



CTE Advisory Committee Notes - Meeting #4 – December 19, 2017

Meeting Objectives...

- *Affirm our vision and formula for success (Conveyed through the LYFT Document/Chart)*
- *Finalize Recommendations for Request for Funds Process*
- *Review transportation plan/recommended strategies*
- *Identify priority audiences and draft communications plan*
- *Explore next steps needed in this initiative*

Review of Timeline and Staff Updates

- Today we'll finalize the LYFT Flyer and Request for Funds Process
- Have been meeting with some groups/sharing information about the opportunity; interest in expanding the medical careers model
- Working on logo and beginning to frame the web site
- January – Plan to get information and application process out to schools

Affirming Vision/Formula for Success - [LYFT Document/Chart]

The committee reviewed the current document and provided feedback through a Keep/Change/Add exercise. Overwhelming support for the document, particularly the “gear” graphic representation and collaboration, business-driven, and student-centered focus. Members agreed that adding the logo/branding once complete is essential to tie everything together. Feedback gathered (in brief below) will be used to finalize the documents for early January outreach.

Committee members suggested adding an overarching emphasis on outcomes rather just inputs. This may include the following:

- Highlighting the transformation aspect of student success
- Discussion of student skills toward meaningful employment verses discernment about opportunities/pathways – how can student success be more about dynamism; adaptability; goal-setting; getting on and off career ramp?
- Recommendations around incorporating outcomes statements into the document: Businesses are: Recruiting and retaining needed talent; Students are: Choosing to learn, work, and live in the region; Education, et al are: Meeting industry needs through innovative support and training for all students.
- Ensure focus on ALL students and local/regional career opportunities – “All students are aware of local/regional career opportunities, understand their interests & abilities, and are equipped to pursue a CTE pathway that best fits them.”

Transportation Barrier Strategies/Funding

Discussion took place around the big ideas and first steps that the committee brainstormed at the November meeting. The ideas were grouped as follows:

- Short-Term: Volunteers; Reimbursement; School Vans; Student Car Pooling
- Intermediate: Inventory/Mapping transportation; Logistics Plan; Integration districts use 318 Funds
- Long-Term: Legislation for Reimbursement

General group discussion indicated concerns by several members about the use of funds for this purpose due to challenges with sustainability. All agree that this may be a barrier for some students yet some are concerned about the level of commitment by individuals and the resources it would take to support a transportation plan. Final discussion ended in agreement that if some parameters were incorporated related to limited amounts, requiring matching funds, and/or other indicators of future sustainability, they would support this use of funds.

Finalizing Request for Funds Process

The committee reviewed the application documents and provided improvement suggestions. The suggestions followed key themes:

- Alignment –Work to align language between LYFT documents and application; Need to reflect the formula for success within the questions of the application (i.e. business engagement, collaboration, student success)
- Parameters – need more clarity of timeline and funding parameters; eligibility, rolling process, allowable expenses, range of applications/funding pot
- Review Process/Points – need to be transparent about process, will sections be weighted by points?
- Reporting –What might they need to benchmark/track?
- Budget – Several specific suggestions for improvement

Specific feedback was synthesized by Glaeser and provided to SWWC Staff. SWWC Staff and Consultant, Cheryl Glaeser will incorporate feedback into a final version by January.

Developing our Communications Plan

The group discussed the need for communication tools and plans for various audiences which may include school districts, agencies, and business partners. The key focus at this time is school districts. The committee felt that the review of the LYFT document and Request for Funds provides the necessary feedback for finalizing materials for the school audience. Other audience needs will be addressed at a future meeting.

Reflections and Next Steps

- SWWC staff and Glaeser will finalize LYFT document/application
- Outreach will go full swing to school districts by mid-January
- Expected next meeting between Jan 15 and early February; look for a Meeting Doodle.