

	<b><u>Office of College and Career Readiness</u></b>		
<b>Vision</b>	Vision		
<b>Creating Career Ready Missourians</b>	<i>Successful students, better world</i>		
<b>Mission</b>	Mission		
<b>CTE exist to provide relevant and meaningful opportunities for students so that they have the skills, knowledge and experiences necessary to support future jobs in business and industry.</b>	<i>To guide and support Missouri schools in preparing success ready students. A success ready student has the knowledge, skills, behaviors, and experiences to achieve personal goals and contribute in all facets of life.</i>		
<i>take future out of mission, needs of business and industry</i>			
<b>Values</b>	question - does our vmv replace office of college and career readiness? no, it is aligned and under their "umbrella"		
<b>Students, Relevancy, Quality Programs, Partnerships, Innovation, Integrity</b>			
<i>student-focused</i>			
<i>Quality only</i>			

Who cares the we exist? (in other words, who has stake in our success?)	Why do they care we exist? (in other words, what do they need)		
Career Centers	guidance and support		
Sending Schools	quality programs		
Communities	productive citizens and skilled workforce		
Missouri Legislature	alignment with DESE		
Business & Industry	skilled labor		
Students	skills and opportunities		
Parents	support, guidance, and opportunities		
higher ed			
local ed agencies?	replace career centers and sending schools		
strategic partners	workforce development, chamber of commerce, university extension		
Local, state and Federal government			

<b>Student Achievement</b>					
<b>Goal</b>					
Improve student achievement relative to CTE.					
<b>Goal Champion</b>					
<b>Measures/Objectives</b>					
Technical Skill Attainment/Industry Recognized Credentials	*				gold,silverand platinumum on work keys
Program Completers		conentrater graduation rate			
Academic Readiness - ACT, ASVAB, Accuplacer, Work Keys					
Student Employability					
Placement of Graduates	* together with employability		define placement - what counts		
Student Attendance					
Number of CTE cert. earners (compare to non-earners)		future measure			
IRC pass rate					
Career Tech Student Organization Success					
Improvement Action	Person(s) Accountable	Consult(s)	Deployment Date	Estimated Cost	Notes
Develop and implement an IRC comprehensive improvement process that standardizes the employability index scale, utilizes aggregate data, considers industry needs, and encompasses academic assessment options.		change to develop and implement a comprehensive process/plan to... 4 measures			
Create and deploy a systematic process that improves the graduate placement.		change to student placement			
Develop an evaluation system that would support the determination value and success of current technical organizations (DECA, FBLA, FFA, Skills USA, FCCLA, HOSA, and TSA) and identify the need for other technical organizations.	X		eliminate		
Develop a plan to support the success of students achieving CTE criteria.		certificate			
Explore and utilize tools that will support career development planning for our students		action item under major action			
Ensure that measures used to determine student achievement success (listed above) are available and monitored to determine progress.		eliminate			

<b>Marketing, Image, and Partnership</b>					
<b>Goal</b>					
Improve the image and brand of CTE while utilizing partnerships to create opportunities and pathways for students. (from marketing plan)					
<b>Goal Champion</b>					
<b>Measures/Objectives</b>					
Student enrollment – headcount / %	why market?	how do you know if you are successful?			
Perception of internal and external stakeholders (survey)					
# of internships / Reg. apprenticeships					
# of business partners					
<b>Improvement Action</b>	<b>Person(s) Accountable</b>	<b>Consult(s)</b>	<b>Deployment Date</b>	<b>Estimated Cost</b>	<b>Notes</b>
Develop an incentive plan associated with CTE Certificate (possibly free community college).					
Implement the current marketing plan recommendations that would support state CTE leadership and staffing, comprehensive and differentiated communication plan for our different stakeholders, highlight and publicize CTE success, and fosters a positive CTE image.	marketing plan recommendations				
Develop a defined partnership with workforce and industry with established norms and expectations that would support fact based decision making in marketing, programming, and incentive opportunities.					
Create CTE opportunities and marketing strategies that target elementary and middle school students .					
Develop and deploy a systematic stakeholder feedback system including surveys - student, staff, and partners.					
Ensure that measures used to determine marketing, image, and partnership success (listed above) are available and monitored to determine progress.					

<b>Programming and Staffing</b>					
<b>Goal</b>	Develop relevant programs and ensure we have quality educators to meet the needs of business and industry		action step along with CCQI		
<b>Goal Champion</b>					
<b>Measures/Objectives</b>	why do you need quality programming and staffing?				
Perception of internal and external stakeholders (survey)	how do you know if you have it?				
Enrollment growth	how do you know if you are retaining staff?				
Placement data (6 months / 5 year)	CCQI - common criteria and quality indicators				
Teacher retention/credentialing (academic and CTE)	MERIC - Missouri Economic Research Center				
Salary numbers	Industry credentials				
Program efficiency measure?	student perception				
<b>Improvement Action</b>	<b>Person(s) Accountable</b>	<b>Consult(s)</b>	<b>Deployment Date</b>	<b>Estimated Cost</b>	<b>Notes</b>
Develop a comprehensive plan to evaluate, adjust, incentivize and fund programming based on data analysis.					
Create innovative opportunities to increase number of work based learning for students.					
Explore and create ways to increase paid internships/reg. apprenticeships for CTE Certification.					
Explore and utilize innovative ways to use of technology for promotion & instruction in CTE.					
Develop a comprehensive professional development plan that will support the success of CTE teachers and retention of staff.					concern about losing PD component - could still be an action in student achievement
Explore and deploy a systematic staff evaluation model (such as the 360 model) that would support the determination of staff improvement and professional development needs.					
Ensure that measures used to determine programming and staffing success (listed above) are available and monitored to determine progress.					

<b>Business and Financial Operations</b>					
<b>Goal</b>					
Maximize resources and funding to create quality and innovative CTE programs.			change to leverage		
<b>Goal Champion</b>					
<b>Measures/Objectives</b>	outside resources		pay for marketing, incentive, structures - outdated facilities		
Funding and budgeting \$	perception				
Tech and capital improvement					
Return on Investment	possible future measure - need a source and formula				
<b>Improvement Action</b>	<b>Person(s) Accountable</b>	<b>Consult(s)</b>	<b>Deployment Date</b>	<b>Estimated Cost</b>	<b>Notes</b>
Develop a financial dashboard that is aligned to student outcome data and utilized to make fact based programming and financial decisions.	already in place - focus on communication and transparency of use				
Explore and utilize additional funding sources including business and legislature incentives.					
Expand the CTE Advisory Board to include more business members and possibly a State Board Member.	change wording to be more involved				
Explore innovative strategies to revitalize CTE buildings and infrastructure	Beginning with an inventory of needs.				
Create a return on investment measure that supports fiscally responsible decision making and determining progress.					
Ensure that measures used to determine business and finance success (listed above) are available and monitored to determine progress.					
communication plan that supports two-way communication on budgeting and processes that supports transparency					

Strengths (Strategic Advantages)	Weakness (Strategic Disadvantages)
Stem work has support and had some initial success	Lack of categorization by program area
solid framework	CTE focus begins too late - need to start in middle and possibly elementary
CTE is performance based	Lack of a clear pathway for students
CTE certificates	\$ for infrastructure
Advisory Council shows support of CTE	lack of financial data transparency
Marketing Task Force Recommendations	marketing of CTE
funding for CTE	perception of CTE
employability of students	Not a focus on MSIP
student engagement	high demand occupations have not been a focus
CAPS programs	attract and retain qualified staff
Legislative support	marketing of CTE
IRC	certification for instructors
CTE certificates	lack of validation of the data
focus on employability	a lot of data but unclear of key measures for success
strong programs	
career center collaboration and sense of community	
growing economy	
<b>Opportunities for Improvement</b>	<b>Threats</b>
need a solid data summary plan - with key measures	Defining Stem
More opportunities for CTE at Career Fairs	Perception of CTE
Alignment - DESE, CTE, Business and Industry	Retaining teachers in CTE
Identification of high need areas in business and industry and adjust programming	CAPS programs
increase value/focus of CTE in MSIP	4 Year college montra
use the Marketing Plan recommendations	public and legislative understanding of CTE
provide better knowledge and information for parents	students who do not have guidance or advocacy
increase business and industry engagement - more partnerships	budgeting
develop a strategic plan with specific actions	bureaucracy
demonstration of how CTE, STEM, and other opportunities (CAPS) all work together	choice schools
Communication and experiences of CTE should be begin in middle and elementary schools	lack of focus on MSIP
use high demand jobs in business and industry to create program recommendations	
plan to attract and retain CTE teachers	

Feedback Category	Stakeholder Feedback	Feedback Provider	Feedback Phase
Mission & Values	Mission and Values – I like both as they capture common themes from our last meeting. I assume these will be presented for Council discussion and/or approval at the July meeting?	David Webb	Phase 1
Measures	Measures/Objectives - Strategic Outline – Draft #2 Key Measures appear to be reasonable with Improvement Actions to achieve measured results.	David Webb	Phase 1
Format	Improvement Actions – Goal Champion - Accountable – Consults... Good format. I anticipate discussion is needed on this section... goal champions, committee stakeholder representation, expectations and review process.	David Webb	Phase 1
General	Over-all, I we have a great start ahead of our July meeting.	David Webb	Phase 1
Format	I am uncertain what is meant by Goal Champion....is that a responsible party or something else to be decided by the advisory committee.	Roger Barnes	Phase 1
Mission	We might want to further discuss the generality of the vision and mission and whether we identify the short and long term components of the strategic plan	Vicki Schwinke	Phase 1
Execution	to what degree does the Council oversee the execution of the plan	Vicki Schwinke	Phase 1
Format	will there be goals associated with the plan's potential measures?	Vicki Schwinke	Phase 1
Format	Format looks great	Raghib Muhammad	Phase 1
Program & Staffing	Under Programming and Staffing, we have, Teacher retention/credentialing (academic and CTE) Measures/Objective, but no coinciding Improvement Action relating to it. If I remember correctly, we discussed the need for reciprocity in certification for PTLW or a way to make certification easier for folks coming out of industry, especially in the skill trades. It may be in our notes. Other than that, this looks solid	Raghib Muhammad	Phase 1
General	Since I was not at our last meeting, I have some questions but these can wait until our meeting in July. These are more about terminology than content. Nothing that would substantively change this document.	Dena McCaffrey	Phase 1
General	Great job, everyone! The documents are very thoughtful and detailed. The inclusion of data metrics is valuable for our future decision-making!	Kathryn Swan	Phase 1
Student Achievement	In light of the current push from the Feds (and active support from MoDESE) concerning US-DOL Registered Apprenticeship Programs, I would prefer to see a separate category for RAPs (e.g., enrollment upon HS graduation metric) on page 3 of 5 in the Strategic Measures Draft #2 doc.	John Gaal	Phase 1
Values	I believe that the word "Agility" should be the seventh value word. Based on industry needs and at times to be creative "inside the box" to meet those needs. The school being inside four walls, is often not relevant anymore and other startup programs have ventured outside the concepts of a building. I also believe that infrastructure is a key to our success and if we pursue buildings, these buildings may look a lot different than the ones currently existing	Brian Noller	Phase 1
Mission	Page 1 Mission: Change "support" to "secure"?	Sarah Unsicker	Phase 2
Student Achievement	Page 3 o Measures/Objectives: Some will be more difficult to measure than others o Improvement Actions: These are very big actions and would be very beneficial if accomplished! Can we look to other states to see if other states have evaluated the value of technical organizations and/or can we partner with other states to do so?	Sarah Unsicker	Phase 2
Marketing	Page 4 Like that "improve the image" is a goal	Sarah Unsicker	Phase 2
Business & Finance	Page 6 It feels like the data collection and interpretation involved will be huge; will probably take quite a bit of resources (money and people) to handle.	Sarah Unsicker	Phase 2
Mission	Page 1, Mission: "CTE exist to provide..." [CTE exists] "...so that they have the skills, knowledge and experiences necessary to support future jobs in business and industry." [Maybe secure future jobs...]	Dena McCaffrey	Phase 2
Stakeholders	Page 2, Stakeholders: "Who cares the we exist? (in other words, who has stake in our success?) [Who cares that we exist? (In other words, who has a stake...)] "Why do they care we exist? (in other words, what do they need) [Why do they care that we exist? (In other words, what do they need?).	Dena McCaffrey	Phase 2
Student Achievement	Page 3, Measures/Objective: "Technical Skill Attainment/Industry Recognized Credentials". [The "Skills" in TSA is usually plural.]	Dena McCaffrey	Phase 2
General	Overall this looks good to me. I think we have the opportunity for better communication between the school districts and the tech center. I think we have the opportunity to work with Redefining Ready to help launch a new focus on tech ed.	Dena McCaffrey	Phase 2

Mission	To provide relevant and meaningful learning experiences for students so they have the hard AND soft skills, knowledge and experiences necessary to... Under the values section I would suggest Students, relevancy, quality programs Academic and Business partnerships...	Dena McCaffrey	Phase 2
General	We seem to network with other schools especially with the MOTR credits but can we do a better job of networking with our business partners? It takes a lot of effort from a department to establish and maintain relationships, but I feel it is vital to the area we serve.	Dena McCaffrey	Phase 2
General	On outline 1 programs need to track through a survey how well they are doing. This creates an open dialogue with a business partner to allow the program to produce better students. NATEF requires we do it and I feel they are right.	Dena McCaffrey	Phase 2
Business & Finance	On outline number 2D it says they are not for whatever the reason tracking the external varied funding sources. We need to be able to because we need external funding sources. Our program has benefitted considerably with external funding in the way of donated cars and engines and transmissions. Could this work for other programs?	Dena McCaffrey	Phase 2
Program & Staffing	Lastly, I think the retention of teachers is or was being tracked and as a whole CTE has a hard time keeping teachers. If we stopped tracking them we need to track this. I also feel we need to do an exit interview with a leaving instructor to find out why he or she is leaving their job. We need to know what happened so we can address the issue.	Dena McCaffrey	Phase 2
Values	Page 1, Values: "Integrity " [Integrity, Success]	Dena McCaffrey	Phase 2
Stakeholders	Page 2, Who cares: "Who cares the we exist?" [cares that we Add to list - Colleges Page 2, Why do they care: "Why do they care we exist?" [care that we] "quality programs" [quality programs and diverse opportunities]	Dena McCaffrey	Phase 2
Values	Add to list – Prepared Students	Dena McCaffrey	Phase 2
Student Achievement	Page 3, Measures/Objective: What about subsequent college enrollment? Student Attendance – Should we be measured on this? Career Tech Student Organization Success – Challenge for Post-Secondary	Dena McCaffrey	Phase 2
Student Achievement	Page 3, Improvement Action "...needs and encompasses academic" [encompasses] "...and TSA) and identify the need for other technical..." [need to create additional technical] "Develop a plan to support the success of students achieving CTE criteria." - This doesn't fix 2/g	Dena McCaffrey	Phase 2
Marketing	Page 4, Improvement Action "...norms and expectations that would support fact based decisions ..." – fact-based	Dena McCaffrey	Phase 2
Program & Staffing	Page 5, Measures/Objectives Placement data (6 months/5 year) - College Enrollment or Job Placement? Improvement Action "Explore and utilize innovative ways to use of technology..."	Dena McCaffrey	Phase 2
Business & Finance	Page 6, Improvement Action "...data and utilized to make fact based decisions ..." – fact-based "...Create a return on invpsment measure..." [on investment measure] "...responsible decision making and determining progress." – Listed Below	Dena McCaffrey	Phase 2
General	Page 7, Strengths "Stem work..." [STEM] "4 year college mentra" [mantra]	Dena McCaffrey	Phase 2
General	Missouri Career and Technical Education Advisory Council Page 2, -Lots of new data. Consider how best to reduce added work on already strained LEA personnel.  2d Seek/Obtain External varied Fund Sources – No x's, who does this?	Dena McCaffrey	Phase 2
Business & Finance	Page 4, Business & Financial Operations "... that would stay engaged a minimum..." [stay engaged and meet a minimum]  Student Achievement – MOSIS representative?	Dena McCaffrey	Phase 2

General	I'm not sure exactly what you're looking for in the way of feedback, but let me give it a shot. Strictly from a "big picture" viewpoint, I'm pleased that DESE is working with the CTE Advisory Council to develop a strategic plan. Looking at the two attachments, I believe you're on the right track, although it's very early in the game, so there's not yet a lot of detail. My company employs many State Tech grads, and hope to add even more in the future. Thus, we are always interested in working with you to help you improve your programs. Let us know if there is more we can do in this regard.	Vicki Schwinke	Phase 2
General	I would be happy to assist in this but in looking at it I'm not sure exactly how this is supposed to work. Can you possibly fill out a mock form so I can see exactly what you are wanting me to do? I'm not sure if these are general statements you need me to comment on or are they yes/no questions? And would the answers be based on students we employ currently or prospective students? Let me know what you're looking for and I'm glad to assist. (I responded to him, but did not hear back.)	Vicki Schwinke	Phase 2
General	I have reviewed these documents but have no feedback to offer other than it looks like progress!	Vicki Schwinke	Phase 2
General	I read the plan, please let me know how I can assist.	Chris Heslinga - Smithville High School	Phase 2
Student Achievement	I do believe that sending schools also care about opportunities for their students, not just having quality programs. I hear that quite a bit from sending school staff. (Doc 1, page 2)  I don't see any action related to placement data, especially when there is a 5 year indicator. (Doc 1, page 5) Also, on Doc 2, page 3, it mentions data is available in row 4h, but if a 5 year placement rate is a goal, how/who would be collecting that data? I believe that a 5 year placement rate would be great data to have and that it would support what CTE is about, but not sure it should be tied to any performance measure of a CTE center.  Also don't see any actions related to measuring perception of stakeholders. (Doc 1, page 5)	Mike Pantleo - Collected information from the Missouri Council of Career and Technical Educators	Phase 2
vision	Just an observation but did not see the word "technical" in the vision. Also I think CTE should be spelled out to make sure Career and Technical Education is more emphasis and is not lost in acronym world. Just my thoughts	Mike Pantleo - Collected information from the Missouri Council of Career and Technical Educators	Phase 2
Mission	I reviewed the documents and just have a few very minor grammar suggestions. I think the content of the plan looks great!  Mission Mission CTE exist to provide relevant and meaningful opportunities for students, so [add comma] that they have the skills, knowledge and experiences necessary to support future jobs in business and industry. To guide and support Missouri schools in preparing success-ready students. [ add hyphen] A success ready student has the knowledge, skills, behaviors, and experiences to achieve personal goals and contribute in all facets of life.	Mike Pantleo - Collected information from the Missouri Council of Career and Technical Educators	Phase 2
Marketing	General statements they conveyed: 1. St. Joseph is a manufacturing city and the third largest exporter of manufactured products in the State of Missouri. 2. St. Joseph currently has 700 skilled labor jobs that "cannot" be filled due to the lack of skilled workforce. 3. St. Joseph is the only manufacturing city in Missouri that does not have a 2-year Community College that could provide advanced skill training needed to meet today's workforce needs. 4. Technical education and training resources in the St. Joseph area are "basic and very slow to react". They viewed the education system as having limited interest and/or resources in working with St. Joseph industry to meet the fast changing needs of technical and manufacturing skills. 5. Many St. Joseph businesses are using Technical Schools and training centers in Nebraska to meet many current workforce training needs. The Chamber is currently soliciting the NE training centers to add a satellite training center in St. Joseph. 6. They did add that they've visited several MO – CTE schools and while there are good schools they mentioned, they are not local and need to be located either in St. Joseph or in close commuting distance.	David Webb - St Joe Chamber of Commerce	Phase 2
Format	The Strategic Focus Areas: Both felt the focus areas were appropriately identified	David Webb - St Joe Chamber of Commerce	Phase 2

Marketing	Marketing, Image and Partnership Career centers need to do a better job of building "Relationships". Don't ask businesses about their workforce training needs if you cannot follow through in meeting those training needs, it will only make the situation worse.	David Webb - St Joe Chamber of Commerce	Phase 2
Business & Finance	Business and Financial Operations: Once relationships are developed, a number of businesses have the ability and willingness to provide capital assistance as long as they see a direct benefit to help train and meet the workforce needs.	David Webb - St Joe Chamber of Commerce	Phase 2
Program & Staffing	Programming and Staffing: Technical education needs to begin at the middle school level with "survey interests" and then create "career pathway" for those students that have a "skill path" interest. The Tech classes' pathway needs to be seamless through Middle School; Jr. High; and High School on through Career Centers.  Consider looking at the Independence School dist. "Career Academy" they believe is interesting concept.  Instructors: Career Centers need to take advantage of the experienced and retiring skilled workforce and create a pathway where skilled workforce can teach their trade.  Programming needs to be elevated beyond the very basic training.	David Webb - St Joe Chamber of Commerce	Phase 2
Student Achievement	Student Achievement: Soft skills and reliability continues to need improvement.	David Webb - St Joe Chamber of Commerce	Phase 2
Stakeholders	Page 2 - Business & Industry - skilled labor, can we say skilled workforce. I think "labor" paints a picture of physical labor which is not the case.	Alicia Stephens - Platte County EDC	Phase 2
Student Achievement	Page 3 - placement could be expanded to placement in a related field (that's what businesses want to know) idea - add something about starting wage range under placement. trying to paint a picture for kids that they can earn a good wage graduates going for post-secondary education. not necessarily college, but more education. Again trying to paint a different picture of the CTE students	Alicia Stephens - Platte County EDC	Phase 2
Marketing	Page 4 - Marketing, Image, partnership - perhaps add under measures the number of presentations done in the community. We need to figure out a way to educate parents i.e. Rotary presentations, chamber presentations, community presentations in our marketing efforts, we measure print & social media too i.e. twitter, website, linkedIn	Alicia Stephens - Platte County EDC	Phase 2

<p>Program &amp; Staffing</p>	<p>I have just a few areas to consider. For school districts finding industry proficient teachers to work with students at the highest level in regard to the profession, and to bridge the gap between industry and high school, is very difficult. It is difficult for Liberty to find amazing candidates, and therefore I cannot imagine how difficult it is for other districts to find candidates. We are wanting candidates who are both fantastic in their understanding of the career they are teaching, and also have the requirements deemed necessary by the state to be a teacher.</p> <p>Is there a way for CTE programs to provide grace for the requirements of certifications for teachers? Please do not misunderstand, as I believe that quality teaching is necessary and rules to ensure the best teachers are in the classroom are understandable. Yet, why would I (as a professional in say the Automotive industry, or Computer Science, or Business, or Nursing, or a Chef, or.....the list could go on and on) take a pay cut to be a teacher (starting off on the first tier of the teaching salary schedule verses the industry I was employed in), have to then take extensive classwork (at my own expense), and then pay to take a test to be certified? Thus, we (school Districts) are hiring teachers, who have NEVER been in the industry (Business is a great example, Computer Science is another one, again the list could go on and on...) to teach our kids about best practice in regard to industry. We end up getting history teachers (no offense I was one), who take a test to be certified, who teach kids in traditional ways, do not align with Common Sector Competencies, and definitely do not prepare them for careers in industry. Thus students are not passing tests, have no real interest in internships, and leave HS without the necessary skills to be successful in a pathway. CTE programs as a result are not growing, as students do not see the purpose or the connection to a career.</p> <p>There needs to be grace in this area of CTE certification to districts and to teachers who come in skilled and educaMy second area of question is under Student Achievement. When it states 'Attendance of Students meeting the goal", what exactly does that mean? Will it be communicated in another area what 'the goal' is exactly? Is this another place where districts will have to prove attendance, and then be accountable to the attendance of students in the program? Will this be another area of APR reporting?</p> <p>I appreciate you asking for feedback. Please let me know if there is anything at all you need. This too is work that I feel very passionate about, and want the very best for all of our kids.</p> <p>ted in a CTE area. This could be explained under 'Programing and Staffing'. Why couldn't we accept the education of CTE teachers and have them take a praxis in their area of expertise? We cannot continue to want different results for our students when we are doing exactly the same things with the adults involved.</p>	<p>Beth Hyde - Liberty S</p>	<p>Phase 2</p>
<p>Format</p>	<p>The big, obvious issue is that now that they are developing a true action plan of their own, which will require more from us, it is critically important that we collaborate directly to merge their plan and ours into one. As you all know, this is a huge issue we if continue to develop work plans as two separate entities.</p>	<p>Beth Hyde - Liberty S</p>	<p>Phase 2</p>
<p>General</p>	<p>Document needs some editing and word smithing.</p>	<p>Dennis Harden - DESE Staff Feedback</p>	<p>Phase 2</p>
<p>Student Achievement</p>	<p>Student Achievement  a. I like the evaluation of CTSO's – provided it's reasonable and meaningful. It would be a great way to promote how important and impactful these tremendous organizations are while bringing to light our CTSOs strong leadership.  b. Develop a plan to support the success of students achieving CTE criteria. How do you support the success of students? Would suggest clarifying.</p>	<p>Dennis Harden - DESE Staff Feedback</p>	<p>Phase 2</p>
<p>Marketing</p>	<p>Marketing, Imagine, and Partnership  a. Goal – includes two separate tasks (as do others)  b. What kind of opportunities are being created?  c. No measures for opportunities created  d. Improvement Plan  Develop an incentive plan associated with CTE Certificate (possibly free community college). An incentive plan to promote the CTE certificate? What does associated with mean?  Second item needs clarification and simplification  These are worthy action plans but are a full time job for a couple of people!</p>	<p>Dennis Harden - DESE Staff Feedback</p>	<p>Phase 2</p>
<p>Program &amp; Staffing</p>	<p>Programming and Staffing  a. First action takes a lead in determining funding allocation – wondering about this, as the rest of you are!  b. Some very good actions</p>	<p>Dennis Harden - DESE Staff Feedback</p>	<p>Phase 2</p>
<p>Business &amp; Finance</p>	<p>Financial – complex but worthy issues addressed.</p>	<p>Dennis Harden - DESE Staff Feedback</p>	<p>Phase 2</p>

Stakeholders	Page 2: I believe comprehensive high schools need added to the stakeholders list, as they also house many CTE programs.	Dennis Harden - DESE Staff Feedback	Phase 2
Student Achievement	Page 3: I strongly agree with the first improvement action under the goal, "Improve student achievement relative to CTE." This would streamline IRC processes. The third improvement action regarding CTSOs could be aligned to the CCQI. I believe this would give a clear indication of CTSO success overall and in individual school districts.	Dennis Harden - DESE Staff Feedback	Phase 2
Business & Finance	Page 6: Since CTE recently completed the work through a separate advisory board regarding CTE funding, I would suggest that we study the impact of these changes that have just begun before creating new measures.	Dennis Harden - DESE Staff Feedback	Phase 2
General	MO CTE Strategic Plan Draft Outline #2: · Beginning on page 2, there are a multitude of "no's" listed under available data. I would suggest that a timeline be developed to offset work so that initially, development could be progressive based on prioritization and dispersed between goals.	Dennis Harden - DESE Staff Feedback	Phase 2