 3. | Putting Learner Success First:
A Shared Vision for the Future of CTE Rollout
<i>1:30 p.m. – 2 p.m. (30 minutes)</i> | Kate Blosveren Kreamer
Deputy Executive Director |
| | | <i>Pages 2-4</i> |

Putting Learner Success First: A Shared Vision for the Future of CTE Rollout
*Report submitted by Katie Fitzgerald, Communications Associate &
Kate Kreamer, Deputy Executive Director*

Advance CTE with seven supporting organizations is releasing *Putting Learner Success First: A Shared Vision for the Future of CTE* on May 9, 2016. This shared vision provides recommendations for how the entire education system can better support learners in their endeavors, leveraging high-quality CTE as a central strategy. It includes five guiding principles:

- All CTE programs are held to the highest standards of excellence.
- All learners are empowered to choose a meaningful education and career.
- All learning is personalized and flexible.
- All learning is facilitated by knowledgeable experts.
- All systems work together to put learner success first.

Advance CTE has developed an extended rollout strategy, ranging from short-term activities around the initial release, to longer-term strategies to keep focus on the new vision and maintain the engagement with the partner organizations.

Vision Rollout

Initial Release:

As part of the initial rollout, Advance CTE staff will distribute tools for members such as PowerPoint slides and talking points to help them communicate the new vision. Staff will also promote the new vision on the Learning that Works blog, on Twitter and Facebook, through a national press release distributed on PR Newswire and to the organizational media list, and make outreach to specific members of the media.

Staff is working with each supporting organization to collect press releases, statements of support and blogs to demonstrate the truly shared vision for CTE. Each supporting organization also received a ‘press kit’ with the embargoed press release, embargoed vision document, and a sample newsletter blurb and social media posts to distribute throughout their networks.

The vision will have a dedicated space on the website and in the members section where related tools and information will be posted. Finally, Advance CTE will host a webinar in June or July to walk through the vision and field questions from participants. Finally, all states will be encouraged to order as many hard copies of the vision as they want and need to ensure ground-level dissemination.

Long-Term Rollout:

Advance CTE will work with the partner organizations to develop supplemental briefs of how each organization will support the vision through existing and new work. These will be released on a rolling basis. In early June, following the Spring meeting, staff will release Advance CTE’s supplemental document demonstrating how we plan to carry out the vision.

To date, ACTE, National Skills Coalition and US Chamber of Commerce Foundation have all committed to creating companion documents, and Advance CTE is in discussions with the National Council of State Directors of Community Colleges to develop a supplemental document focused on the vision from the postsecondary perspective.

Starting in the fall, Advance CTE will begin rolling out a series of short pieces on the key roles major stakeholders can and should play to advance the vision, which will highlight successful practices aligned to the vision's principles. These will be created in partnership with other organizations whenever possible and cover stakeholders including, but not limited to:

- State CTE Directors
- State policy leaders (potentially in partnership with Advance CTE, NGA, CCSSO and/or NASBE)
- The postsecondary
- Employers/industry
- Local practitioners
- Federal government

Implementation support

In addition to making others aware of the vision, it is critical to support our members, partner organizations and the broader education community so they are ready to use the vision. We will use a variety of methods to support our members as they implement the vision at the state level.

Short-term support:

Advance CTE will spend the first day of the 2016 Spring Meeting taking a deep dive into the vision, including presentations from the Executive Committee, reaction panels from education leaders, and interactive roundtable discussions, facilitated by Board members, where participants will focus on the most important activities, resources and initiatives that need to be implemented to move the vision forward. Staff will use findings and consensus from this day to develop action items to determine what tools and resources states may need to implement the vision.

Long-term support:

Starting in summer 2016, Advance CTE will develop tools, guides and resources based on needs communicated at the Spring Meeting. At a minimum, Advance CTE will create a suite of training materials for State Directors to conduct meetings or working sessions around the implementation of the vision.

In addition, as Advance CTE will be developing an extensive research agenda anchored in the vision and the discussions that emerge through the roll out – at the Spring meeting, through collaboration with the partners, and through outreach to potential funders.

Importantly, this is much bigger than a simple release of a document. Much like *Reflect, Transform and Lead, Putting Learner Success First* will be central to Advance CTE's federal and state policy work, communications and partnerships over the coming years. While the short-term focus is on ensuring a successful release and sustained commitment from the partnering organizations, the true measure of success will be how those inside and outside the CTE community leverage the principles and deliver on the actions.

Board Action: Training on Board role in Vision Release at Spring meeting

Open Discussion: Initial thoughts/reactions to roll out plan/proposed strategies and suggestions for ways Advance CTE can support the members in the use and implementation of the vision.