

MEETING MINUTES
Virginia Career and Technical Education Advisory Committee
CTE Resource Center
2002 Bremono Road, Lower Level
Henrico, VA 23226
9 a.m. to 3 p.m.
October 29, 2015

Attendees

Morris Dews, Tomeka Dowling, Lolita Hall, Drexel Harris, Stewart Harris, Pamela Heath, Brenda Long, Suzanne Mallory-Parker, Robert Mayfield, Zuzana Steen, Jane Watkins, Paul Willard, George Willcox, Daniel Woodley. Visitor: Jim Wilson, director of Education and Workforce Development, Virginia Hospitality and Travel Association.

Opening Remarks and Welcome—Daniel Woodley, Chair

- Daniel Woodley welcomed everyone and called the meeting to order. Welcomed new members; orientation for new members will be held during the lunch period.

Public Comment

- Jim Wilson introduced himself, explained his job duties, and added that the advisory committee meeting would be a good learning opportunity for him.

Introductions

The committee members introduced themselves.

Approval of June 11, 2015, Minutes

Approval of 2015-2016 Advisory Committee Meeting Calendar

- Next meeting date will be Wednesday, January 20; the day before the Virginia ACTE conference. Following meetings will be April, June, and October. In June, our traditional meeting is at the Richmond Airport Hotel for the Creating Excellence Awards.

Selection of Committee Secretary

- Daniel Woodley asked for a volunteer to be secretary. Jane Watkins volunteered; there were no objections.

Committee Goals for 2015-16—Open Discussion

- Daniel Woodley asked the committee about any members' specific goals, initiatives or ideas.
- Suzanne Mallory-Parker asked the committee to look at opportunities in arts through career and technical education.
- Tomeka Dowling asked for information about the committee's previous goals. Daniel Woodley answered and gave background on previous objectives.

- Lolita Hall stated that the committee has set goals and been able to deliver on those goals.
- Jane Watkins asked whether the governor has any goals that the Board has been asked to follow.
- Lolita Hall referred members to Governor Terry McAuliffe's Executive Order 23 and credentialing, and stated that the Virginia Department of Education has been working with credentials since 1996 and that they have been part of graduation requirements, which have been set into law in 2012.
- Pamela Heath said that the stars are aligned for CTE. School systems are charged with creating alternative assessments, and this is a perfect opportunity for CTE, where mathematics and science are applied, to fill that assessment need.
- Drexel Harris asked about the credentialing requirement.
- Stewart Harris asked whether the credential requirement was required for an Advanced Studies degree (no) and added that the committee needed to think about building workplace readiness skills as the foundation for graduates.
- Jane Watkins stated that most colleges require students to be workforce ready.
- Brenda Long said all CTE courses have the 21 workplace readiness skills embedded in them and that employers have identified these skills as most important.
- Paul Willard stated that although the focus seems to be on being college ready, not everyone needs to go to college but needs other skills. What is lacking is knowledge at the operating level. CTE is still relegated to a lower status. He stated there is still a misconception about ROTC and military science courses, and that he is seen as a recruiter but is not.
- Daniel Woodley responded that the committee is trying to disseminate good information because the common issues are the same.

Advisory Chair Update—Daniel Woodley, Chair

- Recently spoke to the Virginia Association of Career and Technical Education Administrators (VACTEA) and shared the committee's names and information with the group. He said he asked VACTEA members to contact the committee members to share what they are doing in their districts. He said he encouraged VACTEA to participate in and find stakeholders for their local advisory committees. He presented three websites to VACTEA members (these were shown to the advisory committee):
 - College Scorecard <https://collegescorecard.ed.gov/>
 - Living Wage Calculator <http://livingwage.mit.edu/>
 - Tips for Engaging Local Employers to Strengthen Career Preparation Programs ([Superintendent's Memo 200-15](#))
- Daniel Woodley gave an example of using CTE Trailblazers data, citing a Fairfax advisory committee meeting in which the data about jobs and career pathways were compared with courses, enrollment, and employment in the region, which led to a decision to changes in course programming. School districts are looking ahead and using the data to replace courses.

- Jane Watkins asked how often the Weldon Cooper Center data are updated (every 2 years).
- Paul Willard commented that popular classes don't necessarily equate to paying jobs; at the operating level you're going to get teacher pushback about dropping classes popular with students and teachers for employment-targeted courses.
- Daniel Woodley responded that if we have the data and it is supported by reputable sources, we have confidence in our decisions.
- Pamela Heath said that industry is moving at the speed of light; schools are still on an agrarian calendar using a production-line model of moving kids through grades. She added that schools should not be assembly lines but provide a service that teaches skills..
- Stewart Harris said that while designing an advanced integrated manufacturing program, he found that similar programs around the country had strong industry participation. He stated that academia needs to move at the speed of business and move quickly to accommodate their labor needs.
- Jane Watkins said it feels like we are locked up in a system; you have got to have people who want a change.
- Daniel Woodley said one of the initiatives we've talked about on the committee is internships. Somehow we need to bring private-sector internships closer; create a database where internships are posted and schools can embrace it. Somehow we are not broadcasting our internship opportunities.
- Paul Willard said local government processes can stand in the way, too; can see where there would be pushback from all sides—job protection, too much money already spent on schools. From that aspect, I think (school divisions) need to get out and do more educating, tell them what we are producing, what it costs, and how it will benefit the community.
- Pamela Heath stated that it is difficult to hire teachers in shortage areas at salaries that are a fraction of public-sector salaries. She added that there needs to be a way to differentiate pay.
- Daniel Woodley added that the challenge is that we're creating a new economy and that the curve of growth – job growth and economic growth – needs to be adjusted.
- Suzanne Mallory-Parker suggested that part of the committee's goals should be to connect with teacher preparation programs so teachers come out knowing about CTE.
- Paul Willard referred to Troops to Teachers and suggested that VMI require courses to prepare future officers to teach in later life.
- Drexel Harris said teachers are leaving the field to go into industry, primarily because of pay. He referred to two programs, one in Richmond City where they are trying ways to make it easier for non-teachers to transition to teaching, and another in Chesterfield where teachers get professional development by working in the field for a period of time.
- Drexel Harris said subject-matter experts are better at teaching those skills than a career educator.

- Jane Watkins said local businesses are trying to coach school administrators on business practices but express frustration at the slow pace of change in processes in schools.
- Drexel Harris added that if you want more money, students, anything, you have to meet business' needs.
- Pamela Heath shared that it can be difficult to get people in to some of the industries, because competitors are worried about the security of proprietary information.

Advisory Committee Member Roundtable—Individual Members

- Paul Willard shared that he has been tasked with getting data points on credentialing and would like to know where to get access to the data. He also asked for information about internships.
- Morris Dews said that CTE is vital to his students because education is the only rehabilitative tool that works, and said that programs are determined based on employment data for the locality and where the students are returning. He stated that one of his goals is to attend school board meetings and to learn what's going on in the community and let the community/industry know we have programs that work, and that if you work with us, you get some great employees.
- Suzanne Mallory shared her interest in getting credentials for the arts through alternative assessments. One of those ways is through internships with performing arts, production companies, she added.
- Jane Watkins said she is excited to hear about a career path in cybersecurity. She added that her business is competing for employees and having a hard time hiring them.
- Robert Mayfield discussed how vital CTE is to having students learn a skill set.
- Brenda Long said she is concerned about the Chamber of Commerce's backing of charter schools and where the funding may come from. If it comes from public schools, that is a concern.
- Drexel Harris stressed the importance of soft skills and how the lack of such skills affects student applicants in the hiring process at Dominion. For interns or entry-level positions, they are having difficulty with work-based learning because of age-based federal guidelines and trying to find ways to get under-18 workers in the field to get experience.
- Tomeka Dowling related that healthcare jobs are changing and that her biggest concern is CTE programs with LPN programs, because there are too few openings for LPNs and that experienced RNs are taking the available LPN jobs.
- Pamela Heath shared that Martinsville's school division has created a STEM pipeline that starts at age 3 and continues through postsecondary education. She stated that it was created to build a workforce that would keep the community alive.
- Stewart Harris shared the difficulty of getting students in the pipeline for careers, especially with school counselors and parents encouraging degree programs. He recommended getting programs started in fifth or seventh grades to jump-start the process.

- Zuzana Steen shared that her Micron Technologies is active in K-12 and in CTE, with volunteers and mentoring by employees.

VDOE CTE Update

Lolita Hall, Director—Curriculum and Instruction

George Willcox, Coordinator—Planning, Administration, and Accountability

- George Willcox shared that the seven state agencies involved in workforce development have been tasked with contributing to meeting the governor's goals in Executive Order 23. Recently, state agencies had to submit a progress report that provided data pertaining to where each of the agencies are in terms of meeting the goal. (He shared the CTE data with committee).
- George Willcox reviewed current data trends on student enrollment in CTE courses, as well as teacher populations in CTE by program area and updates on student credentials and post-secondary outcomes.
- A strategic review of Technology Education program is under way. Both industry and teacher panels have met and over the next few months the VDOE will be identifying new frameworks that address the needs of the commonwealth.
- The CLEP program is expanding to a couple of courses in the Business cluster and in Marketing courses.
- Educators Rising has been recognized as one career and technical student organization. Virginia Beach will host the 2016 state conference at Kellam High School. In 2017, the state conference will go to Manassas City, and in 2018 it will go to Prince William County.

Legislative Update—Dr. Brenda Long, Virginia ACTE Liaison

- Distributed Issues & Solutions document to the committee and explained that the document is a platform for policy-related concerns intended for General Assembly members.
- Distributed the Fact Sheet document to the committee and explained that it is a quick reference on CTE enrollment, credentials, and career clusters.
- Received an invitation to attend a House Education Committee conference meeting
- Hoping for line items on CTE in the governor's budget; met with education secretary and staff about funding needs and received a request for additional information.
- Invited committee members to attend the Virginia ACTE Leadership Seminar on January 21-22. Stated that the meeting has become a CTE day at the General Assembly and a good way to visit with legislators.
- Working with David Bailey and Associates to publish CTE-related articles three times a year in Capitol Connections magazine
- Invited committee members to join LegNet, a Virginia ACTE email service with notifications related to public policy or related articles that bring attention to CTE.

Summary Remarks and Adjournment

The meeting was adjourned by David Woodley. The next meeting will be held January 20, 2016, at the CTE Resource Center.