

**PRELIMINARY MINUTES
KANSAS POSTSECONDARY
TECHNICAL EDUCATION AUTHORITY RETREAT
August 5-6, 2008
The Hyatt Place ~ Topeka, KS**

Members Present:

Joseph Glassman, Chairman
Clark Coco
Eddie Estes
Sheila Frahm
Jim Garner
Jim Grier
David Kerr
Jack Wempe

Members Absent:

Kathy Howell
Olga Koper
Alexa Posny
William Quattlebaum

KBOR Staff Present:

Blake Flanders, VP for Workforce Development, Kansas Board of Regents
Kris Bishop, Kansas Board of Regents
Theresa Bush, Kansas Board of Regents
Diane Duffy, Kansas Board of Regents
Steve Funk, Kansas Board of Regents
Janice Haberman, Kansas Board of Regents
Cindy Hoss, Kansas Board of Regents
Kathy Hund, Kansas Department of Commerce/Kansas Board of Regents
Rita Johnson, Kansas Board of Regents
Vanessa Lamoreaux, Kansas Board of Regents
Dawn Ressel, Kansas Board of Regents
Delaina Swanson, Kansas Board of Regents

Presenters:

Reginald Robinson, President/CEO, Kansas Board of Regents
Rob Allison, Center for Economic Development and Business Research, Wichita State University
Kasey Jolly, Center for Economic Development and Business Research, Wichita State University
Senator Steve Morris, President of the Kansas Senate
Michael Wright, Legislative Director, Kansas Senate
Kris Bishop, Kansas Board of Regents
Diane Duffy, Kansas Board of Regents
Blake Flanders, Kansas Board of Regents
Steve Funk, Kansas Board of Regents
Rita Johnson, Kansas Board of Regents
Dawn Ressel, Kansas Board of Regents
Kathy Hund, Kansas Department of Commerce
David Westbrook, Corporate Communications Group, Inc.
Jan Kimble, Corporate Communications Group, Inc.
John Martellaro, Corporate Communications Group, Inc.

Tuesday, August 5, 2008**Call to Order:**

Chairman Glassman called the meeting of the Kansas Postsecondary Technical Education Authority Retreat to order at 10:00 a.m. at the Hyatt Place, Topeka, Kansas. Chairman Glassman welcomed speakers, members, guests, and staff. Chairman Glassman reminded the staff that in adhering to the guidelines of the Retreat, the Authority cannot take any official action on any of the agenda items until the September meeting. Chairman Glassman introduced Reginald Robinson, President/CEO of the Kansas Board of Regents, for a Board of Regents update.

Board of Regents Update:

Reginald Robinson, President/CEO of the Kansas Board of Regents, addressed the Authority members, Kansas Board of Regents staff, and guests. President Robinson opened his comments by sharing that in early August of 2007, the Postsecondary Technical Education Authority existed. Legislation creating the TEA had been enacted but not all the members had been appointed. We did not yet have a Vice President for Workforce Development, a work agenda had not yet been developed, and we were already into the fiscal year. President Robinson reflected on the accomplishments of the past nine months and commended the Authority and KBOR staff on the progress made in such a short time. President Robinson encouraged the Authority to spend some time reflecting on these accomplishments. President Robinson noted the Authority has a good sense of urgency and encouraged that sense of urgency be maintained.

Looking ahead, President Robinson confirmed that this is a very tough budget year for everyone across the state, including postsecondary education. Over the past month, two pieces of guidance have come from the governor's office and the budget director:

- A. Kansas institutions have been asked to identify ways to reduce spending by 2% over the course of the current fiscal year and, in addition;
- B. think about and develop a proposed package describing how they might handle an additional 5% by FY2010.

President Robinson stressed the importance of staying calm and, that with the national and state economy; it makes sense to plan and to think ahead about how we would deal with spending reductions if we had to pursue them. Institutions have been asked to respond to this requirement by the middle of August. The Board will spend some time reviewing the responses at their retreat.

President Robinson commended the funding work group on the work they have already accomplished on a funding model for technical education. The proposed funding model provides the Authority and KBOR staff a well thought out and data-based proposal to consider.

President Robinson conveyed his greetings from the Kansas Board of Regents and his appreciation for the work the Authority has accomplished. Over the last nine months, the Authority has been involved with getting organized, developing an agenda, doing the tough initial work to take the first steps to advance the agenda and hiring staff along with substantive work. President Robinson encouraged the Authority to continue the path they have started and bringing members of the Authority into contact with the Board of Regents.

Approval of May 28, 2008 Minutes

Approval of the May 28, 2008 Authority minutes was deferred until the next Postsecondary Technical Education Authority meeting, September 3, 2008.

Vice President's Report ~ 2007/2008 Accomplishments:

Vice President Flanders gave a PowerPoint presentation regarding the Technical Education Authority 2007-2008 accomplishments. The Authority was guided by the following:

- A. Establish Authority and Leadership
- B. Workforce Intelligence
- C. Raise awareness of Technical Education
- D. Standards of Excellence

Vice President Flanders announced that the staff has made significant progress in additional areas such as identifying current statutes that need to be updated, the improvement of the data system, and a cost study containing a comparative analysis. The presentation is attached and made a part of these minutes.

Vice President Flanders introduced Dr. Cindy Hoss, Director of Federal Initiatives for Technical Education. Cindy has experience as a community college Vice President of Instruction, a Director of Assessment, and specific experience writing and managing a large federal Title III grant. Her most recent appointment was as an Assistant Dean of Instruction and Curriculum at Baker University. This is Cindy's first day and she will be responsible for leading initiatives related to the federal Carl D. Perkins Career and Technical Education Act.

Workforce Intelligence (Priority 1):**Labor Intelligence Study**

Ed Allison, Interim Director and Kasey Jolly, Regional Economic Analyst from the Center for Economic Development and Business Research (CEDBR) at Wichita State University presented a PowerPoint presentation entitled, "Forecasting and Prioritizing the Need for Technical Education in Kansas by Occupation". The presentation was based on quantitative analysis, which was the result of data from the Department of Labor and the Regents system. The presentation is attached and made a part of these minutes. The Authority requested a qualitative data analysis be presented at the September 3, 2008 Authority meeting.

The Authority discussed the study by CEDBR and questioned why agriculture, communications and energy were not included in the study. Member Frahm commented that the group was not using all of the target industries we have been focused on. Member Frahm recommended that consultants should be using the same list.

The Authority recessed for lunch at 12:25 p.m.

Chairman Glassman reconvened the meeting at 1:00 p.m.

Legislative Perspective:

Senator Steve Morris addressed the Authority and expressed his admiration of the Authority's work and accomplishments made to date. Senator Morris discussed the current budget and stated that even though we have a tight budget, it is manageable. Senator Morris assured the Authority that Legislature is behind the work the Authority is doing. Senator Morris was encouraged and commends the work that the KBOR staff has done on the statutes.

Senator Morris stressed the importance of the Authority's role of continuing to emphasize the importance of technical education to the Legislature.

Senator Morris introduced Michael Wright, Legislative Director of the State of Kansas.

Chairman Glassman expressed his appreciation to Senator Morris and Mr. Wright for their efforts and support.

Program Alignment (Priority 2):

Kris Bishop gave a PowerPoint presentation regarding the overall accomplishments of the committee, and she explained the Model for Aligned Technical Programs. The Technical Program and Curriculum committee is in the process of identifying the industry standards and competencies. Practical Nursing standards and alignment have been established, and the committee is in the process of identifying the standards and competencies for construction and welding programs. Kansas wants to align programs with business and industry needs. The presentation is attached and made a part of these minutes.

Vice President Flanders explained that we are rolling out a funding formula that is production based. There will be an inequity between what institutions would earn, in terms of state money, based on length of program until the standards and alignment process is completed.

Kris announced the collaboration that has been developed between business and industry's construction and welding committees. Kris introduced Clay Kubicek of Crossland Construction, who is a member of the National Center for Construction, Education, and Research (NCCER). Mr. Kubicek addressed the Authority and explained some background of the NCCER which puts together construction curriculum. Part of the process was an accreditation procedure to receive accreditation from the industry when in partnership with industry sponsors. The purpose of the model is to make it possible for people to receive credentials required of the industry. Sponsors include: Crossland Construction Company, Associated General Contractors, Utility Contractors in Wichita, and Eby Construction. NCCER currently sponsors 16 public schools to award credentials and the NCCER is working with four community colleges to follow the industry process to award credentials. Mr. Kubicek explained that from the construction industry standpoint, they know what needs to be taught, how it needs to be taught, and the hands-on experience required to obtain the credentials. NCCER has annual audits and they train the teachers at the institutions.

Marketing (Priority 3):

David Westbrook, Jan Kimble and John Martellaro of Corporate Communications Group, Inc. (CCG) gave a PowerPoint presentation regarding the surveys they completed and the marketing plan developed. CCG completed comprehensive key informative interviews regarding career and technical education. Twenty-nine Kansas institutions were surveyed in an effort to bring career and technical education under one umbrella.

CCG's marketing campaign included creating a website entitled, "CareerZoom.com". The key message is to encourage people to do what they love and love what they do. John Martellaro explained the campaign is focused on each individual and his/her personal needs.

CCG will develop a CareerZoom index to illustrate the impact CTE has on the economy and develop a report to present to the Governor and the news media. CCG introduced the idea to have a "Put Your Passion to Work Day". The presentation is attached and made a part of these minutes.

Laptop Presentation:

In an effort to reduce paper consumption, the Authority is investigating the possibility of acquiring electronic alternatives. Steve Funk, Associate Director of Information Technology, Kansas Board of Regents, gave a presentation of a Dell Notebook Tablet versus a Dell Laptop. The Authority will take the information under consideration and make a final decision in the near future.

Diane Duffy confirmed that the Governor has set a goal for all state agencies to reduce their paper consumption by 20% by 2010. By achieving this goal, it is estimated the State of Kansas can save a minimum of \$2 million a year.

Wednesday, August 6, 2008**Call to Order:**

Chairman Glassman called the meeting of the Kansas Postsecondary Technical Education Authority Retreat to order at 8:00 a.m. at the Hyatt Place, Topeka, Kansas. Chairman Glassman welcomed speakers, members, guests, and staff.

Proposed Funding Model:

Diane Duffy presented the "Proposed Funding Model". Ms. Duffy explained that the charge by the legislature for the Technical Education Authority was to; "*...to develop a new credit hour funding formula for postsecondary technical training programs based on rates established by the postsecondary technical education authority: Provided further, That the formula should be tiered to recognize and support cost differentials in providing high-demand, high-tech training: And provided further, That the formula should target industries that are critical to the Kansas economy: And provided further, That the formula should be responsive to program growth.*". Ms. Duffy announced the members of the Ad Hoc Funding Distribution Workgroup and a team from the KBOR staff worked together to create the proposed Technical Education Tiered Funding Model. The handouts are attached and made a part of these minutes.

Dawn Ressel explained the development of a new model to collect data on additional programs of less than sixteen hours that will potentially impact funding amounts presented on the charts shared. The proposed Technical Education Tiered Funding Model is located on page 4 of the Proposed Funding Model.

Accountability:

Data System Improvement: Dawn Ressel, Kansas Board of Regents addressed the Authority and explained the advancement of the data collection and the Kansas Higher Education Data System (KHEDS). During an October 31, 2007 Authority presentation, a new data collection was introduced called Business Training and Enrichment (BTE). Dawn included a diagram of the reporting system. The handouts are attached and made a part of these minutes.

Monitoring Success ~ Proposed Metrics:

Rita Johnson gave a PowerPoint presentation entitled the "Technical Education in Kansas System Metrics for Success". KBOR staff focused on data-driven factors that ensure the delivery

model matches a skilled workforce with business demand. The presentation is attached and made a part of these minutes.

The Authority recognizes and commends KBOR staff on the tremendous job they have done over the last nine months. Vice President Flanders commended all of the support we have had from finance, data support and marketing to gather all the information presented today.

Proposed Reform Legislation:

Rita Johnson gave a PowerPoint presentation regarding proposed legislative reform and a statutes chart pertaining to technical education. Rita reviewed the statutes and proposed changes with the Authority. The statutes and chart are attached and made a part of these minutes.

TEA Mission/Priorities:

Kathy Hund led the Authority through a review of the Authority mission and priorities list.

Original Priorities 2007/2008

- Workforce Intelligence for data-driven decisions – Add qualitative information, current shortages, and clarity of industry sectors/clusters to CEDBR report. Consider in-house study.
 - Agribusiness
 - Advanced Manufacturing including Aviation and Composites
 - Energy
 - Bio sciences specifically: Human Sciences; Clinical Trails; Animal Sciences; Plant Sciences
 - Professional Services; Business Services (excluding retail)
 - Construction
- Raise awareness and enhance image of technical education in Kansas.
 - Collaboration/sponsorship on Kansas Workforce Summit
 - Explore next steps for implementation of CCG study and recommendations
 - Partner with KANSASWORKS board for synchronous marketing plan
 - Tie website (e.g., Careerzoom.com) concept to KS CareerPipeline
- Align technical education programs
 - Assemble Business and Industry state committees to lead/direct
 - Identify standard industry-endorsed certificate/credential for end of program
 - Identify maximum length – credit hour limit
 - Align prerequisites for programs
 - Core curriculum is comprised of courses common to all institutions (based on industry requirement)
 - Electives – based on institutional requirements and regional differences

New Priorities:

- Continue to develop a funding structure that leads to equity in technical education funding, and doesn't produce negative, unintended consequences
- Develop benchmarks and accountability standards to measure success
- Collect and report data on Customized Training (for future goals)
- Develop a comprehensive legislative package to clean up outdated statues and lay the groundwork for a new tiered, technical education funding model

Action: September 3, 2008 agenda items:

- Add CEDBR presentation to the September agenda using qualitative data analysis from Fort Hays State University.
- Add presentation containing “standards model” to the September agenda.
- Add presentation containing “Construction model” to the September agenda.
- Add presentation containing “Status of Alignment” to the September agenda.
- Add January 21-22, 2008 Summit to the September agenda.

The meeting adjourned at 2:30 p.m. The next meeting of the Postsecondary Technical Education Authority will be on September 3, 2008, at the Kansas Board of Regents, Topeka, KS.

Respectfully Submitted by
Janice Haberman, Executive Assistant