CTE Advisory Council Meeting
Monday, January 27, 2020
Jefferson State Office Building
205 Jefferson Street - 13th Floor
Jefferson City, MO 65101

Attendees
Jackie Jenkins, director, Lake Career and Technical Center
R.J. Catizon, outreach specialist, St. Louis Carpenters Joint Apprenticeship Program
Dr. Bart Washer, professor at University of Central Missouri
David Webb, vice president of FCS Financial
Dr. Raghib Muhammad, CTE administrator, Ferguson-Florissant School District
Brian Crouse, vice president of education, Missouri Chamber of Commerce
David Rockers, director, Franklin Technology Center
Dr. Sam Duncan, superintendent, New Madrid County R-1
Dr. Dena McCaffrey, president-elect, Jefferson College
Jonathan Walker, instructor, Kirksville Area Technical Center
Vicki Schwinke, dean of academic and student affairs at State Technical College
Anna Hennes, program leader, Kauffman Foundation
Dan Stroot, senior manager, Boeing-LLOC

Not in attendance
Rob Dixon, director, Department of Economic Development
Sen. Gary Romine, republican senator
Rep. Kathryn Swan, republican representative
Rep. Sarah Unsicker, democratic representative
Sen. Gina Walsh, democratic senator

Nonvoting ex officio members attending
Mardy Leathers, director, Missouri Division of Workforce Development
Rene Yoesel, director of school counseling, Department of Elementary and Secondary Education

Department of Elementary and Secondary Education (DESE) staff attending/presenting
Dr. Blaine Henningsen, assistant commissioner, Office of College and Career Readiness
Dr. Roger Barnes, coordinator, Career and Technical Education
Steve Bryant, Career Pathways manager
Michael Harris, chief of governmental relations, Governmental Affairs
Lori Brewer, director, Business, Marketing and Information Technology
Leon Busdieker, director, Agriculture, Food & Natural Resources
Oscar Carter, director, Skilled Technical Sciences
Theresa Struemph, director, Family Consumer Sciences and Human Services
Byewasko Gilbert, director, Engineering & Technology
Alicia Hunt-Ketterman, assistant director, Career Education Special Needs
Barb Gross, administrative assistant, Career and Technical Education

Guests
Sarah Topp, MoACTE
Dr. Kevin Gwaltney, Joint Committee on Education
Robert Russell, University of Missouri Extension
WELCOME AND INTRODUCTIONS
Meeting called to order at 10:04 a.m. by Jackie Jenkins, chair.
Introduction of four new members.

AGENDA ITEMS

Individual CTE Advisory Council Member Updates

DESE and State Board of Education Updates – Assistant Commissioner, Blaine Henningsen
- DESE Update Presentation

CTE Marketing Strategies

- Changing Perceptions explained to new members - DESE Pathways Manager, Steve Bryant
- CTE Marketing Campaign - DESE Communications Director, Mallory McGowin
- New resource - Advanced CTE

Recommendation made for DESE to work with Advanced CTE on marketing strategies.

Motion moved by R.J. Catizon, Brian Crouse seconded motion. Passed unanimously.

Working Lunch –DESE Commissioner, Margie Vandeven

Strategic Plan Committee Reports:

- Marketing
  - Perception Survey Update – Rob Russell – University of Missouri

Perkins V State Plan Development Process Update – Coordinator, Roger Barnes

- CTE/Perkins V Update

CTE Certificate-Revised Design

- New format, all criteria listed on front, downloadable, and it will be completed at the local level.
- DESE is advocating a Seal for CTE (IRC)

Educator Preparation Programs Information/Certification – Jackie Jenkins

- Brian Crouse added to agenda based on his conversations when he is out around the state.
  - Losing teachers, can’t find teachers or hire the teachers they need for CTE.
  - Path to go into a CTE field of teaching, not enough educator preparation programs
  - Can CTE Advisory Council do anything to assist with the issue/problem?
  - Discussion ensued regarding this topic.

Action Item: request for DESE to bring CTE teacher retention data to the next meeting.
Data Questions for DESE Commissioner

- Requesting input from the CTE Advisory Council – email sent out to members by Blaine, please send any questions you have to blaine.henningsen@dese.mo.gov.

Request from State Rep Kathryn Swan

- SB40 – Committee that addresses residential, vocational, career trainings for constituents with severe disabilities. Would the Council be willing to have someone on that committee serve on the CTE Advisory Council?

Legislative Update – Mike Harris

- HB1868 and SB536 are about the work of CTE and the CTE Advisory Council. They want to ensure positive momentum/work continues.
- HB2174 and SB830
- Other topics that could be discussed this session:
  - WorkKeys
  - Computer Science Funding
  - School choice

Public Comment Period

- No public comments.

WRAP UP/UPCOMING EVENTS

- Recommendation was made for the additional two industry members to start their term in January 2021 rather than July 2020 as previously voted upon. This will make it consistent with other member terms.

  *Motion moved by R.J. Catizon, Raghib Muhammad seconded motion. Passed unanimously.*

Meeting adjourned at 3:07 p.m.

- Next CTE Advisory Council Meeting:

  **Monday, April 27, 2020**
  Governor’s Office Building
  200 Madison Street – Room 470
  Jefferson City, MO 65101