

The Advance CTE Board of Directors Conference Call

June 29, 2020

3-4 p.m.

Conference Call

ATTENDEES: Bernadette Howard, Victoria Crownover, Sheila Ruhland, Laura Scheibe, Marcie Mack, Katie Graham, Jeralyn Jargo, Thalea Longhurst

NOT PRESENT: Barbara Wall, Jay Ramsey, Sarah Heath

STAFF: Kimberly Green, Kate Kreamer

Welcome: Mack welcomed everyone on the call.

MOTION: To approve minutes from May 13, 2020, as presented.
Scheibe; Howard.
MOTION APPROVED.

Presentation of the Proposed Advance CTE FY21 Budget: Green shared that we are in a strong fiscal position. For FY20, income is largely on target, taking into account the cancellation of the Spring Meeting and some adjustments to grants and contracts. Interest is only recorded through March 2020 but already exceeds our budgeted income. She added that expenses are significantly below projections due to shifts in salaries and benefits to grants (paid for by The Center), the cancellation of the Spring Meeting and the related 100-year anniversary budgeted activities, which alone account for 19% of the budgeted expenses, and coronavirus.

With regards to our investments, Green added that variances do not show up in the budget, but rather in the balance sheet is where we see the value of the overall investments.

Green noted that Advance CTE will end year with more income than expenses; we plan to direct some of that income into organizational reserves and invest the rest into new priorities for FY21, including internal equity work and our member supports.

Green shared that the way we approach the budgeting process is by looking at how staff time is distributed across projects and across the two organizations. This is how we calculate our “organizational split” – which is used to distribute shared expenses such as rent, phones, technology platforms, etc. across Advance CTE and The Center to Advance CTE. This split has shifted from 60% (The Center) and 40% (Advance CTE) in FY20 to 75% (The Center) to 25% (Advance CTE) in FY21. This means that approximately 75% of our staff time will be supported by The Center. This is due to the strength of the organization’s fundraising and that we are back to one full-time federal policy staff member. Green clarified that the relationship between Advance CTE and The Center is very strong; we are very intentional about only pursuing grants or contracts that advance our core mission and vision. Even though so much time is being shifted to The Center, the work is still in service of both organizations and our members.

Green also shared that the organization made a decision to not plan or budget for any travel or in-person convenings through the end of December 2020. We did budget for meetings in the first half of 2021, but will re-evaluate that decision as we get closer to the end of the calendar year.

Green added that, for FY21, we approached the budget very conservatively given economic volatility and expected tight state budgets. We are estimating our income from state dues based on intent forms, which have been received from all states and territories except for Indiana and Puerto Rico. We also made the decision to budget for reduced organizational memberships based on the fact that many vendors are struggling given COVID-19. However, we are getting more dues in, so we may exceed our estimates.

In terms of Spring meeting, we are reducing our estimates for both registration and sponsors. While our attendance has increased over the last few years, we are returning to pre-Perkins V to be more conservative. Specifically, when doing our FY21 budget, we ensured that we did not rely on any income from the 2021 Spring meeting to get to a balanced budget. We only have a projected income of \$1,240 because we did not want to rely on income from spring meeting registrations or sponsorships if the meeting were to be cancelled.

Green shared that a number of contracts have ended in FY20 (as expected), including contract work in Iowa and with the U.S. Chamber of Commerce Foundation. We have received no-cost extensions for two other contracts – with National Association of Student Financial Aid Administrators and Association of Black Charities – into the first quarter of FY21 to complete the work that was delayed due to coronavirus. One contract that is continuing is our five-year contract with the University of Massachusetts Medical related to CTE and adult learners with disabilities.

Green offered that when the Board is approving the budget, they are approving the “cover page.” The supporting tabs allow us to “show the math,” but they are not approved by the Board to give the staff some flexibility within the project or grant budget.

In terms of expenses, Green shared that we have some costs within “member services” to finalize and roll out an updated evaluation system, updating our SOP and investing in technology to support efficiencies.

Within “member supports,” the most significant shift is the revision of the New State Director Institute. Given reduced tenure of State Directors, we plan to shift to a paid mentor program where we hire recently retired State Directors to serve as mentors. Green explained that this is a way to take the burden off of existing State Directors serving as mentors. We are also bringing in more capacity to offer more interactive workshops, moving away from the written modules.

Green shared that also within this budget is the continuation of Advance CTE’s investment in internal equity work and training. We have been fortunate to have a grant from ABC to support internal equity work, but that grant is ending soon and there is more work we want to do internally and to support our members. We will plan to continue to work with equity coach, internal trainings and member supports. We also have budgeted for a slightly expanded plan for the Year in Review report and related assets, the project by which we track and capture all state

policies from previous year. Across both organizations, we are investing in visual representations of our work, such as infographics, videos and microsites.

Green added that within the “Government Relations” budget is a change. We had two federal policy positions, but expect to only need one full-time given Congressional priorities going forward. The budget does include the hiring of a graduate-level fellow and some resources for a firm to potentially provide support for “back end” analysis and tracking in lieu of hiring a second staff member.

Green added that the “Board” budget was increased due to funding for in-person strategic planning retreat and the “G&A” is lower than FY21 due to shift in organizational split discussed earlier.

**MOTION: To approve the Advance CTE FY21 Proposed Budget, as presented.
Howard; Jargo.
MOTION APPROVED.**

Board Appointments (Region A and At-Large): Kreamer shared that we have two vacant Board positions to fill – Region A, which has been vacated by Jay Ramsey’s promotion within the Vermont Education Agency and the At-Large position, currently held by Laura Scheibe, who was elected to serve as Secretary/Treasurer. Based on discussions with and input from the Executive Committee, staff were directed to reach out to Luke Rhine and Angel Malone to gauge their interest in the positions. Kreamer explained that the rationale was that Rhine (State Director from Delaware) has one of the longest tenures from Region A (and most State Directors in the region are in the first two years) and Malone ran for the At-Large position held by Scheibe last fall. Kreamer shared that both Rhine and Malone were willing and able to serve out these terms, upon approval of the Board of Directors.

**MOTION: To approve the proposed Board appointments.
Longhurst; Graham.
MOTION APPROVED.**

FY21 Finance Committee Appointment: Green shared that we have two positions to fill. One is currently filled by Whitney Thompson from Illinois, she has only served for one year so we recommend we ask her to continue in her role

Sheila Ruhland has finished up her second term; she currently represents the Board of Directors on the Committee. We need someone from the Board to fill this position for a three-year term.

Green thanked Ruhland for her time and commitment and willingness to ask good questions.

Ruhland said it was an impressive Committee to be on and one of the easiest jobs to have given the thoroughness of the reports coming to her. She will miss networking with State Directors and others that have served on the Board of Directors. Green offered that we have appreciated Ruhland’s researcher perspective,

**MOTION: To approve the re-appointment of Whitney Thompson to the Finance/Audit Committee.
Howard; Jargo.
MOTION APPROVED.**

Green shared that Scheibe and Crownover currently serve on the Committee.

**MOTION: To approve appointment of Katie Graham to the Finance/Audit Committee.
Scheibe; Crownover.
MOTION APPROVED.**

Mack thanked Graham for volunteering and offering her service. She added that the materials are well prepared, making the Committee an easy position. Mack thanked Ruhland for her service and her contributions over the year.

Mack called the Advance CTE Board of Directors Meeting to a close at 2:44 p.m.