

*David Webb, Council Vice-Chair  
Raghib Muhammad, Council Member  
Steve Bryant, DESE Support*



## **CTE Advisory Council Goals, Initiatives and Priorities 2019 MoACTE Conference**

**July 23, 2019**



# *Show-Me Success*



All students will graduate  
ready for success.

**Access, Opportunity, Equity**

**Teachers and Leaders**

**Efficiency and Effectiveness**

## CONTINUOUS IMPROVEMENT SYSTEM

### THEORY OF ACTION:

Improved student  
learning for every  
student in every school.



**Organization and Charge**  
**to the**  
**Career and Technical Education (CTE)**  
**Advisory Council**

# ***SB620 and SB582 CTE Advisory Council***

- Sponsors: Senator Gary Romine and Representative Kathy Swan
- Signed into law by Governor Nixon: June 3, 2016
- Effective date: August 28, 2016

## ***SB620 and SB528***

- Established the CTE Advisory Council within the Department of Elementary and Secondary Education
- Shown in Section 178.550.1 of the Missouri Revised Statutes

# *CTE Advisory Council*

- CTE Advisory Council is composed of 16 members with 11 being appointed by the Commissioner of Education
  - Director of an area career center;  
Open position, previously held by Sarrah Morgan, term expires December 2021
  - An individual from the business community;  
David Webb, FCS Financial, term expires December 2020
  - A representative from State Technical College;  
Vickie Schwinke, State Technical College, term expires December 2020
  - Three current or retired CTE teachers who also serve or have served as an advisor to any of the nationally-recognized CTSOs;  
Mitch Comer, Camdenton High School, term expires December 2019  
Dr. Raghil Muhammad, Ferguson-Florissant School District, term expires December 2020  
Jackie Jenkins, Lake Area Technical Center, term expires December 2023

## *CTE Advisory Council (cont.)*

- A representative from a business organization, association of businesses or a business coalition;  
Brian Crouse, Missouri Chamber of Commerce and Industry, term expires December 2019
- A representative from a Missouri community college;  
Dr. Dena McCaffrey, Jefferson College, term expires December 2022
- A representative from Southeast Missouri State or University of Central Missouri;  
Dr. Bart Washer, University of Central Missouri, term expires December 2023
- An individual participating in an apprenticeship program recognized by the Department of Labor and Industrial Relations;  
R.J. Catizon, St. Louis Carpenters Joint Apprenticeship Program, term expires December 2021
- A school administrator or school superintendent of a school that offers CTE;  
Dr. Sam Duncan, New Madrid County R-1 School District, term expires December 2021

## *CTE Advisory Council (cont.)*

- Include four members from the General Assembly;  
Two from Senate: Senator Gary Romine and Senator Gina Walsh  
Two from House of Representatives: Representative Kathryn Swan and Representative Sarah Unsicker
- Director of Economic Development;  
Rob Dixon

### Three non-voting Ex Officio Members:

- DESE Director of School Counseling;  
Dr. Rene Yoesel
- Director of the Division of Workforce Development;  
Mardy Leathers
- A member of the Coordinating Board for Higher Education, as selected by the Coordinating Board;  
Mike Thomson

## *Provisions of the Law*

The advisory council shall meet at least four times annually.

The council shall elect from among its members:

- A chairperson
- A vice-chairperson
- A secretary-reporter
- And other such officers as it deems necessary

## *Provisions of the Law*

The council will

- Make an annual written report to the State Board of Education and the Commissioner of Education regarding the development, implementation, and administration of the state budget for career and technical education; and
- annually submit written recommendations to the State Board of Education and the Commissioner of Education regarding the oversight and procedures for the handling of funds for student career and technical education organizations.

## *Provisions of the Law*

The council shall

- Develop a comprehensive statewide short and long-range strategic plan for career and technical education;
- identify service gaps and provide advice on methods to close such gaps as they relate to youth and adult employees, workforce development, and employers on training needs; and
- confer with public and private entities for the purpose of promoting and improving career and technical education.

## *Provisions of the Law*

The council shall

- Identify legislative recommendations to improve career and technical education;
- promote coordination of existing career and technical education programs; and
- adopt, alter, or repeal by its own bylaws, rules and regulations governing the manner in which its business may be transacted.

# *CTE Budget Allocations FY 2019*

- Federal Funds – Perkins: \$21,440,204 (excludes reserve and state level administration funds)
  - ❑ Secondary: \$15,436,947
  - ❑ Post-Secondary: \$6,003,257
- State Funds: \$50,069,029
  - ❑ Base Funding: \$23,065,000
  - ❑ Performance Funding: \$6,000,000
  - ❑ Improvement Funding: \$18,936,831
  - ❑ Special Projects Funding: \$389,000
  - ❑ Leadership Funding: \$1,678,198
- Funds used for approved CTE programs in Middle Schools (7-8 only), Comprehensive High Schools, Area Career Centers, and Post-Secondary Institutions

# *Changing Perceptions Taskforce Timeline*

- July 24, 2017 - Council approved development of a marketing taskforce to be assembled prior to October 23, 2017 Council meeting
- October 12, 2017 – Full day stakeholder workshop – Strengths, Weaknesses, Opportunities and Threats analysis
- January 22, 2018 – Taskforce/Council joint meeting with Steve Klein of RTI International
- April 23, 2018 – Final review and approval of taskforce findings and recommendations document ([Changing Perceptions](#))
- 1<sup>st</sup> Quarter 2019 – Statewide stakeholder baseline perception survey (students, parents/guardians, business leaders, educators, and others)

# *Changing Perceptions Task Force Recommendations*

- Develop and promote the image and brand of CTE
- Identify opportunities and how CTE pathways can support student learning
- Connect strategic partners to support messaging and growth of CTE
- Craft approaches to publicize the benefits of CTE programming

# *Strategic Plan*

- Approved October 22, 2018
- Strategic Plan
- Vision: Creating Career Ready Missourians
- Mission: CTE exists to provide meaningful opportunities for students so they have the skills, knowledge, and experience necessary to support the needs of business and industry

# *Strategic Plan Priorities*

- Student Achievement
- Marketing, Image, and Partnership
- Business and Financial Operations

# *Student Achievement*

- Our goal is to improve overall student achievement in Career Technical Education
- Objectives (key measures)
  - ❑ Industry Recognized Credentials/Technical Skill Attainment
  - ❑ Graduation Rate (concentrated areas) measured as a percentage
  - ❑ Placement of graduates measured as a percentage
  - ❑ Number of Career and Technical Education Certificate earners (future measure)
- Improvement Actions (top three)
  - ❑ Evaluate the relevance of current programs through Common Criteria and Quality Indicators (CCQI) and create a plan to develop **relevant programs** to ensure we are meeting the needs of business and industry
  - ❑ Develop a comprehensive professional development plan that supports the success of Career and Technical Education teachers and retention of quality staff
  - ❑ Develop and implement a comprehensive and systematic process that improves Career and Technical Education graduates' placement rate

## ***Business and Financial Operations***

- Our goal is to leverage resources and funding to create quality and innovative CTE programs
- Objectives (key measures)
  - ❑ Increase percentage of funding from outside resources
  - ❑ Perception of stakeholders (survey- fiscal responsibility and transparency)
  - ❑ Return on investment (possible future measure-need a data source/formula)
- Improvement Actions (top three)
  - ❑ Explore and utilize additional funding sources including business and legislative incentives
  - ❑ Expand the CTE Advisory Council and/or its' communication processes that would support more involvement from business, industry and our legislature
  - ❑ Develop a communication plan that supports two-way communication and transparency relative to the utilization of the Career and Technical Education financial dashboard and budgeting processes

## *Marketing, Image, and Partnership*

- Our goal is to improve the image and brand of Career Technical Education while utilizing partnerships to create opportunities and pathways for students
- Objectives (key measures)
  - ❑ Increase number of internships, apprenticeships, and other forms of work-based learning
  - ❑ Increase number of business partners
  - ❑ Perception of internal and external stakeholders (survey)
- Improvement Actions (top three)
  - ❑ Design and implement a cohesive statewide communications and marketing campaign to improve public confidence in Career and Technical Education Programming (Improvement Actions are in alignment to Marketing Task Force and Changing Perceptions document)
  - ❑ Target outreach towards key stakeholders, using messaging that will resonate with difference audiences
  - ❑ Outreach efforts should be a mix of processes, tools, and activities, with delivery tailored to stakeholders' desired communication channels

## *CTE Perception Survey*

- Statewide perception survey was developed with stakeholder partners to establish a baseline on the perception of CTE in Missouri
- CTE Stakeholders surveyed with number of responses:

<input type="checkbox"/> Students:	2,919	-	30.2%
<input type="checkbox"/> Parents/Guardians:	1,639	-	17 %
<input type="checkbox"/> Business Leaders:	445	-	4.6%
<input type="checkbox"/> Educators:	4,003	-	41.5%
<input type="checkbox"/> Other:	602	-	6.2%
<input type="checkbox"/> Not identified	46	-	0.5%
- 1200 comments

# *CTE Perception Survey*

## *Preliminary Findings*

- 6689 non-students were asked to enter their home Zip code as part of the survey, which identified responses within Missouri counties. Of these non-student responses:
  - ❑ 3612, or 54% came from metropolitan counties within Missouri
    - 1144 came from counties in the St. Louis Metropolitan Area
    - 852 came from counties in the Kansas City Metropolitan Area
  - ❑ 2424, or 36% came from non-metropolitan counties within Missouri
  - ❑ 653, or 9.8% did not identify a home zip code from within Missouri
- Of the fifteen questions asked of all participants, initial findings support an overwhelmingly positive perception to Career & Technical Education

## *Next Steps for FY 2020*

- Utilize Missouri University Extension's Labor and Workforce Development (LWD) survey analysis and findings as a guide for next steps to further implement CTE Advisory Council's Strategic Plan
  - ❑ Detailed briefing and results to council July 22, 2019
  - ❑ Final survey findings and white paper to council (October 2019)
- October 2019 /January 2020 /April 2020
  - ❑ Comprehensive review of Strategic Plan
  - ❑ Develop improvement actions to meet Objectives (key measures) based on council defined order of priority

# CTE Advisory Council References

CTE Advisory Council website:

<https://dese.mo.gov/college-career-readiness/career-education/career-technical-education-cte-advisory-council>

CTE Strategic Plan:

<https://dese.mo.gov/sites/default/files/cte-advisory-council-10.22.18-cte-strategic-plan.pdf>

Changing Perceptions – Findings and Recommendations from the Missouri Career and Technical Education Advisory Council’s Marketing Taskforce:

<https://dese.mo.gov/sites/default/files/cte-advisory-council-04.23.18-changing-perceptions.pdf>

On behalf of the CTE Advisory Council

“THANK YOU”

We appreciate your support and look forward to working with you!

#Creating Career Ready Missourians