



CTE Advisory Council Guiding Documents:

- Legislation action officially created the MO CTE Advisory Council including designated duties
- Common Criteria and Quality Indicators
- CTE Student Certificate
- Perkins Legislation and Rules

Potential Strategic Focus Areas with Potential Measures

1. Image, Marketing, and Partnership

- a. Increase enrollment growth statewide in CTE programs
- b. CTE Customer/Partner Perception (Survey)
 - i. Sending School Staff Members
 - ii. Business and Industry
 - iii. Post-Secondary Institutions (Partners for Secondary CTE Centers - Validation)
 - iv. Parents
- c. Student Perception Survey
- d. Staff Perception Survey
- e. Increase Numbers of Business Partners
- f. Increase Numbers of Work-Based Learning Experiences for students

2. Business, Finance, and Partnership

- a. Funding/Budgeting
- b. Facility/Capital Improvements
- c. Technology Plan/Integration

3. CTE Programming, Staffing, and Partnership

- a. Developing new and improving current programs
- b. Certifications and qualifications of staff (retention)

4. Student Achievement

- a. Completion of programs
- b. Technical Skill Assessment (TSA)/ Industry Recognized Credential (IRC) Proficiency
- c. Academic Readiness as measured by assessments listed on CTE Student Certificate
- d. Student Employability
- e. CTSO Successful Students
- f. Attendance Rate/#'s of Students meeting Goal
- g. Number of Students earning CTE Certificate (Based on 2021 start date)
- h. Placement of Graduates

These measures are comprehensive with the intention of prioritizing for a short and long range strategic plan

The CTE Advisory Council in partnership with the Missouri Department of Elementary and Secondary Education would initiate this plan.

Sub-Committees or task forces would be responsible for the areas within the framework.

- **Marketing, Image, and Partnership** - This would be a Marketing Task Force that would stay engaged and would meet twice a year to provide guidance
- **Business, Finance, and Partnership** - This would be a business task force that would stay engaged twice a year. This team could be similar to the prior finance team that was developed in 2015-2017 to help decide the funding plan
- **Programming, Staffing, and Partnership** - This team would be developed to work on developing quality programs, looking at economic trend data, and creating meaningful, relevant experiences for staff members and students
- **Student Achievement** - This would be an academic team that would stay engaged and would meet twice a year to provide guidance (Currently the TSA/IRC Team could be this team)

These sub-committees or task forces would be staffed with members from the CTE Advisory Council, DESE Staff members and other key practitioners and stakeholders to provide guidance and leadership. These groups would make recommendations to the CTE Advisory Council based on topics within their strategic focus area. The CTE Advisory Council's purpose would be to hear recommendations and ask questions prior to official voting on business items.

Missouri Career and Technical Education Advisory Council Strategic Outline

2018

This is a short history of this document that outlines the process of how it was created and how it is has been shared.

1. Following the council meeting on January 22, 2018, CTE Advisory Council Leadership worked to develop a framework of a potential strategic plan. Council Leadership involved in the initial development:
 - Brian Noller - CTE Advisory Council Chair
 - David Webb - CTE Advisory Council Co-Chair
 - Sarrah Morgan - CTE Advisory Council Chair-Elect
2. This draft was presented to DESE Staff on February 14, 2018 to seek feedback. DESE staff members present:
 - Dr. Blaine Henningsen - Asst. Commissioner
 - Dr. Dennis Harden - CTE Coordinator
 - Janice Rehak - CTE Coordinator
 - Dr. Steve Bryant - Career Pathways Coordinator
3. This draft was sent to all CTE Advisory Council Members for viewing and feedback. This email was sent by Brian Noller, Council Chair on March 2. This draft was commented on by the following members
 - Brian Crouse - March 2
 - Dena McCaffrey - March 5
 - Dr. John Gaal - March 5
 - Vicki Schwinke - March 6
 - Sarrah Morgan - March 6
 - Dr. Brad Deken - March 6
4. The document has not been edited, but all feedback has been captured and sent to the recently appointed facilitator Dr. Mike Brown on March 28.
5. This feedback will be used on April 23 to guide the development of a new collaborative draft - printed copies will be provided to the council members who provided feedback. This feedback will be used during the S.W.O.T. Analysis.