

**Virginia Advisory Committee Meeting
for
Career and Technical Education
October 5, 2011
Fredericksburg Hospitality and Conference Center
Fredericksburg, Virginia
9:30 – 12:15 p.m.**

MINUTES

In attendance:

Jerry Stewart, Byron Hinton, Fred Norman, Daniel Woodley (new member), Allan Melton, Sandy Hesper, Robert Mayfield, Lolita Hall, Brenda Long, Alan Hawthorne, Karen Black, Chad Ratliff, Anne Carson, Ronnie Gill (new member), Lynn May. Guests: Lan Neugent, VDOE George Willcox, VDOE and David Farris from George Mason University

Chairman Jerry Stewart called the meeting to order and welcomed all to Fredericksburg, especially our new members. Minutes from the June meeting were presented and approved.

Public Policy Update - Dr. Brenda Long

- The Issues and Solutions document from VACTE has been updated:
 1. Continued funding for CTE classroom lab equipment
 2. Support meaningful industry-recognized standards, assessments, and credentials for CTE programs, staff and students
 3. Support increased efforts by Virginia's colleges and universities to implement and strengthen undergraduate and graduate teacher preparation programs in CTE
 4. Support continued integration of secondary and postsecondary CTE curriculum with the SOL's and postsecondary academic requirements, while placing particular emphasis on CTE programs that address current high demand jobs and anticipated employee shortages, especially in the fields of science, technology, engineering, and mathematics (STEM)
- The CTE Fact Sheet: "CTE - Learning that works for Virginia" is a valuable document to share with any group. This document displays an outstanding "snapshot" of data on CTE students as well as information on a variety of occupation areas showing employment numbers as well as average salaries.

DOE/CTE Credentialing Initiative – Lolita Hall

- Mrs. Hall shared an informative flyer outlining the State Report Card Credentialing Initiative.
- The number of credentials earned by students increased from **29,708** in 2009-2010 to **36,719** in 2010-2011
- Prior to 2010-2011, workplace readiness skills assessments were included in the Industry Certification category, but now are reported separately.

Committee Reports To Be Reported to State BOE:

- Promote Career Clusters and Career Pathways
- Strategies for marketing CTE (Including WRS)
- Targets for increasing the number of completers earning credentials and certifications
- Promote business partnerships and governor's academies.

Comments:

1. Great ideas for local economic and developing groups to work with schools
2. Career decisions are made in middle school
3. Need for career coaches, but with budget woes, these positions are often cut—could empower teachers
4. Need funding for local STEM initiatives
5. Maybe SOQ's need to be changed--input from this committee to legislative members
6. How do we get this done? Strategies need to be developed to meet these goals.

Presentation:

The Role of Business and Industry—Partnerships Matter

- This was a great presentation from Ashsah Carrier and Meredith Gunther from the Weldon Cooper Center. Ashsah is a Research Associate and has been working with CTE in Virginia collecting and analyzing data. This was especially pertinent due to the fact that the push is on to expand Career Academies in Virginia.
- The handout that was shared, “**Partnership Guide for Career Academies**” has a wealth of information regarding building and developing great partnerships in our communities--this is something that this council has been working toward. The nine principles for sustaining partner support in a Career Academy were extremely helpful and they are:
 1. **Individualize.**
 2. **Establish communication channels.**
 3. **Value their time.**
 4. **Give them jobs.**
 5. **Treat them as colleagues.**
 6. **Expose them to students.**
 7. **Expect change.**
 8. **Anticipate trends.**
 9. **Say thanks.**
- As we move forward with discussions on how to develop partnerships with Business and Industry, the goal is for this advisory council to produce a product in the form of a brochure/flyer to be shared with councils statewide. Hopefully a draft will be sent to council members for review under separate cover. It would be great to have this by our January meeting.

General Information:

- At the January meeting, we will review, revise strategies regarding the presentation to the State BOE.
- Election of new Officers: Jerry asked Byron to pick a slate of officers:
Chair - Dr. Robert Mayfield
V Chair - Jerry Stewart
Secretary - Sandy Hespe
- Nominations were accepted by acclamation
- A recommendation was made to meet the day before scheduled “events” because we need more time.

Upcoming Meetings:

- **January 18, 2012** - CTE Resource Center
Richmond, VA
- **April 12, 2012** (tentative) CTE Resource Center, Henrico, 9:30 a.m.
- **June 14, 2012** (tentative) Same date as Creating Excellence Luncheon, 9:30 a.m.
Richmond, VA
- **October, 2012** (tentative) In conjunction with the VACTEA Fall Conference

The meeting was adjourned at 12:10 p.m.—members then attended the opening luncheon for the VACTEA Fall Conference.

Respectfully submitted,
Sandy Hespe, Secretary