## MEETING MINUTES

# Virginia Career and Technical Education Advisory Committee

9 a.m. to 1 p.m.

Thursday, January 20, 2022

Virtual Zoom Meeting

### Attendees

Christina L. Clark, Dr. Victor H. Gray, Susan Long-Molnar, Marsha Lopez, Darla Miller, Lorin S. Sodell, Dr. Sukeena Stephens, Dr. Linda Zanin, Dr. David Eshelman.

### Opening Remarks and Welcome

Dr. Stephens welcomed everyone and called the meeting to order at 9 a.m.

### Public Comment

No written public comment was submitted, and no one requested to make a public comment.

### Approval of Minutes (October 14, 2021)

The minutes were reviewed and approved by consent at 9:06.

### Employment Vulnerability of Virginia CTE Career Clusters and Pathways to COVID-19

*Kathryn Crespin, Analyst, Research and Policy, Demographics Research Group*

*Dr. Terance Rephann, Regional Economist*

*Weldon Cooper Center, University of Virginia*

Ms. Crespin introduced Dr. Rephann. He reviewed the economic and labor market effects of COVID-19 (the suspension of nonessential business activity and stay-at-home orders), its effects on occupational employment, and its impact and implications for CTE planning. He stated that in the long term, COVID-19 will affect teleworking/hybrid work, e-commerce, and increased automation, with negative impacts in customer service, office support, and food service occupations.

Ms. Crespin discussed the implications for CTE planning and education delivery methods: remote and blended learning, new learning management systems, virtual learning environments, and student access and equity issues. She stated that professional development related to learning management and communications is essential, along with adaption to delivery of content. She said it is important that teachers stay up to date on new and emerging technology, particularly in certain career clusters where automation is used. She emphasized that workplace readiness skills such as adaptability, critical thinking and problem solving, and continuous learning have been vital skills used over the last several years.

She reviewed occupational projections, noting that there often is a lag in federal projections that does not reflect the effects of the pandemic and said that Virginia Employment Commission regional occupational projections reflecting COVID shifts will not be available until summer 2023. The U.S. Bureau of Labor Statistics has developed an alternate set of 2019-2029 projections that show a strong negative impact in food service and sales, and a positive impact in IT and STEM. In terms of the comprehensive local needs assessment, she said that some of the labor market assessments developed before COVID will need to be reevaluated, and employer feedback, employer surveys, real-time labor market analytics and research studies will need to be used to help provide information until more solid data is available. She identified career clusters with a greater long-run risk of employment disruption: Agriculture and Natural Resources, Architecture and Construction, Hospitality and Tourism, Manufacturing, and Marketing. She recommended that CTE administrators use Appendix B of the report as supplemental information when reviewing data for the CLNA.

Dr. Stephens thanked Dr. Rephann and Ms. Crespin for their presentation.

### Work-Based Learning Update

Sharon Acuff, Work-Based Learning Coordinator

Dr. Nikki Finley, Work-Based Learning Specialist

Erika Temple, Work-Based Learning Specialist

Office of Career, Technical and Adult Education, Virginia Department of Education

Ms. Acuff discussed the initiative’s work in supporting Work-Based Learning opportunities for students through regional specialists, high-quality Work-Based Learning goals and those goals within the eight superintendent’s regions, and through resources. Currently, four specialists are serving the eight regions, with two additional specialists joining in late January and February.

Dr. Finley reviewed the goals of the initiative and how those goals would be accomplished through collaboration with postsecondary, development of instructional services, coordination with business and industry, and the development of tools to support regional and statewide efforts. She gave examples of school division goals for Work-Based Learning in several regions.

Ms. Temple reviewed the resources provided to school divisions in achieving high-quality Work-Based Learning goals, including virtual meetings with school divisions related to the challenges they face, a literature review of Work-Based Learning policies, and a resource repository on the CTE Resource Center website. She stated that a training handbook and professional development was being created for school division Work-Based Learning coordinators, and that a handbook for business partners also was being created. She briefly reviewed the Virginia Voyager network, a statewide platform to connect students with opportunities and to share and track students’ Work-Based Learning experiences.

Dr. Gray asked, what are we doing to encourage the participation of our CTE students in registered apprenticeship programs? Ms. Acuff said the specialists have identified that as a key point of focus in their expansion of program in collaboration with the Virginia Department of Labor and Industry.

Ms. Long-Molnar asked, how do you see the CTE advisory council supporting your goals at this point? Ms. Acuff invited the committee to attend a business community preview March 3 and to help get the word out that the network is coming. She also invited the committee to review activities to promote WBL opportunities and asked for any recommendations for improvements to the *Work-Based Learning Guide*. She also invited the committee to serve on curriculum development teams.

Dr. Gray, Ms. Clark, Mr. Sodell, and Ms. Long-Molnar offered to help with goals and promoting the efforts of the initiative.

Mr. Sodell asked, will the public (meaning employers) have an element of visibility to these data and opportunities?

Dr. Stephens thanked the Work-Based Learning team for their presentation.

### Connecting the CLNA to the Perkins V Local Plan and Budget Application

*Bill Hatch, Coordinator, Planning, Administration, and Accountability, Office of Career, Technical, and Adult Education, Virginia Department of Education*

Mr. Hatch gave an overview of the Comprehensive Local Needs Assessment (CLNA), its purpose (to analyze school division needs and the programs they can have), the guidance documents and template school divisions use to create the CLNA, and the requirements for the completion and use of the CLNA under Perkins V. He emphasized that the assessment helps school divisions connect it to their Perkins allocations through the local plan and budget application.

Dr. Stephens thanked Mr. Hatch for the presentation.

The committee took a 10-minute recess.

### Department of Education Update

*Dr. David Eshelman, Director, Office of Career, Technical, and Adult Education, Virginia Department of Education*

Dr. Eshelman noted the change in leadership including Governor, Secretary of Education and State Superintendent. He also noted that George R. Willcox, Director of Operations and Accountability in the VDOE Office of Career, Technical, and Adult Education, has retired after 47 years in education, with 41 of those years in state government.

He shared that the state leadership team met and was introduced to the new state superintendent, assistant superintendent of public instruction, and the chief of staff. The state superintendent noted that VDOE is in a hiring freeze, to make sure the positions are aligned with the governor’s policy agenda. Dr. Eshelman said that two vacancies remain in the Office of Career, Technical, and Adult Education.

He stated that the CTE office will release a mobile-friendly email newsletter the first Friday of July, October, November, February, and May.

He gave the committee an overview of the 118 curriculum reviews scheduled for the 2021-2022 school year. He noted that the request for participation is issued annually in a superintendent’s memo.

He noted that Microsoft Fundamentals Training is offered free to teachers.

He reviewed the hiring of six regional Work-Based Learning staff. With additional funding, the Office of Career, Technical, and Adult Education hopes to complete the hiring of the final two positions. The department is currently hiring a marketing and related cluster specialist and a family and consumer science and related cluster specialist, and they will be starting in late February. He noted that the associate director position and grant manager position have been advertised, but the positions are being held.

He described several project updates, including CTE month, the career success stars profiles, the student follow-up survey, a build-a-table project for credentialing, the COVID-19 report presented by Ms. Crespin and Mr. Rephann, the credentialing report, expanded capacity and features for Virginia Wizard, and Virtual Virginia resources and content related to courses.

He spoke about building leadership capacity and understanding of positions at the VDOE by providing job shadowing opportunities (synchronous and asynchronous) for educators serving on CTE-related associations who might be interested in state government work. The opportunities at VDOE will be focused on director, associate director, coordinator, and specialist positions. He also shared that he wants to continue to focus efforts on a CTE regional chair externship, through unique professional development related to Agile project management.

Dr. Stephens thanked Dr. Eshelman for the update.

### The Marketing of CTE Including Virginia CTE Month

Dr. Sukeena Stephens, committee chair

Dr. Eshelman shared what the VDOE Office of Career, Technical, and Adult Education is doing to promote CTE month in Virginia. He stated that the Virginia Association for Career and Technical Education’s annual professional development seminar is aligned with the start of the General Assembly and that seminar attendees visit the General Assembly and their local representatives. The career and technical student organization (CTSO) presidents have worked with the seminar and have the opportunity to attend a CTE month proclamation signing with the governor during the seminar. He shared that the signing did not occur during the seminar because of the transition of a new governor, but the Office of Career, Technical, and Adult Education is looking to secure a date in mid-February for the signing.

He said that VDOE will highlight Career Success Star videos through the state Twitter account (@virginia\_CTE) and asked the committee to retweet the posts in order to increase awareness of the careers and CTE month. Dr. Stephens asked that the tweets be shared on Facebook, too.

Dr. Stephens encouraged the committee to find the best way to let industry, parents, and others in our communities know it is CTE month. Ms. Long-Molnar suggested that the Career Success Stars videos could be posted to individuals’ LinkedIn pages and that any related posts/communications from VDOE be sent to the superintendents of schools and school division public affairs offices to include in their communications.

### Advisory Committee Member Roundtable

Dr. Sukeena Stephens, committee chair

Dr. Stephens invited attendees to share any recent updates. There were no updates from the committee members.

### Virginia ACTE Update

*Darla Miller, Virginia ACTE Liaison*

Ms. Miller noted that Virginia ACTE has been hosting bimonthly Virginia ACTE Live! presentations on Facebook. All 15 newly elected delegates were invited to the December 7 meeting, and they were invited back December 14 along with three members of the CTE caucus.

She said that Virginia ACTE was recognized as a Quality Association Standard winner by ACTE and that Laura Smith, the current VACTE president, was selected as a national leadership fellow.

She summarized the Virginia ACTE hybrid Professional Development and Leadership Seminar, noting that about 100 people attended the face-to-face sessions and that others had access to a virtual version of the seminar. She briefly discussed legislation of interest to CTE programs in the General Assembly.

### Adjournment

The committee adjourned at 12:51 p.m.

Next meeting: April 14, 2022, 9 a.m. to noon.