

Advance CTE Business Meeting

MINUTES

Wednesday, October 8, 2020

Virtual Zoom Meeting

Welcome: Heath welcomed the members to the Advance CTE Business Meeting and called the meeting to order at 4:00 p.m. Heath introduced the newly elected Board Members: Laura Scheibe, Luke Ryan, Steve Playl, Cathie Raymond, Angel Malone, and Donna Lewelling. She also introduced the new Advance CTE staff members: Sara Gassman, Brian Robinson, Brittany Cannady, and Dan Hinderliter. She informed the members that two new staff members will be starting later this month. They will be supporting communications and state policy work.

Review and Approval of Minutes: Scheibe asked members to review the May 21, 2020 Business Meeting minutes that were sent prior to the meeting.

MOTION: To approve the May 21, 2020 Business Meeting minutes, as presented.

Mack; Kotamraju.

MOTION APPROVED.

Advance CTE and The Center to Advance CTE Financial Reports: Scheibe presented the Advance CTE FY20 financial reports first. Advance CTE ended FY20 on a strong note, and the organization continued to have all states as members and also had an increase in organizational members. The organization was also in a good place at the end of FY20 in regards to expenses as COVID-19 caused shifts in work and also limited the organization's ability to spend on travel, printing and lobbying.

Next, Scheibe walked through Advance CTE's FY21 financial reports. The FY21 report covers the month of July or 8% of the fiscal year. For FY21, Advance CTE has already received over half of the budgeted income and retained all states as members. Advance CTE is above targets in both organizational memberships and interest already at just a month into the fiscal year. Expenses for FY21 are only at 2.3% of the budget and are primarily staff-related costs.

Scheibe continued by giving an overview of The Center to Advance CTE's FY20 financial reports. She explained that The Center also ended the fiscal year in a strong position at slightly over 100% of budgeted income, mostly due to unanticipated Perkins V meeting registrations and sale of Career Clusters products. The Center's expenses were lower than expected in FY20 due to COVID, so work was shifted into FY21.

Finally, Scheibe presented The Center to Advance CTE's FY21 financial reports. The report covers only the month of July or 8% of the fiscal year. The Center is already at 81% of income, which is mostly due to carry forward of grant income. The Center has only spent 6% of its budget for expenses, which is primarily staff-related costs.

MOTION: To approve the FY20 and FY21 Advance CTE and The Center to Advance CTE financial reports, as presented.

Raymond; Howard.

MOTION ADOPTED.

Federal Policy Update: Hills shared an update regarding Advance CTE's federal advocacy priorities for the COVID response and recovery bills. These priorities were created in partnership with the Association for Career and Technical Education (ACTE) and developed based on conversations with the membership of both organizations.

New investments being requested:

- At least 1 billion in additional directed resources to CTE programs
- Reinstate partnership grants to community and technical colleges

Statutory flexibility and waivers:

- Establish a redistribution waiver
- Extend the definition of professional development
- Rescind supplement not supplant provisions for one year (for Perkins V)
- Expand pooling flexibility

Policy priorities:

- Expand Pell grants for high-quality, short-term programs
- Reinstate and expand Pell eligibility in prisons
- Increase support for non-traditional learners to succeed in postsecondary education
- Direct investments in research and development

Hills shared that Advance CTE is currently in the stage where we are tracking how we are using CARES act funding. Since March, many response bills have been introduced, but none have been passed. Most recently the House Democrats introduced HEROES Act 2.0, which included \$208.1 billion for an education stabilization fund but does not include CTE specific funding. It is not likely to be passed. A common theme in stimulus proposals is that they are introduced by one party with largely a messaging goal knowing that all sides will likely not come to an agreement.

Next, we can expect an agenda for the first 100 days of the new administration/term. Until then we can expect little to no legislative movement.

CTE Forward Summit Debrief: Kreamer gave a debrief of the CTE Forward Summit that was held in September. The goal of the CTE Forward Virtual Summit was to gather broad perspectives and ideas that will drive a bold, shared vision that affirms consensus commitment and public support for high-quality and equitable CTE systems, policies and programs across key stakeholders. There were three objectives for the Summit: explore disruptive innovations, identify a set of future-focused non-negotiables of high-quality and equitable CTE system, and prioritize the desired outcomes.

There were about 200 contributors from across the country with almost all 50 states represented. The contributors were from K-12, postsecondary, workforce and industry. At the end of two days there were over 4,500 ideas that led to the foundational commitments. At the end of the Summit, the attendees felt optimistic, hopeful, excited, energized and inspired.

Kreamer shared that an overarching theme that emerged from the Summit was that we need to ensure equitable opportunities and outcomes for each learner – of all races/ethnicities, genders, ages and zip code – through and beyond economic recovery. The new vision must attend to equity, quality, and the entire continuum of CTE learners for CTE to meet its full impact and promise.

Some major topics included funding and accountability models, equity, elevating the learner voice, a more cohesive talent ecosystem, the need to reaffirm our commitment to skills over degrees, and CTE without borders.

Advance CTE is taking time from now through end of year to develop the vision. In January there will be a Board meeting to approve the vision. It will then be shared with partners to secure their endorsement of the vision. Finally, in early March 2021 the vision will be released.

Career Clusters Update: Wills presented an update on the Career Clusters work. Advancing The Framework is a state-led crowdsourcing initiative focused on modernizing The National Career Clusters® Framework.

The Framework was launched back in its current form in 2002, to help transform vocational education to career technical education. It has been a key component in organizing, designing and communicating about CTE. Advance CTE is refreshing The Framework because the current framework is a little out of date. The new Framework needs to be relevant to secondary and postsecondary CTE, learner centered, forward focused, equity minded and embraced by states.

The objectives of the project are to understand who uses The Framework, find out what is and isn't working, and solicit ideas to ensure The Framework is a modern construct, reflective of the future of work, and adaptable to the current and emerging needs of learners and the workplace.

The work started six months ago with a literature review. The research found that 33 states use the original framework, and 17 states have adapted The Framework. There is also a strong postsecondary usage of The Framework. The review also found that many organizations are using The Framework for data analysis.

Will shared that the next step was for Advance CTE to gather perspectives from state CTE leaders representing 44 states. There were a few key themes that surfaced, which were that the new Framework should allow for alignment within one state as well as across states, it needs to accommodate business and industry, and accommodate career pathways and advisement.

The purpose statement was developed based on feedback from the state CTE leaders, and was approved by the Board in September. The renewed purpose statement is: The National Career

Clusters[®] Framework provides structural alignment and a common language to bridge education and work; empowering each learner to explore, decide, and prepare for dynamic and evolving careers.

The next steps for the Advancing The Framework project are:

- Engage stakeholder and users of The Framework to share renewed purpose statement and prepare for innovation portal and pitch development
- Launch innovation portal in Spring 2021
- Develop 1-2 prototypes based on submitted pitches and gather feedback

Wills shared that members can help Advance CTE by helping to build a list of stakeholders who need to be engaged. Members can also share information on Advancing The Framework, promote the innovation portal once launched and submit a pitch for a renewed Framework.

Learning that Works Resource Center Update: Robinson presented an update on the Learning that Works Resource Center. The resource center houses close to 500 guides, reports, tools, case studies and policies that can be used to support and advance high-quality CTE. The resource center provides examples of innovative state policies and programs, and helps build an evidence base using research on best practices in CTE. Members can use the guides and tools to inform the design and implementation of your state's CTE policies and programs.

Robinson shared that Advance CTE has made some recent updates to the resource to improve searchability and user experience, including adding a "labor market information" tag and archiving some older resources.

Robinson asked that members can help promote the resource center by sharing among networks, using in presentations, and by elevating the resources that feature their state.

Economic Recovery Resources: Cannady reviewed the economic recovery resources Advance CTE recently published. They can be found at careertech.org/advocate. The purpose for the resources is that the economic recovery conversation is going to continue for a while and this allows CTE to have a national voice for the vital role CTE will play in the economic recovery.

One recent asset that Advance CTE published is a video on CTE's vital role in the economic recovery. Members can link to this video on their state websites. The video can also be embedding in slide decks, social media, and in newsletters.

Two more assets include fact sheets for secondary CTE and postsecondary CTE. Members can link to these on their state website and in presentations. They can also be used as leave behinds in meetings.

There is also a promotional toolkit that provides recommended newsletter and blog language, suggested social media posts, graphics and a how-to guide.

Upcoming Advance CTE Events: Gassman informed members about the upcoming Advance CTE events. The For Each State, For Each Learner: CTE Works Virtual Professional Learning

Series begins October 13. The webinars will be recorded and posted on the [Advance CTE website](#).

Advance CTE will host a webinar on November 10 at 3:00pm ET in honor of Advance CTE's 100-year anniversary. The webinar, "Federal Leadership and Advance CTE: Leaders and Partners," will feature a panel discussion with the current Assistant Secretary of CTE and four former Assistant Secretaries of CTE. They will take a walk down memory lane, discussing the relationship between the federal office and Advance CTE and how federal policy has influenced the direction of CTE. They'll share what are they proudest of accomplishing during their tenure at the U.S. Department of Education, as well as the work they believe still to be attended to.

Gassman also shared that the Advance CTE Spring Meeting will be virtual over several days in mid-April 2021 and that more details will be announced in early winter.

Finally, Sara identified a number of new tools and resources that will be released in the coming months. Information regarding these new resources will be emailed to members.

Heath opened the floor to questions and noted that the PowerPoint for this meeting will be posted in the member only section of the Advance CTE website. Kotamraju asked about when notification will go out regarding the November 10 webinar. Gassman responded that it is posted on the careertech.org/webinars webpage and that information will be emailed soon.

Closing remarks: Heath thanked everyone for joining and asked everyone to exercise their right to vote. Heath adjourned the Business Meeting at 4:57 p.m.