

Joint NASDCTEc and NCTEF Board of Directors' Meeting
MINUTES
December 13, 2013
Conference Call

Attendees: Marie Barry, Scott Stump, Rod Duckworth, June Sanford, Lee Burket, , Eric Spencer, Richard Katt, Kathleen Cullen, Eleni Papadakis, Bernadette Howard, Mike Raponi, Cheryl Carrier, Tim Hodges, Bill Symonds

Staff: Kimberly Green, Kate Blosveren, Karen Hornberger, Ramona Schescke

Welcome and Overview of Agenda: Stump welcomed the NASDCTEc and NCTEF Board and staff to the meeting and reviewed the agenda.

Review and Approve Joint NASDCTEc/NCTEF Fall Meeting minutes: Duckworth presented the minutes for approval. No changes were recommended.

MOTION: To approve the Joint NASDCTEc and NCTEF Fall Meeting Board minutes. Howard; Burkett. MOTION ADOPTED.

Review and Approval of Financial Reports: Duckworth gave a brief overview of the financials sharing that the written report goes into more detail.

Review of NASDCTEc FY13 year-end reports: This report is the year-end report for FY13. Income was in good shape, at 103% of estimated income. Expenses were at 62% due to reduction in staff costs and continued vigilance to be fiscally conservative.

MOTION: To accept the NASDCTEc FY13 year-end financial reports. Sanford; Katt. MOTION ADOPTED.

Review of NCTEF FY13 year-end reports: Duckworth noted that the Foundation income was under budget, at 91% largely due to lower than project attendance at the Career Clusters Institute. Symonds asked Green what the cost of the alignment study was to the foundation. Green stated that the total budget was approximately \$110,000 with more than half still to be paid out. The alignment study expenses were split evenly between NASDCTEc and NCTEF.

MOTION: To accept the NCTEF FY13 year-end financial reports. Howard; Barry. MOTION ADOPTED.

Review of NASDCTEc FY14 financial reports: Duckworth noted that while 34% of the fiscal year has passed, NASDCTEc has received 83% of its budgeted income. Dues are coming in strongly. Fall meeting registrations are slightly higher than projected and sponsorships are well above target. Expenses are at 19% of the budgeted total, with is appropriate for this point in the fiscal year. Duckworth asked if anyone had any questions on the reports. No questions were asked.

MOTION: To accept the NASDCTEc FY14 financial reports. Hodges; Papadakis. MOTION ADOPTED.

Review of NCTEF FY14 financial reports: Duckworth briefly reviewed the NCTEF report noting that while 34% of the fiscal year has passed, NCTEF has received 6% of its budgeted income. This is because the majority of the revenue for NCTEF is related to the Institute and shows in our accounts during last quarter of the fiscal year. Expenses are on target. To date we have expended 10% of budgeted expenses. Duckworth asked if anyone had any questions.

MOTION: To accept the NCTEF FY14 financial reports. Burket; Sanford. MOTION ADOPTED.

Budget Modification: Green explained that after significant effort, including review of the contract by the attorney, requesting additional documentation from the hotel, a plea to the hotel owners and hotel staff, staff was successful in reducing the penalty by \$3,026.58. In addition, staff requested that to be able to re-pay the penalty over a six-month period, with no interest penalties. The hotel agreed and repayments began in October 2013. A budget modification is required to authorize the payment of this attrition penalty, which totals \$46,485.48.

Carrier asked if we are locked into a multi-year contract. Green explained that while we are locked into a multi-year contract with the Omni for the Spring 14 and 15 meetings, we have no additional contracts with the Omni Ft. Worth. The 2014 contract for the Career Clusters Institute was very conservative, obligating us to less rooms than utilized in Ft. Worth and additional opportunities to reduce this obligation.

MOTION: To approve the NCTEF budget modification for payment of the attrition penalty. Carrier; Papadakis. MOTION ADOPTED.

State Account update: Hornberger shared that the states holding state accounts are on target to deplete the funds in their state accounts by the December 31, 2013 deadline.

Year-round sponsorship proposal: Schescke gave a brief overview of the sponsorship proposal being recommended for consideration. This includes the establishment of a year-round sponsorship plan, and to discontinue the All-Star Sponsorship program. The year-round sponsorship came about due to an interest in setting up and annual commitment, for budgeting purposes as well as a more visibility throughout the year.

Sanford stated that the sponsors would like to have a year-round exposure instead of just a luncheon with a short recognition. Stump would like to see a proposal on the roll out, timeline and how this will roll into the new system. Symonds suggested speaking with Skills USA or other CTSO on their sponsors, as they have robust sponsorship support.

The consensus of the Board was to proceed with further development of a year-round proposal to be presented for final consideration at the Spring Board meeting.

National Career Cluster Institute Transformation: Blosveren gave an overview of the proposal to revamp the National Career Cluster Institute based on the feedback we received during the October 20-21, 2013 Board strategic planning session, along with additional feedback from the Executive Committee.

New Meeting Title & Theme: *Achieving Excellence in Career Technical Education: The 12th Annual Career Clusters Institute.*

Shift in Focus: The broader focus, as reflected in the title and theme, is around supporting the implementation of high-quality CTE programs and career pathways at all levels. The goal is to not have Career Clusters be a separate “program” but to be the way good CTE is organized.

Highlighting Award-Winning Programs: A new awards program is being recommended. The *Excellence in Action* award program, if approved by the Board, would recognize and honor superior CTE programs from across the nation within each of the 16 Career Clusters.

Proposed Meeting Strands for 2014: Sessions will feature high-quality programs of study, with proven track records of success; offer strategies for successful collaboration, implementation and innovation at the classroom, district or system level; and/or provide opportunities for participants to engage in interactive and hands-on learning activities.

New State Leadership & Policy Track: In response to the Board strategic planning dialogue and the input from the State CTE Directors at the Business meeting, it is proposed that the June 2014 meeting feature a distinct track of sessions and workshops for state leaders.

New Pre-Sessions: The only pre-sessions to be offered will be workshops based on the Career Pathways Effect: Linking Education and Economic Prosperity.

New Feature- Industry and Education Tours: The last day of the meeting will feature business/industry and school tours. Attendees will see successful, robust programs that are exemplars to help promote the image of CTE in a positive way, as well as gain ideas they might replicate back in their state or school/college.

Scheske provided more detail on the proposed *Excellence in Action Award Program*. She stated that by lifting up model programs, NASDCTEc will shine a light on high-quality and high impact programs, providing a stronger anchor for the 2014 *Achieving Excellence in Career Technical Education* meeting and examples to be used in our advocacy and communication efforts over the year.

Carrier asked if the applications would be distributed only to State Directors? Blosveren said that the applications will be distributed far and wide but that the State Director must sign off on the application before it is submitted to NASDCTEc. Barry agreed that it would be a good idea to have more applications out there but stated that the State Director would need to vet the process before an application can be submitted in case there is some internal challenge that the non-State Director is not aware of. Carrier stated that she thinks this is great idea and is very excited about it.

Sanford asked if teacher evaluations and competency-based learning were topics on the agenda? Blossveren stated that competency-based learning is on the list, but teacher evaluation was not currently there.

Green asked the Board if what you are seeing on the state strand proposal is something that would allow you to bring a team to the Institute. Have we accomplished the balance between honoring the legacy of the Institute but also moving forward with an event more focused on high-quality CTE? Is the state strand robust enough to have states be able to justify travel to attend? Green stated the staff needs feedback to move forward with the proposed restructuring of the meeting and the awards program.

Barry said that she would find it an incredible opportunity for secondary and post-secondary discussions, and would like to see postsecondary/workforce development have more visibility in the program materials.

MOTION: To approve moving forward with the Achieving Excellence Award program and approve the required budget modification as proposed. Duckworth; Raponi. MOTION ADOPTED.

Career Clusters Governance pilot program: Blossveren gave the Board a high-level overview of the report based on conversation and feedback that you all gave during the strategic planning session in October. Blossveren stated that she added additional detail to the governance program and what it would look like if we moved forward with 2-3 Career Clusters to start, along with additional detail to the goals and objectives.

Next Steps:

- Quick poll of NASDCTEc/NCTEF Board to determine which Career Clusters are most important to them/where have strong business representative, and which, if any, Career Clusters Committee might they consider serving as a state lead on?
- Discussions with former industry lead to determine value of participation, ‘what went wrong’ during the previous iteration of the State Career Clusters initiative, what might they want out of such an effort and strategies for recruiting other industry/business participants.

Blossveren reminded the Board that to accomplish work, a significant investment would be required. Specifically, resources would be needed to support:

- The convening of the committees (meals, materials, staff travel);
- The lead states (potentially a stipend); and
- Additional staff to support the national committees and ensure consistency in the work across Career Clusters. The structure used under the States’ Career Clusters Initiative included a project director, as well as four Career Cluster coordinators

There is consensus that for the pilot and larger effort to be successful, logistics (e.g., coordinating meetings, travel, etc.) needs to be centralized by NASDCTEc staff or consultants,

and that each Career Cluster pilot would need a dedicated “navigator” to help keep state leads on track, coordinate meeting logistics

Papadakis stated that if we don’t invest in updating the Career Clusters by updating and modernizing them, then we will essentially give up the leadership of them – so this pilot is necessary. Blosser will send out a quick 2-3 question survey to the Board to obtain feedback on the proposed pilot program.

Executive Director Update: Green updated the Board that the hold harmless letter to Secretary Duncan. We are planning to get this letter to the Board for review and for it to formally go out in January. Raponi asked if the Board will be able to give feedback on the letter before it goes out. Green stated that she will share the letter with the whole Board in draft form to receive feedback.

Perkins is moving in the House of Representative. Our staff is working with ACTE to draft legislative language in line with our recommendations.

Finally, NASDCTEc has asked GSX to provide an estimate to conduct alignment studies for a couple of states that initially received no results.

Strategic Planning Update: Green started the webinar with a reminder of the NASDCTEc mission and vision and NCTEF purpose and focus areas. No revisions are being proposed to these policies. Green shared that the Board and membership provided valuable feedback to help guide the updating of the draft strategic plan. The three major areas of focus remain: policy, partnerships and professional development. What changes is the work we do under each of these areas of focus. Also, we are proposing a new fourth goal that focuses on governance and fiscal sustainability of the organization.

Proposed Goal 1- Partnership:

1. Build and maintain strong and effective partnerships with key education, workforce and economic development, and philanthropy organizations to advance NASDCTEc/NCTEF’s priorities.

- a. Develop, maintain and grow partnerships in support of NASDCTEc’s federal legislative priorities.
- b. Develop, maintain and grow partnerships in support of NASDCTEc’s state policy initiatives/support.
- c. Engage in strategic partnerships with business-led organizations to strengthen business (including labor and workforce development) involvement in the Career Technical Education enterprise.
- d. Engage in strategic partnerships that raise the visibility of Career Technical Education and NASDCTEc/NCTEF as a leader in the field.
- e. Collaborate and coordinate with ACTE on key initiatives and advocacy efforts in support expanded access to and quality of CTE.

Green asked is if anyone had any feedback on the proposed goal one. No feedback or comments.

Proposed Goal 2 – Advocacy:

2. Engage in the formation and dissemination of legislation and public policy that impacts education, economic, and workforce development in support of expanded access to and quality of Career Technical Education.

- a. Develop federal and state legislative priorities that support, promote and increase access to high-quality Career Technical Education.
- b. Support NASDCTEc's members to advance and implement federal and state policies and legislation that promote and increase access to high-quality Career Technical Education.
- c. Leverage and expand the use of the CTE: Learning that works for America campaign to support public policy and advocacy efforts.

Green asked is if anyone had any feedback on the proposed goal two. No feedback or comments.

Proposed Goal 3 – Membership:

Provide, encourage and support professional development to expand the skills, content knowledge and leadership of NASDCTEc members.

- a. Develop, arrange and/or deliver resources to expand the skills, content knowledge and leadership of NASDCTEc members.
- b. Develop, arrange and/or host convenings to expand the skills, content knowledge and leadership of NASDCTEc members.
- c. Develop and implement a robust, year-round intensive program to support the on-boarding and leadership development of State CTE Directors.

Green asked is if anyone had any feedback on the proposed goal three. Papadakis was pleased to see how we were able to pull together what was discussed at the Board meeting and put it on paper and in the strategic plan.

Proposed Goal 4 – Funding:

4. Develop and implement actions that address NASDCTEc's organizational governance and fiscal security that ensures successful accomplishment of NASDCTEc/NCTEF's strategic goals.

- a. Review NASDCTEc/NCTEF Board of Directors' governing structure, policies and bylaws to ensure alignment with strategic goals.
 - i. Convene a taskforce to analyze the existing Board governance model and develop recommendations on issues such as composition, role and commitment of public members, etc.
 - ii. Conduct a comparative analysis of NASDCTEc/NCTEF's income sources and distribution to like-sized and -minded organizations and determine components and feasibility of fee-for-service model.
- b. Review NASDCTEc/NCTEF membership structure to strengthen the organization's fiscal security and membership base

- i. Convene a taskforce to develop a set of recommendations for an updated state team membership model that supports both secondary and postsecondary state Career Technical Education leadership.
- c. Develop and implement a fundraising plan to support public policy, partnerships, and professional development priorities.

Green asked if anyone had any thoughts or reactions. Katt applauded the goals and said it looks like we are doing the right thing. It's a good conversation to see what the other possibilities are and a new way to approach CTE. Carrier said that she likes the team-based approach and it's an outstanding plan. Howard stated it's about time – well done. Sanford said the staff has done a great job in reinventing ourselves. Papadakis seconded that comment. Raponi said excellent job.

Green noted that as staff take the strategic plan to the next step, filling out the next level of detail below what was presented, the staff will be mindful of the clear interest of the members in getting engaging. This came across through the business meeting feedback. So this focus of member engagement will be integrated in how we accomplish our work. The next step in the strategic plan development is for staff to fill in the details connected to these larger goals. This information will be presented to the Executive Committee in mid-January for feedback. Modifications will be made and a final strategic plan will be presented to the Board on the call at the end of January.

Hornberger shared the new times for the January Board meeting, as well as shared the scheduled Board meetings for the year.

January 28, 2013: Conference call
NASDCTEc: 3 p.m. – 3:30 p.m.
NCTEF: 3:30 p.m. – 4:30 p.m.

March 31, 2014: Spring Conference

June 24, 2014: Conference call
NASDCTEc: 3 p.m. – 4 p.m.
NCTEF: 4 p.m. – 5 p.m.

Stumped thanked everyone for taking time to be on this call and wished them a happy holiday.

Meeting adjourned 5:01 p.m. ET