

CTSO E.D. ZOOM Meeting
August 25, 2020
6:00-7:30 p.m.
Minutes

Members Present

Joyce Kemp, Sue Dana, Krista Chadwick, AnnaJo Smith, Johnathon Mason, Kathleen Young, Jessica Enright, Chris Gray, Linda Randall, Susan Ladd

Perkins V Reauthorization

Susan reported that the prior method of the Vermont Association of Career & Technical Education Directors (VACTED) consortium funds of \$23,000 to support CTSOs has had to be changed due to the new reauthorization. To do that, VACTED wanted Susan to create a 501(c)3 so each center could contribute money to that entity.

With help from Doug Webster, Susan created a set of Bylaws and filled out the application for the State of Vermont. The drafts are now in the hands of the members of VACTED who will provide final review by their September 17 meeting. Susan Ladd will be president, Sarah Emery (former FBLA E.D.) will be secretary, and Phyllis Hayward (former accounting business teacher at Hartford) will be treasurer. Once they have been approved by VACTED, Vermont may take up to 90 days to approve.

Since access to funds may not occur until January, for any expenses for the fall conferences, each CTSO will have to pay for them. Once funds are available, reimbursements should be available.

Chris raised the question of whether each CTSO had to then have a Board of Directors. There was discussion that they could but they would not have to. The BOD provides a process of checks and balances. Kathleen suggested that members of the CTSO board should not be instructors. Susan verified that they were former instructors, but they have no active or vested interest in a particular school system.

Because there are no funds to work with right now and because of COVID, Susan made no plans to have any virtual Local Officer Trainings this fall. Chris explained that SkillsUSA has developed a leadership training program called Leverage and inquired about funds to support that and how to make it equitable among all the CTSOs. SkillsUSA's Fall Leadership Conference rollout would be the kickoff to then provide Leverage to the local chapters. The national office charges \$12/student which isn't feasible right now. When funds become available, even if in the spring, it would be good to offer some type of leadership training.

Student Leadership Teams--How are things operating so far?

DECA—No official state officers but two who are willing to step up and serve. Will meet with them on Thursday. DECA does have an Association Officer Training and perhaps even a Local Officer Training as well (that's free). Joyce will check on whether it can be shared or not.

FBLA—Met with eight members once. Cohort instead of holding official titled offices. It was a meet and greet, set expectations that they needed to actually show up. She will email them a packet this week with expectations and giving them a list of projects. After she meets with Joyce about the fall conference, she will assign stuff for them while Krista is out for two weeks. There's Slide Deck for FBLA training. It's a DIY slide by slide. Most are repeat students so not sure who wants to do what.

FFA—Two state officers currently. Completed the first two "camps" that are in a series required by nationals to go over developing leadership skills and legislative issues. John and AnnaJo have set up a plan of action for the year until school starts and things potentially change again. Their officers wanted to know about the Local Chapter Officer trainings as well. Do officers from each of the state teams want to

each pick a topic and do a short training that could then be posted on a Youtube channel as a series for chapters to go through? Time management will be tight this year. John reported that their organization split up the state into four regions and they want to get applications for two from each region to help fill in the slate of officers. They can't officially add any new officers, but it allows others to be pulled in for next year.

HOSA—Kathleen introduced Jessica Enright who will be assisting her this year. She has been an active member of NH/VT HOSA for years, but she will not be at school this year. So she agreed to help Kathleen get VT HOSA off the ground! Jessica had gone to Nationals years ago and saw the value of HOSA, and since she's not teaching this year, she will help out. Yay! Kathleen is thrilled! No state officers yet but are looking for advisors to appoint 1-2 local officers to work. She also wants to collaborate with other CTSOs to make it even more exciting for members. Kathleen received a Dropbox of information a Toolkit from Nationals. It contains budgeting, chapter engagement, keynote speaker ideas, marketing, officer training resources, etc. If it can be shared, great!

SkillsUSA—Chris introduced Linda Randall who is the Assistant Executive Director. She served for the past 10 years under the former SkillsUSA E.D., Jane Donahue Davis, and is an instructor at Burlington Technical Center. Linda provided a bit more background on herself and also about BTC where numbers of students are decreasing due to COVID and due to the new scheduling. So CTSO involvement is going to be challenging this year. We need to stay positive and move forward. SkillsUSA Vermont has two carryover state officers who are volunteering their time since they have not been elected and moving forward with their consortium—one student from each chapter to be part of the team.

Susan reported that if each E.D. could find out what the policies are from their national offices about sharing information across CTSOs, we would have some resources available. She also mentioned that years ago she asked FFA about their leadership training and if other, non-FFA members could participate in their training conference. They were very agreeable to that since most of it is geared toward general leadership training. Any specific FFA issues would be covered during one session at which time the other CTSOs could meet. Vermont never took advantage of this, but national CTSOs may be more open to that now.

Membership/Recruitment

This will prove to be challenging for each as well.

Chris stated it is the number one priority for Vermont. They are offering a 50% discount on Vermont dues since they can't reduce national dues. They will use money in their VT SkillsUSA account to offset. Their goal is to maintain their membership. With school schedules looking different across the state but many are leaving Wednesday to be all virtual day, Chris would like to suggest to VACTED that Wednesdays be used for CTSO curriculum, whether it be Skills or FFA or whatever. There's so much out there for CTSOs to do, and it covers the soft skills and employability skills. SkillsUSA's program of work will focus on employability skills. Without knowing what the spring competitions will look like, we need to get the message out of "here are all the other things that CTSOs do." National SkillsUSA now has their own social media platform like Facebook called SkillsUSA Connect. This platform was created in the last three months to help students stay connected.

Sue also agreed that Wednesdays are looking like the day that the traditional Cluster Meetings that used to be held at Vermont Tech will be held. Shortened versions will be held, one cluster in the morning, one cluster in the afternoon. We could make this into a CTSO time for students while their instructors are in the cluster meetings. Chris suggested making one Wednesday a month be CTSO Day to have their students do meaningful work on those days to learn leadership and workplace development skills. He really wants this to be a state CTSO initiative.

Krista's officers wanted to revamp the newsletter to try and engage them statewide. They are going to do contests, some swag items, and use the newsletter for students to read, engage, and then somehow have a contest to award swag. They also are creating facemasks and t-shirts. One of their items in their program of work is to get new chapters. Kathleen wanted to know about the cost of facemasks. Krista

wants to keep them in Vermont and limited them to those that could produce both t-shirts and masks at the same time. The joint design for the DECA/FBLA conference is one and FBLA is another one. You can resell them for \$6. Since DECA and FBLA will be together, there will be more buying power. The winning pin design from last year with Aspire will be on one side with FBLA on the other side.

Kathleen is thinking they could have a design contest for a mask. Have some sort of a swag prize.

Fall Conferences

Most CTSOs have a fall conference, but FFA has their National Convention in October. AnnaJo reported that on September 10, they be getting more information about how that will occur. Right now, students can register, but there is nothing listed as to what they are registering for. There's not much of an agenda that is up.

Chris and Linda have been working on a fall conference. One option is to buy into the national conference. The biggest stumbling block is that students have to members in order to attend. Chris spent time explaining to nationals that the VT fall conference is used as a recruiting tool and often don't get members enrolled. Nationals also originally planned it to be two-day conference whereas now they have backed off to be a one-day conference. However, it is a healthy fee. The other option is that nationals has toolkit to create your own fall conference, which is what VT will probably do. They've picked a date of Thursday, November 5. It will be 100% virtual. It will use the theme from the national office and will be promoted through SkillsUSA Connect. A critical piece is having the professional ZOOM license instead of free. Chris has heard that Ruth Durkee is looking into getting a professional ZOOM account for each CTE center. That will be a critical component. This version you can't do breakout rooms, whiteboards, etc. The cost of the ZOOM account may be built into a registration fee, especially since we do not know how the dues will be coming in this year.

Joyce saw one that was really, really expensive--\$15,000 but depending upon what you want it could down to about \$6,000. They're really cool, but really expensive. Each add-on costs. They are virtual conference platforms. It looks like they are in the conference center. You can get add-ons—gamification, scoring points, adding prizes. The representative of Virtual Conference Manager has not sent prices yet. It's a per attendee cost, about \$35-40/ attendee. It has breakout rooms, tables where you can sit/assign attendees, whiteboards, etc. She'll send the cost for that. You can even have an exposition hall like UVM pay for a booth and kids can click and visit with them. It looks like a conference booth. School Me Up is the organization. They have someone manage it for you. We can do our own registration and they do the rest.

Susan wondered whether anyone has attended a virtual conference. Joyce said DECA's CAM was through SCHED and they used tables for roundtables. Are we going to do a share list of resources? Susan said her google drive is quite loaded. Kathleen asked about Dropbox. What does it cost? Susan said she will set up something on Google Drive for at least pages with links for options.

Krista reached out the Nebraska FBLA since they just had a fall conference. They used HOPIN. Nebraska doesn't get any state funds, and it was a middle school version. "Now that you've had it done, what were your lessons learned" Do not use ZOOM or Microsoft Teams because they can't support it. But it may be fine for Vermont if we have smaller numbers. Krista is trying to get the governor to do a kickoff speech on October 30 and then the keynote speaker. One was an NBA coach and one is a social media woman who does branding out of Stowe. Now that there is so much virtual work happening, students need to be aware of what they post. Joyce is meeting with one keynote speaker on Thursday. He can do breakouts as well as different themes. We're only going to offer a half day and a keynote speaker and actual session. DECA theme is Level Up. FBLA's is Aspire--Leaning into Adversity. This is combo of the National theme and state officer team suggestion.

Krista questioned about funds to budget for support from conferences. For this year since we have no funds in a location yet, each CTSO will need to front the money and once the non-profit is established, you can submit for reimbursement. But with all the unknowns, we have to plan as if there is no money.

Kathleen said that this is HOSA is building up year, and she feels that they won't be spending as much as they would be in a typical year.

Susan requested that all executive directors be invited to the DECA/FBLA on October 30 so we can "see" how it will be.

Insurance/Contracts for Vendors

What clause is there for a pandemic? All the Executive Directors have insurance. SkillsUSA's comes due the end of October beginning of November. FBLA has two that come due early in the spring. Last year, due to COVID, national FBLA waived the second insurance and covered it through the national office. The others come due much later in the school year. And we don't know whether we will have any in-person conference but all are covered. Kathleen was curious about cost since she does per event. Not all CTSOs do that. All CTSOs need coverage even for virtual meetings. Because if a speaker is hired and something happens to the technology and they can't do their part, what happens? FBLA and DECA since that conference is up first, they need to find out from the keynote speakers what will happen in that event.

Chris told about spending almost an entire half day of a three-day conference of the SkillsUSA Directors on this topic. Of the two speakers they had, one addressed contracts and one addressed insurance. Lots of legalese talk. They recommend going into your vendor contracts to put in language for COVID. Chris wants to put this in the shared resources. Guest speakers are now expecting language in contracts about technology.

Other

Joyce requested that I send out school calendars again this year. And up north, nine districts got together to create a 2-1-2 weekly schedule. She would like to find out which schools have which schedules if that's available anywhere.

September 17 is when VACTED is meeting with a 15-minute window for CTSOs. They want a CTSO report ahead of time, so Susan requested something from each E.D., like a bulleted list of events from last spring, state officers, plans for this year, etc. Send them to Susan so she can create the report. Is there something specific to address as a group to them? Chris understood why they pulled CTSOs in the spring. However, it could be just the opposite this year. CTSOs could be the great equalizer and pull together those students who were fractured. This could be the one common thing that we could all share. Returning students will definitely know that and want that familiarity. That's why if we could have CTSO Wednesday once a month, that could be beneficial to everyone.

Next Meeting

Susan wanted to know whether a 45-minute session to touch base is good every two-three weeks. The group decided that they will next ZOOM on Tuesday, September 22 at 6:00 p.m.

Adjournment

The meeting adjourned at 7:20 p.m.

Susan Ladd
CTSO Coordinator