

Virginia Career and Technical Education Advisory Committee Meeting
CTE Resource Center
Henrico, Virginia

October 17, 2013
9 a.m. – 2 p.m.

MINUTES

In attendance: Lolita Hall, Byron Hinton, Lynn May, Robert Mayfield, Allan Melton, Frederick Norman, Jerry Stewart, Daniel Woodley, Jane Watkins, Brenda Long, Karen Black, Jane Foy, Virginia Jones.
Guests: George Willcox from VDOE and facilitator/professor, Nathan Carter.

Robert Mayfield called the meeting to order and welcomed all to the meeting. Minutes from the June 13, 2013, meeting were presented and approved.

CTE Advisory Committee Update: Dr. Mayfield

- Dr. Mayfield presented the Annual Report from this committee on July 25, 2013, to the Virginia state Board of Education (BOE).
- The CTE Advisory Committee's charge for the upcoming year is to determine state benchmarks for CTE industry credentialing and to develop a research-based guide for promoting CTE.
- The Committee nominated, voted, and elected a new secretary, Dr. Virginia R. Jones, to replace Sandy Hesse who rotated off the committee.

Dr. Nathan Carter, Professor, Northern Virginia Community College – Facilitated discussion among the committee members to gather ideas, comments/recommendations for Guide to Promote CTE.

- The committee developed a working list of the perceptions of CTE. There was much discussion regarding negative connotations associated with CTE and a marked lack of recognition of what CTE stands for.
- The committee discussed branding for CTE and viewed a short presentation by Dr. Carter showing examples of successful branding as well as CTE data.
- Dr. Carter showed a video of an older yet relevant CTE promo to spark creativity for how the committee would like to present CTE in Virginia. There was discussion that a positive message was preferable to one that focused on negative facts. The statement "CTE = success" was presented and considered by the committee to be an excellent starting place for promoting a positive message to our target audiences.
- The committee identified five target audiences to focus on: business, human resources personnel, parents, students, and educators (administrators, school counselors, and teachers).
- The committee discussed many venues for getting the message out to these target audiences. Dr. Carter stated a Web site is the logical beginning and should focus on success stories, career pathways, etc.

Statewide Industry Credentialing Benchmarks Update: Dr. Nathan Carter

- Dr. Carter presented an update on the statewide industry credentialing benchmark process discussed at May 2013 meeting.
- A three-year increase of five percent (5%) that encompassed certain information such as pass rate, completers, and so on, is statistically the best and easiest way to obtain and analyze the data. At the last meeting, there were two thoughts as a static rate – five percent, or an adjustable one.
- The committee discussed the pros and cons of these two differing analysis and specifically discussed what does the five percent mean. The committee agreed that keeping the consistent five percent for the three-years is best provided there is the ability to justify making/not making the benchmark.

VACTE Updates: Dr. Brenda Long

- Shared a handout about candidates statewide for upcoming elections. Can be accessed at www.davidbaileyassociates.com
- Shared CTE fact sheets and reminded how it provides a great snapshot of CTE in Virginia.
- Issues and Solutions document prepared by VACTE is updated and reorganized since last year.
- Discussed the new requirement for the standard diploma is the industry credentialing and that is effective with current ninth graders.
- Funding is always a concern – no equipment increased since 2006.
- Informed committee that Virginia Manufacturing Association Conference will be held October 17-18, 2013, in Charlottesville and she would attend the open forum (2-4) for the Virginia Development Commission
- Announced that VACTE will sponsor a breakfast on January 23, 2014, on 5th floor 5E, to meet and talk with delegates.

VDOE Updates:

George Willcox, Coordinator, Planning, Administration and Accountability

- Reported Health and Medical Sciences and Agricultural Education Specialists positions were filled.
- Discussed the state and federal budget information.
- Data on Industry credentialing: 77,445 attempted 66,220 earned credentials. New standard diploma requirement for credentialing becomes effective beginning with first-time ninth graders in 2013-14 school year.
- Discussed enrollment by cluster for career pathways. Overall, enrollment is 253,323 for 2008-09 and up to 277,069 for 2012-13. Dr. Carter searched at the request of the committee and stated there are approximately 375,000 high school students in the Commonwealth of Virginia.
- There are currently 22 Governor's STEM Academies serving students in 45 school divisions. New start-up for 2013-14 will be announced in Supts. Memo 277-13 on October 18, 2013. This is accompanied by a \$5,000 start-up grant.
- There are currently eight Health Science Academies with applications for new academies announced in Supts. Memo 278-13 on October 18, 2013, with a \$10,000 start-up grant.
- The Microsoft IT Academy – is available to every high school. Offers free credentialing in Microsoft certifications.
- HB 1493 has mandated all auto technology programs be NATEF certified. This year the course offerings are Auto Technology I, II, and III. Currently there are 98 programs, 51 have co-operative agreements with community colleges, 56 programs are certified. Eight programs have completed review, 13 are awaiting review, and 16 others are in various stages of evaluation and review.
- CTSO: DECA – received 45 national awards and has one national officer, FBLA – received 13 national awards and has one national officer, FCCLA received 161 national awards.
- Creating Excellence Awards ceremony will be June 12, 2014. Location in Richmond is to be determined.
- Children's Engineering conference will be in Richmond at the Marriott on February 20-21, 2014.

Lolita Hall:

- Stated she felt the committee made excellent progress on recommendations for the CTE promotional guide and it was a very productive meeting. She will meet with Dr. Carter and provide follow-up updates via e-mail.

Committee Members thanked Dr. Carter for his work and the meeting was adjourned. The next meeting is scheduled for January 22, 2014, at the CTE Resource Center, Henrico, Virginia.

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