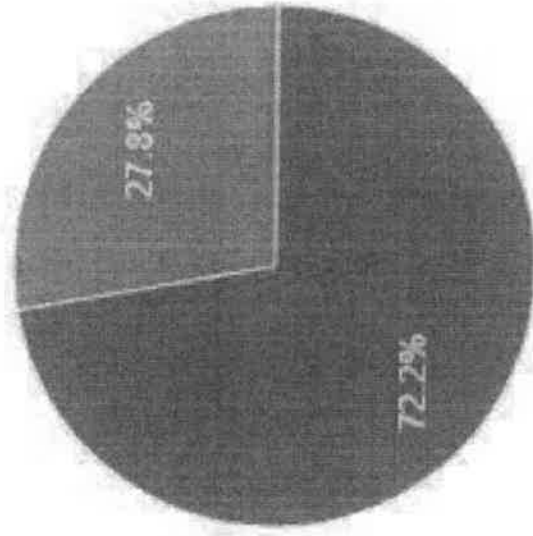


MO CTE Advisory Council
Strategic Plan
Survey Results for Priorities

Monday, October 22, 2018

Affiliation of Survey Participant (Dropdown)

18 responses



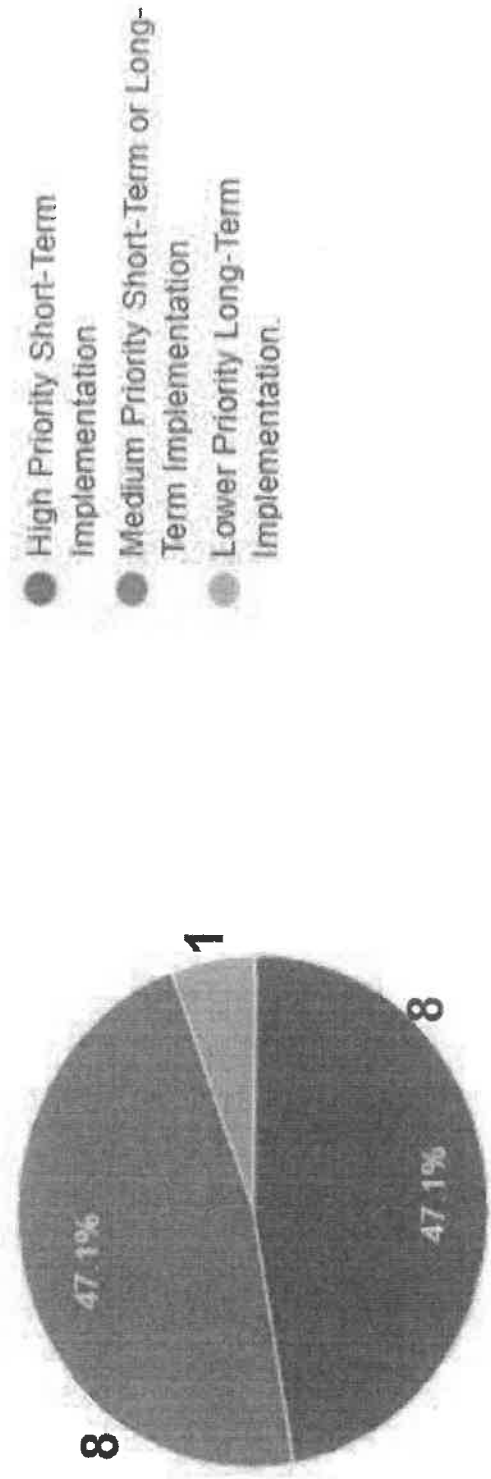
● MO CTE Advisory Council Member
(Voting or Ex-Officio Member)

● DESE CTE Staff

CTE Advisory Council = 13 of 18 (1 Email Sent by a Council Member that did not complete the survey)
DESE = 5 of 12 responded to survey (2 emails sent DESE Staffers that did not complete the survey)

This is a sample of what the results look like. For sake of time, we will not go through all of the graphs

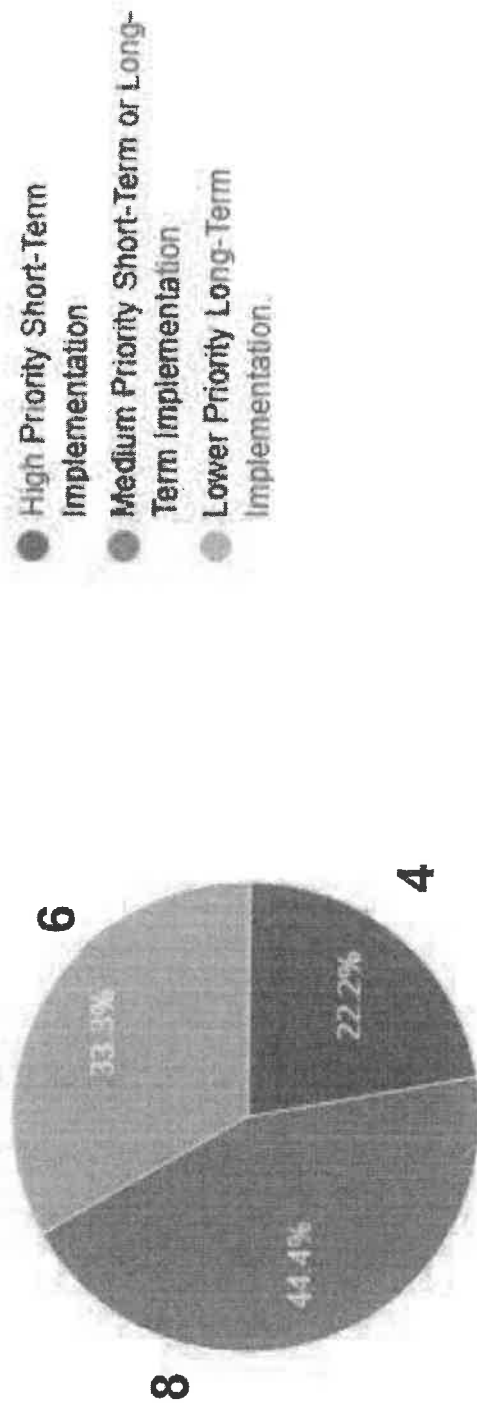
STUDENT ACHIEVEMENT #1 - Develop and implement a comprehensive and systematic process that improves ... and Industry Recognized Credentials. 17 responses



This is a sample of what the results look like. For sake of time, we will not go through all of the graphs

STUDENT ACHIEVEMENT #2 - Develop and implement a comprehensive and systematic process that improves ... Education students' graduation rate.

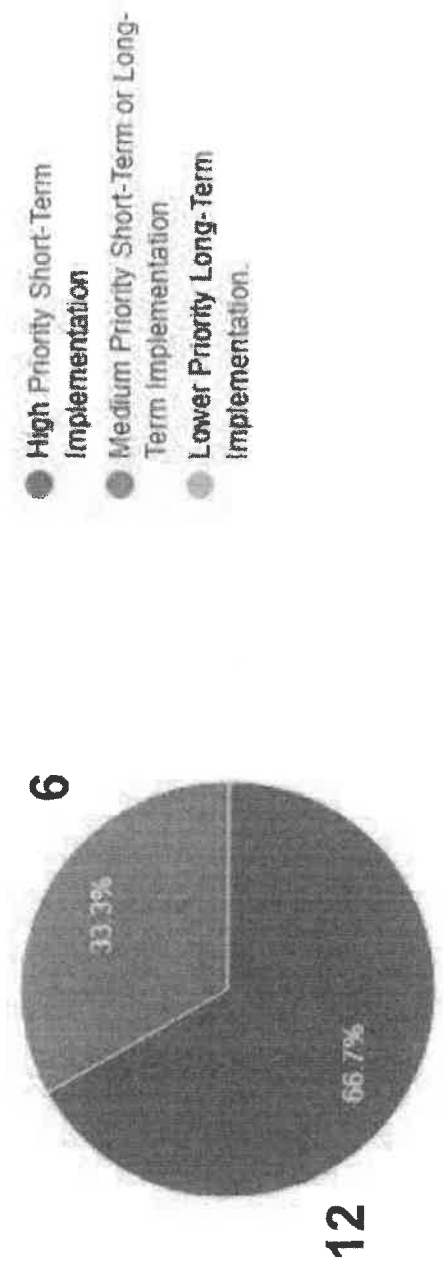
18 responses



This is a sample of what the results look like. For sake of time, we will not go through all of the graphs

MARKETING, IMAGE & PARTNERSHIP #1 - Design and implement a cohesive statewide communications a...nd Changing Perceptions document).

18 responses



This link takes us a Index Matrix that Summarizes the Feedback offered by the CTE Advisory Council & DESE CTE Staff Members

- There were 18 participants in the survey
 - (2 questions were unanswered by 1 member - this offered only 17 response counts on two questions)
- The index scoring system was designed and designated with a score below:
 - High Priority, Short-Term Implementation = 10 pts
 - Medium Priority Short-Term or Long-Term Implementation = 6 pts
 - Lower Priority Long-Term Implementation = 3 pts
- All selections were plugged into the designed column and then calculated to produce an index score
- Full disclosure, 10, 6, & 3 were arbitrary numbers chosen. They were selected prior to input and remained following

Strengths of Plan:

- Helps to focus our actions as a state.
- Interestingly enough, the strategic plan aligns very nicely with some of the upcoming requirements that will be addressed as we move forward with Perkins V development and implementation.
- Recognition that the end goal for CTE is to train students with the skills and knowledge that are needed to support the economic development of the state. I think a big part of this is getting industry involved and this plan incorporates them very well. Another huge part is getting students enrolled in the programs, and marketing is one of the key areas.
- The focus areas
- input from a multitude of stakeholders
- The plan is very collaborative in nature and has the input from many stakeholders. The Vision, Mission, Values and Focus areas are very strong and focused on the needs of the plan
- Comprehensive
- Data is addressed - strategic areas have been identified
- Clearly identifies three focus areas. Appreciate the opportunity to "rate" the importance of the actions.
- Focused, consensus developed, covers gaps in existing areas i.e. marketing effort
- The plan aligns to the SPM work of OCCR, and its focus is relevant and comprehensive.
- I believe marketing is a key component for the plan.
- Clear and concise goals and improvement actions.
- The Plan attempts to include a broad range of input
- Supporting awareness of value and importance of CTE. Prioritizing performance and funding.

Concerns/weaknesses of the plan

- Future improvement is built on resources that are already allocated.
- Not really. I think it is a good representation of needs.
- Will the commitment and funding be available to support a successful marketing campaign to change perceptions, grow CTE and business partnerships?
- Lack of funding to support the plan
- My greatest concern is the capacity to operate the plan. How will the plan be implemented?
- The future of TSA/IRCs is unknown at this time with new Perkins and MSIP.
- Common language (need clear definitions)
- Marketing - agree this needs to be addressed so that CTE is not seen as the "lesser of" a 4-year degree program, and would love to find ways to do this collectively on a statewide level.
- At this time, there are no data metrics for tracking performance. This will have to come in the next 6 months upon approval of the plan on Oct. 22nd.
- Most of the Key Measures within the plan currently do not have data available. Although these are very important, this is a significant amount of work. Also, are we currently collecting and reporting data that we would stop because of these new measures?
- Business and Financial Resources are a strong focus, but with DESE serving as a state government entity, I question if these strategies are all realistic. I believe we need to reevaluate the possibilities now or as the committee strives to complete improvement actions. This will take a strong collaborative effort between the committee and DESE-CTE staff.
- Concern: Whether or not we have the finances to implement the Marketing, Image, and Partnerships goals or any other goals that require a financial commitment.
- Some of the Improvement Actions are more statements than action items
- Focus should remain less on activities of CTE council and more on strategic initiatives and outcomes.

Other specific suggestions for the improvement of the plan?

- Continue to look for business engagement.
- As priorities are decided as to what is addressed short-term and long-term, it is critical that staff and fiscal resources are considered.
- Representing higher education institutions, I wish Higher Ed was more involved in this or that there was a similar group over at MDHE (maybe there is?). I've heard feedback from employers that some traditional "CTE" jobs have gotten complex enough that a 4-year degree is preferred. However, many higher education programs aren't focused on "CTE". Rather, I would say we are devalued in ways similar to what is found at k-12 and college.
- I strongly recommend DESE utilize a third party professional marketing firm to coordinate and execute the marketing plan.
- Need for more businesses (not association reps) to engage
- Focus on the action teams...make sure they are developed fully. Put the plan in motion very soon...we cannot wait any longer
- I hope that the action to develop a comprehensive PD Plan that supports the success of CTE teachers and retention of quality staff, also addresses certification.
- Within student achievement section, to talk of assessments and credentials, I believe there needs to be some form of discussion or mention of "standards-based" "competency-based" "curriculum" to align with the assessment. Credentials should truly be valued by employers and would like to provide to students what is valued by B&I (and not just a test that has to be taken to satisfy a requirement).
- Not at this time
- If Action Teams only meet twice per year, I believe progress will move very slowly. I would suggest quarterly meetings with specific deadlines to keep the team on task. These meetings could be held virtually.
- None.
- Remove non-action items which will make the plan stronger
- Needs an explanation for how it will align with DHE, DED, DWD and private sector state plans such as Workforce 2030. This cannot be done alone.

Other feedback offered outside of survey:

Council Member:

Just a few comments that I will note per page of the document you have provided:

Page 3 - Student Achievement - Agree with all. Improvement Actions are well bulleted.

Page 4- Marketing, Image, and Partnership

Regarding the last bullet point, Design a comprehensive survey ...I can see where the development and implementation phases in the Student Achievement section will be very satisfactory to the legislators. But what does Business and Industry want from us? Will all of our developing and implementation be recognized by Business and Industry resulting with CTE's certificated individuals getting priority in the hiring process?

Page 5 - Business and Financial Operations

Under the bullet points Explore and utilize additional funding sources...And Expand the CTE Advisory Council and/or its' communication processes...I definitely believe if Corporate Sponsorships can be formed with CTE and worked somehow into grant funding opportunities that statewide recognition of CTE will be very noticeable. Think of all the advertisement gained locally by the big corporate stores that operate in our communities; that's a win for them, CTE, and local school districts. I'm thinking Corporate sponsors, i.e. John Deere, Lowes, Home Depot, O'Reilly's Automotive, Lucas Oil, Chevy, Ford, CVS, etc., all specific to programming.

Page 6 - I like the chart. Data Available Now? shows the work still to be done.

Page 7 - The last paragraph:

These **action teams** would be staffed...I believe we need to involve/include key, vocal, Legislators who are known CTE supporters as a part of the action teams.

Council Member:

I went through the document. I did not see anything that looked out of place and have no comments.

Other feedback offered outside of survey:

DESE Staff Member:

Staff member felt it was challenging to give feedback via the survey. (I paraphrased some here): I believe that marketing CTE is the priority and everything falls in line under that. Some next questions might be:

- How do we pay for a marketing program?
- Are schools interested in paying for and using a marketing program?
- Are there ways to leverage current systems that are in place, such as MSIP, to require schools to perform in a way that can be used to market CTE? For instance, adding IRCs to the MSIP scoring guide gives us data that can be used when marketing CTE.
- Would adding a measure to count CTE certificates also be data that could be used for CTE marketing purposes?
- What about A+--it's not CTE specific, but it will pay for post-high school training in CTE areas.
- Are we fully using the resources available through ACTE and MoACTE?

DESE has a communications office that can release statements and exceptional practices to the news media on a regular basis. This could be a very efficient way to share school-business partnerships statewide as usually these news releases are picked up locally, statewide and often nationally. But schools have to send us items to release.

DESE Staff Member:

Mainly a few questions. Nice work.

- Creating Career Ready Missourians - Does this insinuate not preparing for global?
- Parents - Should we add guardians?
- Technical Skill Attainment - Is it necessary? Not it Perkins, do we still want to keep? IRC holds more value to students
- Number of CTE Certificate Earners - Should we have a percentage of concentrators instead?
- Number of Apprentices, Opportunities..other. Which partners - LEA Partners or CTE AC Partners? Business Partners?

Affinitized Information Summary (Putting together common themes for simplicity)

Plus/Strengths

- Focused on three key areas and needs of the state, Comprehensive with VMV
- Aligns to work that is going to be required for Perkins and aligns to OCCR Work
- Collaborative with input from many stakeholders
- Data is addressed
- Marketing is the priority and addressed in the plan
- Prioritizes clear goals and a need for funding

Delta/Concerns/Challenges

- Funding available for implementation
- Is there Capacity to execute this plan?
- Will commitment be made to address marketing needs? Change the perceptions
- The future of TSA's/IRC's
- Common Language/Definitions Needed
- No data metrics for tracking performance. Are the ones currently reported relevant moving forward?
- Is it realistic to have DESE seek outside funds, need for a collaborative effort between council and DESE
- Focus should not be on action of council, but of strategic initiatives and outcomes

Suggestions

- Continue to look for business engagement and support (not just association reps)
- As short/long term priorities emerge, find staffing and financial resources to implement
- Involve higher-ed more moving forward. Are there more needs for 4 year degrees due to complexity of jobs?
- Remove non-action items - makes plan stronger
- Consider A+ Funding - will it pay for post-high school training
- Consider utilizing organizations (ACTE, MOACTE, Advanced CTE
- Strongly suggest utilizing a 3rd party marketing firm
- Focus on action team and make sure they are fully developed (Should they meet more than twice a year)
- Put the plan in motion now, can't wait any longer
- Look at standards-based and competency-based curriculum. Credentials should be valued by employers.
- Develop an explanation/alignment plan with other agencies (DHE, DED, DWD, and private sector)
- Ask schools to help pay for part of the plan
- Look at "Missourians" & Parents/Guardians
- Utilize recommendations on last page of plan from facilitator