

Virginia Career and Technical Education Advisory Committee Meeting
April 17, 2014
CTE Resource Center, Richmond, Virginia

In attendance: Lolita Hall, Byron Hinton, Robert Mayfield, Allan Melton, Jerry Stewart, Daniel Woodley, Brenda Long, Jane Foy, Virginia Jones, Zuzanna Steen, Ronnie Gill, Dr. Nathan Carter, George Willcox, and Anne Rowe.

Dr. Robert Mayfield called the meeting to order and welcomed every one to the meeting. During opening remarks, Ms. Lolita Hall announced that Ms. Peggy Watson retired from the CTE Resource Center and is now working at the University of Richmond. Ms. Sandra Johnson, administrative support at the Virginia Department of Education (VDOE) for almost 40 years, also retired. The Virginia Department of Education will have a new superintendent on May 1, 2014, Dr. Steven R. Staples.

Minutes from the October 17, 2013 meeting were reviewed and approved with one correction noted.

Ms. Anne Rowe (VDOE) CTE coordinator for Curriculum and Instruction provided an update on CTE initiatives (file attached):

- Work-based Learning (WBL) Strategic Review
 - The review was released in April, 2014, and is available on the [WBL Web page](#).
 - Seven recommendations from the review served as the basis for the implementation guidelines that are now in proofing and editing
 - Next steps include the release of the implementation guidelines late spring, 2014; cooperative education training for new coordinators in July, 2014; and a series of mini video-streaming sessions on each of the seven WBL methods during 2014-2015.
- CTE Curriculum Development and Review. Curriculum revisions and development are guided by rigor, relevance, and labor market data to create quality programs that prepare students for the future.
 - 43 business panels, 43 teacher panels, and 5 combined business/teacher panels convened to either develop or review/revise curriculum to reflect current business/industry standards.
 - 28 face-to-face teams, 49 electronic teams, 12 combination face-to-face with electronic follow up, and 2 virtual/electronic teams met to insure the business panel recommendations were included in competency/task lists.
 - The 2014-2015 schedule of courses to be developed or revised has been identified and will be announced in May. Ms. Lolita Hall emphasized the need for help from the advisory committee members to identify business representatives to serve on the business curriculum review panels to ensure we are offering the most relevant and rigorous curriculum. Nominations for business panel participants should be e-mailed to Lolita or Anne for upcoming panels.
- Development of CTE Application Processing System. In 2013-2014 teachers and administrators successfully transitioned to a fully Web-based system (CTE Application Processing System—CTEAPS) for the submission, approval, and selection of applicants for curriculum development teams.
- College-Level Examination Program® (CLEP).
 - CLEP is a nationally recognized credit-by-examination program that provides high school students an opportunity to demonstrate their mastery of college-level materials in introductory subjects and earn college credit.

- Financial Accounting and Business Law will be piloted in the 2014-2015 school year.
- Project-Based Learning (PBL) Initiative. The VDOE, in partnership with the Southern Regional Education Board (SREB), is offering a professional development initiative to increase rigor and relevance in CTE courses through a hands-on approach. The three-year initiative will begin with a four-day workshop the weekend of June 23 in Richmond. This summer's pilot training is offered exclusively to Governor's STEM and Health Sciences Academies.
- Microsoft IT Academy Expansion of Services to School Divisions.
 - Through funding provided by the Virginia General Assembly, the Commonwealth of Virginia is completing the third year of the Microsoft IT Academy (MITA) program partnership for high schools.
 - MITA expanded in 2012-2013 to include site licenses for certification testing for each high school and CTE center at no cost to school divisions.
 - The March, 2014 report from Certiport/Pearson indicates that students have earned 5,725 MITA Credentials compared to 4,167 at the same time in 2013. Many students will test in May and June.
- Automotive Technology Legislative Requirements
 - 75 programs in Virginia are National Automotive Technician Education Foundation (NATEF) accredited, 6 of these programs have a cooperative agreement with the local NATEF accredited community colleges
 - Four programs have completed the NATEF requirements and are awaiting written notification of their accreditation status,
 - Nine programs are preparing for NATEF accreditation, and
 - 10 programs have not shown any progress in the 2013-2014 school year.
 - Instructors must have the Automotive Service Excellence (ASE) certification.
 - Waivers are not available for programs not NATEF accredited for the 2013-2014 school year.
- Marketing/Branding Initiative. The Office of Career and Technical Education, VDOE, had a display in the main lobby of the James Monroe Building that promoted CTE for the entire month of February. Features of the exhibit included:
 - CTE Hall of Fame display,
 - Two posters at strategic locations, and
 - An electronic board highlighting students from the 2013 RU Ready magazine.

Mr. George Willcox, Coordinator for Planning, Administration, and Accountability provided one 2014 CTE financial report that included an update on state and federal funding:

State Funding

- State Occupational Preparation and Adult Education Program Entitlement: Supt's Memo No. 137-13, May 24, 2013; \$5,700,728.00 – Occupational Preparation; \$2,286,416.00 – Adult Education
- State Equipment: Supt's Memo No. 188-13, July 26, 2013; \$1,800,000.00 State Lottery Funding
- State Industry Certification Exams for Students: Supt's Memo No. 204-13, August 2, 2013; \$1,331,464.00 State Lottery Funding, and an additional \$266,331 in state funding
- State Workplace Readiness Skill for the Commonwealth Examinations: Supt's Memo No. 205-13, August 2, 2013; \$308,655.00.

- Microsoft IT Academy Program and Certifications: Supt's CTE Memo 38-13, January 16, 2013; \$1,500,000.00.

Federal Funding

- CTE Federal Perkins Act Funding: SY 2014-2015 Title I Federal Funds, \$23,634,248.
- 85% for local program (secondary (85%) and postsecondary education (15%))
- 10% for state leadership activities
- 5% for state administration
- Supts. Memo No. 074-14, March 28, 2014; \$17,075,744.18: School division allocation based on: (a) Enrollment ages 5-7 – National Center for Education Statistics Common Core Data SY 2011-2012; and (b) Number of children ages 5-17 in poverty – U.S. Census Bureau Income Year 2012 Poverty Data.

Currently, there are 22 Governor's STEM Academies and 8 Governor's Health Sciences Academies. One additional Governor's STEM Academy program and one Governor's Health Sciences Academy proposals are expected to be reviewed by the Board of Education during the spring of 2014.

The 2014 General Assembly passed House Joint Resolution 688. HJR 688 directs the Joint Legislative Audit and Review Commission (JLARC) to update its 2003 report on the Commonwealth's implementation of the Workforce Investment Act. Additionally, through budget language introduced in the 2014 General Assembly session, JLARC has been asked to evaluate the success of Virginia's work force training and education programs in ensuring that individuals possess the necessary skills and credentials to meet the work force needs of the state's employers.

Effective July 1, 2014, new Education Department General Administrative Regulations (EDGAR) will become effective. These new regulations will require updating of the state's administration of the Carl D. Perkins grant.

Dr. Nathan Carter, Professor of Communication Studies and Theatre, Northern Virginia Community College, provided an update on the charge from the Board of Education to set statewide benchmarks for industry credentials. Those recommendations are tentatively scheduled to be presented to the board during the June 26, 2014 meeting.

After considerable discussion, committee members agreed to use the total number of students who earn benchmarks as the variable. There is a need to use something easily communicated to the public, such as percentages. It is important to be conservative on benchmark recommendations. At the state level, it will certainly have a trickle-down effect to the school divisions. During the first three-year cycle a five percent increase in the total number of credentials earned for a three year reporting cycle will be used to evaluate and to ensure we are meeting the recommended expectations.

There are a lot of factors that impact earning of credentials. The CTE Advisory Committee is recommending the need to include information indicators alongside the benchmarks.

1. Indicator in respect to total participation rate - number of students earned credentials/statewide credentials earned.
2. About pass rate percentage (duplicated pass rate but still important information).

We will revisit the benchmark, and with more data to access, we may reconsider rate and increase, pending the Board's approval and/or recommendations.

In the board presentation, we will use this year's data to demonstrate how the report might come together. In our presentation to the board, it is important to emphasize the theme of data driven decision-making. Setting a benchmark is the beginning.

1. We are willing and aware of the need to adjust benchmarks.
2. We do not want to add unnecessary restrictions on school divisions.

Identity and communication about Career and Technical Education is critical. This committee is recommending that there be uniformity when communicating benchmarks, highest student success including success stories. CTE = success is our motto. The committee recommends a more comprehensive plan to shape the CTE image.

After debate, the committee recommended the following terms be used to report state-level and division-level results: Not achieving, Achieving, and Exceeding.

CTE Advisory Committee Open Discussion:

- Dr. Robert Mayfield--Workforce current and emerging trends. Energy is the future. Females are underrepresented in the field of energy. Potential employees have to know math and be good with their hands, electrical and digital. A teacher's capacity to know logic systems, for example, is critical.
- Ms. Jane Foy--How can schools obtain more funding? She discussed the need to provide consistent funding for Charlottesville schools and how a strong advocate is supporting this agenda in the area. Need self-sustaining funding sources.
- Mr. Chad Ratliff--CTE budget is 1 percent of the entire school budget in his division.
- Dr. Robert Mayfield--CTE administrators don't talk enough about success of CTE and student success stories.
- Ms. Zuzanna Steen --Sees more focused effort in CTE areas in Northern Virginia. Focus is on engineering technology processes. She indicated more businesses would help in many ways, not always monetarily, if only approached.
- Dr. Robert Mayfield reiterated, "I don't think businesses know what the schools want." We need to do better about telling them."
- Ms. Zuzanna Steen--through the NOVA (Northern Virginia Community College) program we have connected with the school division as well as the Chamber of Commerce and technology council. They have a time program to have volunteers work in the schools. Open lines of communication are always key.

Ms. Lolita Hall commented that there are improvements to be made between education and business to ensure quality and sustainable partnerships.

Dr. Mayfield reminded the committee about nominations for advisory committee members. He reiterated the need for representation from all regions of business.

Dr. Long (VACTE)--Reminded everyone that the budget is at a stalemate in the General Assembly. Secretary of Education Anne Holton has contacted VACTE to learn more about CTE and to meet CTE educators and supporters. Delegate Steve Landes (Chair of the Education Committee, VA House of Delegates) met with VACTE to gather more information. There is still a lot to do to ensure CTE is recognized for its contributions. We want to be sure that CTE is an integral part of education reform. We always have to push CTE because we are an elective; yet the community, legislators, and parents need to

understand the economic value of a qualified workforce and CTE is the vehicle for providing that.

Dr. Long further reported that VACTE had submitted no specific bills, but they supported others. A budget amendment on equipment and credentialing, but it hasn't gone anywhere, but stayed neutral in funding for this year, and supported the budget as presented. VACTE wants to continue to promote CTE as well as opportunities to market the program and to increase credentialing.

Virginia will be the host state for the ACTE Region 2 conference in Richmond. The National Policy seminar in March in Arlington had seven VACTE members in attendance, and all were able to go to Capitol Hill. All thirteen congressional representatives received info about Career Technical Education and reasons we need support. Senator Kaine spoke to the group.

All CTE educators and supporters must work in their local community to ensure all are aware of the importance of CTE for the local economy and for students' college and career readiness as well.

Ms. Lolita Hall took the group on a tour of the virtual meeting center, which is available for use by school divisions.

The meeting was adjourned by Dr. Mayfield, and he announced that the next meeting is scheduled for June 12, 2014 at the Doubletree Hilton, Richmond Airport. Immediately following is the 2014 Creating Excellence Luncheon. CTE Advisory Members are invited to participate.

Respectfully submitted,
Virginia R. Jones, Ph.D.
Secretary