

**Business, Marketing, and Information Technology
State Superintendent Advisory Council**

AGENDA

February 12, 2019

8:30 AM - 10:30 AM

Toll-Free Number: (877) 820-7831

Access Code: 833205

1. Welcome (8:30 - 8:35)
 - a. [Introductions](#)
 - i. Members were instructed to mark their attendance and update position titles
 - b. Approve [November 2018 Minutes](#)
 - i. Stacey Ryan moves to approve minutes
 - ii. Jason Holter seconds.
 - c. Future Meeting Dates
 - i. Tuesday, May 14 (Teleconference 8:30 - 10:30 AM)
 1. Curricula & Standards
 2. Instruction & Proof of Learning
 - ii. Wednesday, August 7 (Tentative Date: In-Person Annual Meeting)
2. Leadership Network (8:35 - 8:40)
 - a. Updates to Advisory Council [Purpose](#) & [Website Presence](#)
 - i. Tim: Messaging is outstanding - encouraged members to submit a testimonial & headshot.
3. Positioning (8:40 - 9:40)
 - a. Review BM&IT quality program components
 - i. Reflection on August meeting
 1. [Quality B&IT Program Standards Self-Evaluation](#)
 2. [Quality Marketing Program Standards Self-Evaluation](#)
 - a. There was some feedback in August that the council is not qualified to give advisory on these tools.
 - ii. [Perkins Local Needs Assessment](#) - introduces a comprehensive local needs assessment that requires data-driven decision-making on local spending, involves significant stakeholder consultation and must be updated at least once every two years
 - a. Dave: It's one component of a larger application process.
This assessment is a lawful part of the new Perkins

authorization and will eventually require a public survey. New emphasis on need to update the tool every 2 years. Dave asks council if stakeholder consultation should be sought every year instead of 2 years.

- b. Feedback: What's the time spent on this in terms of teachers? How does it fit into time spent on ACP?
 - c. Dave: Legislation seems to be aligned, there will be other local needs assessments that need to happen. There has not been a local needs assessment in the past, sometimes we've asked districts to send something similar in but not really a data-driven piece.
 - d. Feedback: Is it possible to merge the application process with the data-driven piece so they won't have to do multiple submissions? Dave: Tim and I will look at that possibility.
 - e. Feedback: With outreach, make sure you are particularly reaching out to rural and minority community schools during the application process because it's going to look very different.
 - f. Stacey E. Feedback: How do we pull together particular stakeholders to give simple feedback?
 - g. Dave: What is the role of local employers? Should we *require* schools to involve a local employer? May be hard for less populous schools. What is the role of work-based learning? Currently tucked into the scope & sequence of the local needs assessment, but should it stand on its own and be given more perspective?
 - h. Cheryl Feedback: Costs a lot of money to bring back work-based learning. Is it possible that the school district could *choose* to report on work-based learning or other programs such as industry recognized credentials? Her small district did not have the employers to create work-based learning opportunities. Tim: the tool is there to help schools know which areas to invest more in and improve.
2. Role of Local Employers vs Regional Representation
 3. Work-Based Learning - identify and encourage opportunities for work-based learning

- a. Dave: New definition for work-based learning that includes simulated environments. Feedback: This needs to be captured, documented, and shared. It's an opportunity for rural schools to offer better work-based learning. Also, it is too difficult and problematic to have a separate committee on work-based learning components, the process should be streamlined.
- b. John Feedback: New Perkins language on majors and skill attainment seem problematic to me. Dave: The goal is to collapse and consolidate the process. Feedback: Middle school needs assessment seems a bit much. Tim: Please don't focus on the middle school language, we are focused on high school.
- b. Identify what data local programs should promote as part of an advocacy 1 pager (or CTE video)
 1. Tim: how do we highlight our outstanding programs?
 2. Jason: We were in front of the board last night. I brought my DECA officers to recap. Talked about different business partnerships, but for the most part the focus was on DECA. I wonder if this data would be best accumulated by a curriculum director or CTE director, *not* individual departments.
 3. John: Agreed on CTE director, the business department shouldn't have to individually report out.
 4. Jason: The board was craving more structure, the reports we give are basically random based on what we've been doing. They don't know how to gauge effectiveness.
 5. Stacey: We are on a rotation with our CTE departments, on a 2 year rotation. We get about 15 minutes, put a slideshow together where we show what we've been working on.
 6. Cheryl Kothe: Every board meeting we're able to give an update on CTE happenings. For example we had a career fair, we'd report that. We have a youth apprenticeship training coming up that we'd also report.
- ii. [College and Career Readiness Data](#)
 1. Tim: Report cards can showcase with data, graphs, visuals in a simple manner. Should we show this to our teachers or wait until we request districts to provide it? Many will be reporting this to their school board.
- iii. [Quality CTE Program of Study \(POS\) Framework](#)
 - a. Tim: We don't want this to be a time burden, but we want it to be done. We want some data points to demonstrate program effectiveness.

- b. Showcase BM&IT State Superintendent Advisory Council
 - i. Advisory Council Testimonials
 - 1. Develop Dissemination Plan
 - i. Feedback: What's your goal in disseminating this?
Who are you trying to talk to?
 - b. website
 - i. Dave: One way is to publish these testimonials on our social media accounts as we do with our CTSO state officers
 - c. Other
 - i. Dave: With students, it might be better to engage through ACP
5. Quarterly Wrap Up (10:00 - 10:15)
 - a. Council Member Updates
 - i. Stacey: WASC is partnering with national group ACTE, July 30 in La Crosse. Second group, how do we increase usership of CTE in minority groups but especially women?
 - ii. Ken Beno: Wisconsin Broadcasters, wi-broadcasters.org, an upcoming student seminar, distinguished graduate speaker from UW-River Falls.
 - iii. IT Annual Convention upcoming in March.
 - b. Questions & Next Steps