

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.
January 21, 2015

Attendees:

Lolita Hall, Morris Dews, Jane Foy, Vivian Giles, Dr. Meredith Gunther, Drexel Harris, Dr. Brenda Long, Dr. Robert Mayfield, Frederick Norman, Chad S. Ratliff, Annie Rorem, Zuzana Steen, Jane Watkins, Paul Willard, George Willcox, Daniel Woodley

Opening Remarks and Welcome- Daniel Woodley, Chair, CTE Advisory Committee

- Daniel Woodley welcomed everyone called the meeting to order.

Public Comment

- There was no public comment.

Approval of October 16, 2014 Minutes

- A motion was made to include participant who was not listed as an attendee. A motion was made to approve the minutes by Daniel Woodley and seconded by Frederick Norman.

VDOE CTE Update- Lolita Hall, Director and George Willcox, Coordinator
Curriculum and Instruction
Planning, Administration and Accountability

- Lolita Hall shared that the Virginia Department of Education's Career and Technical Education Office remains engaged in curriculum review teams. She emphasized the importance of business panel to help make sure that students are prepared to meet workforce needs.
- The Advisory Committee was encouraged to participate in judging for Virginia's Career and Technical Education's Creating Excellence Awards that recognize exemplary secondary and postsecondary programs, advisory committees, and business and industry partnerships.
- The Planning, Administration and Accountability staff is currently preparing the school division level Annual Performance Reports (APR) for distribution in February. A special video streaming session will be held on February 5 that will focus on the 2015-2016 Local Perkins Plan.

Carl D. Perkins Plan Review- George Willcox, Coordinator
USDE Monitoring Team Visit

- The United States Department of Education (USDE) conducted an onsite monitoring visit on December 5-9, 2014. This was the first comprehensive review since 2007. In addition to the visit to the Office of Career and Technical Education, the monitoring team visited Chesterfield County, Goochland County, Henrico County, John Tyler Community College and J. Sargeant Reynolds Community College. The USDE report should be sent to the VDOE within the next 60 to 90 days.

Joint Legislative Audit Review Commission- George Willcox, Coordinator

- The Virginia General Assembly's Joint Legislative Audit and Review Commission (JLARC) released the study on [Virginia's Workforce Development Programs](http://jlarc.virginia.gov/VaWorkforce.shtml) (<http://jlarc.virginia.gov/VaWorkforce.shtml>) on December 5, 2014. The report assessed how effectively Virginia's workforce development programs meet the needs of employers and examines the transparency of information on program expenditures and outcomes. Interest in this topic was prompted by perceptions that state and local workforce development efforts are not adequately coordinated and do not provide sufficient opportunities for job seekers to obtain the skills, credentials, and education desired by employers.

Analyzing Virginia Labor Market Data- Dr. Meredith Gunther and Annie Rorem, Demographics Research Group, Weldon Cooper Center for Public Service

- Dr. Meredith Gunther and Annie Rorem from the Demographics Research Group at the Weldon Cooper Center for Public Service at the University of Virginia presented information on how labor

markets data (local and national) can be analyzed and used practically for continuous improvement of career and technical education programs to meet workforce needs. They solicited input from the advisory committee on suggested guidelines for the appropriate use of labor market data for administrators to help school divisions make the best use of data.

- The advisory committee identified three needs: a statewide database of internship/apprenticeship opportunities; employer participation on CTE curriculum committees; and “drilled down” information on local employment opportunities.

Advisory Committee Member Roundtable

- Morris Dews shared that career and technical education programs in the corrections industry are based on community needs. Corrections is developing apprenticeships and mentorships and continuing to come up with new programs and certifications that are current.
- Paul Willard shared that STEM is huge and has been successful with finding grant opportunities. Has been successful in developing a flight program in his school district. Next month a robotics program will be added.
- Vivian Giles added that the CTE programs in her area continue to work with community colleges.
- Chad Ratliff talked about recent and upcoming work with two organizations in the state.
- Jane Foy continues to increase public awareness through media, with Albemarle legislators about CTE.
- Zuzana Steen discussed how Micron Technology participates in developing creative STEM programs for Prince William County Schools and Manassas City Public Schools. Project Lead the Way, which prepares students for careers in STEM, will be offered at four high schools, all middle schools, and some elementary schools. The school districts have been encouraging graphic design students to be certified in Adobe Photoshop but art directors at 10 advertising and graphic design firms in Virginia and Washington, DC were surveyed and the results showed that most of their designers spend the following percentage of their time using the following Adobe products: InDesign (70 percent); Illustrator (25 percent); Photoshop or equivalent software (5 percent).
- Brenda Long shared information about the two-day VACTE conference in January.
- Frederick Norman shared that Chesterfield County opened a second tech center and is engaging in workforce development discussions with smaller businesses.
- Robert Mayfield shared upon the request of a ministry, Tenaska recently offered plant tours to high-risk kids.
- Daniel Woodley added that Fairfax School System hopes to have 17,000 students get credentials this year. The school system has also been approached by companies to offer a cyber technology curriculum.
- The Chair asked Mr. Drexel Harris, from Dominion, for comments about their outreach efforts to teachers and CTE administrators about technical requirements and the ethical requirements for in-demand careers at the organizations.

Legislative Update- Dr. Brenda Long, VACTE Liaison

- Friday, January 23, 2015, is the last day that bills can be filed at the General Assembly.
- Several have been filed and are of interest to career and technical education.

Summary Remarks

- Daniel Woodley solicited committee volunteers for April 9, to judge Creating Excellence Awards, which will be held in June.

Adjourn

- The meeting was adjourned by Daniel Woodley. The next meeting will be held April 16, 2015, at the CTE Resource Center.