

From: Bob Aydukovic

Sent: Wednesday, July 25, 2018 1:32 AM

To: Fidler, Sara

; Scott Dorsey

; Jim

Rosapepe

Subject: Re: July 26 WG3/CTE Subgroup meeting

Sara, Jim, Scott, am out of town for the next meeting on 7/26 but wanted to get some thoughts and feedback to you on the Consultants' Proposal. Sorry in advance, this got kind of long.

On the amended summary versions:

1. CTE sub cabinet and skills standard boards. The more I read this, the more it makes sense to combine these functions. The skills standards board should act as a Board of Directors for the CTE Subgroup. It can have committees and work with the CTE sub cabinet, but the subcabinet is responsible for implementation and day to day operations. Keeping them separate with the common elements of the ED and Board Chair would defeat the purpose of having business engagement. You need these two groups pulling in the same direction at the same time.

2. Also on the CTE Sub Cabinet and Skills Board, consider having community college and the University System involved as well. This would provide some parity between CTE and the entrenched "all kids must go to college" crowd.

3. Integration of the American Job Centers. This is a great idea. Could be eye opening experiences for a lot of students and parents. That said, we are fighting a headwind of public perception that CTE=votech still in the minds of students, parents and counselors. We will fight the perception that American Job Centers ="the unemployment office". We need to figure out how to get this into the schools through Web portals and give it equal time and emphasis for exploration. We have Naviance on every desktop and device for college exploration...if we're counting on a field trip to "the unemployment office" once or twice a year to change peoples minds then we're fooling ourselves.

4. Special focus high schools for CTE. I like this idea but I also struggle with it. Separating CTE from primary/comprehensive schools perpetuates the stigma. We as a society have effectively turned many primary/comprehensive schools into de facto college prep schools so unless we make the specialized CTE centers into exclusive technical academies with parity success measures like college admittance then the stigma continues. Also on this point, the emphasis should start in elementary and middle schools.

5. Relationship between CTE and the states workforce development, economic development and labor agencies. Noble thought but perhaps impractical given the separation between workforce and Economic Development. Look no further than GWDB and commerce; or MOED and BDC in the City. (granted, some local agencies to pay more attention to workforce development than others but I'd submit that these emphases rarely if ever include K-12). The nature of the beast is that most Economic development is deal driven (company X retained, company Y expanded, company Z attracted) all under the drumbeat of increasing jobs and taxes. Who is going to fill those jobs is usually an afterthought. Unless this culture is changed,

then the relationships will be superficial. However, this is a prime opportunity. State and local ED offices have an army of Business development staffers meeting with companies every day talking about real estate, incentives, cutting through red tape, regulations, etc. Those conversations can include more on workforce and CTE involvement by the business community. Last on this point. If we can run ads for "MaryLAND of opportunity" and market that we're open for business to businesses all over the country/world, then we should be able to create a messaging platform for our own residents that we have X thousand unfilled, high skill jobs and great training and education options.

6. Funding. As discussed in our last meeting, this needs to be well funded and give it teeth. There also needs to be funding for marketing and branding of CTE as mentioned in the long form document. We can't throw a party and forget to invite people.

Other suggestions:

1. We may want to consider paid board appointments. Corporations do this to get the best and brightest to commit to the betterment of the organization. This may help attract the best and brightest to the sub cabinet/skills standards board.
2. All of the Consultants recommendations are at the state level. The vast majority of policy and budgeting happen at the county/local level. Having some of the county school systems involved would go a long way from this being viewed as a "top down cram down" from Annapolis.
3. We may also want to consider expanding CTE in primary/comprehensive schools beyond business marketing, Project Lead The Way or computer science. Maybe a "trades light" or "backyard agriculture...yard to table" or basic automotive. Life skills that mean something.
4. Long form version item 1B. Subcabinet chair to serve as ex-officio member of 4 other boards and commissions. Sounds a bit onerous for 1 person. More so, we'd have have 5 boards and commissions or more as written all doing parts of the larger whole. Maybe herein lays the problem?

Hope this helps and sorry for the long responses. Good luck on Thursday, looking forward to the final recommendations.

Bob Aydukovic

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