

CCCAOE Strategic Planning - Board Meeting
Minutes for July 10th, 2009
Radisson Inn
500 Leisure Lane
Sacramento, CA

Present: Kim Schenk, Dr. Hazel Hill, Mollie R. Smith, Sid Burks, Jeff Cummings, Bobbie Edgin, Dr. Lynn Shaw, Dr. Tim Woods, Jonathan Lightman, and John Means.

Meeting began: 8:45 am

- I. Recap – July 9th meeting
 - a. By-laws
 - i. Streamlining the by-laws is a good direction to reduce liability for the organization, while also adding clarity.
 - ii. The creation of a Policy & Procedures manual was suggested.
 - b. Membership Discussion
 - i. Benefits
 1. Professional development
 2. Leadership training
 3. Advocacy
 4. Networking
 5. Access to information, re: CTE/EWD
 6. On-going communication
 - ii. What are the on-going tangible benefits?
 1. Strength in unity
 2. Discounts for future conferences
 - iii. Dues structure
 1. Opt-out option on conference registration.
 2. Follow-up communication with those who opt-out to solicit applying for membership.
 - iv. Website
 1. Include a paragraph that defines membership along with a listing of benefits.
 2. Include an “opt-out” selection on the online conference registration form.
- II. Strategic Planning
 - a. Where does CCCAOE sit in advocating for change?
 - i. Communication with regional consortia
 - ii. Connecting specific issues with where we want to be in three years.
 - iii. What are the forces that we can and cannot influence?
 - b. SWOT Analysis on CCCAOE
 - i. Strengths (* - strongest) Best and only source of information and professional development focused on CTE.
 1. Image
 2. Legislative advocacy

3. Information Analysis
4. Independence
- 5. *Quality of professional development**
- 6. *Conferences**
7. Established
8. Focus on CTE
9. Quality of leadership
10. Source of Innovation
11. Knowledge base

ii. Weaknesses -

- 1. *Single source of income (conferences)**
2. Minimal membership when compared to the greater CTE population
3. Succession planning
4. Don't engage new members
5. Perception
 - a. As an Administrator's group
 - b. As a CTE only group
 - c. The organization's title
6. Organizational structure
 - a. Not sufficiently inclusive
 - b. Not built for growth
 - c. Volunteer organization
7. Lack of communication with membership – outside of the conference.
- 8. *Lack of Clarity of...**
 - a. Roles
 - b. Leadership
 - c. With regional consortia
9. Diversity
10. Website
- 11. *Connection/communication with the constituents**

iii. Opportunities

- 1. *Improved CTE Delivery**
- 2. *Strengthening/Empowering/Growing membership**
- 3. *Finding new diverse streams of funding**
4. Stronger collaborations
 - a. EWD
 - b. Basic Skills
5. Heightened focus on CTE/EWD
6. Horizontal integration w/ Chancellor's office / CC League
7. Increased Federal presence
8. Improve the functionality of the K-16 CTE system

iv. Threats

1. ***Fiscal**
 - a. **Economy**
 - b. **Budget**
2. ***Meeting constituent/member needs for the next decade**
3. ***Government Policy and Structure**
4. Pipeline of CTE professionals/leaders
 - a. People entering the field
 - b. Attracting diversity in CTE
5. Constituent needs
6. Competition
7. WIBs
8. Perspectives/Perception associated with CTE
9. New Governor / Government Composition & Structure
10. External relationships
 - a. Non profits
 - b. Industry
- c. Top 3 CCCAOE accomplishments for the past year
 - i. Conferences
 - ii. Leadership
 - iii. Positive influence on state budget
- d. Goals
 - i. Minimum 3 years – Maximum 5 years

6 months Dec. 31	1 year June 30 th	3-5 years
1) Create a membership committee (Karen & Lynn) 2) Bylaws revision (Mollie & Jonathan) 3) Meeting with Ray to discuss EdPAC (Jeff & Kim) 4) Meeting with Chancellor (Jeff & Kim) 5) Create a new member packet (Marilyn & Kim) 6) Include membership website (Bobbie & Kim) 7) Develop Legislative agenda – spending (Mollie) 8) Form a task force to develop immediate funding recommendations for March conference (John & Jeff)	1) Annual planning summit 2) Policy & procedure manual (Bobbie) 3) Production of survival strategies CTE/EWD/Basic Skills (Tim) 4) Create a communications committee and plan (Marilyn & Sid) 5) Develop long-term funding strategies (John & Jeff)	1) Triple Membership (Marilyn & Karen) 2) Triple Budget (John) 3) Annual PR campaign (Mollie) 4) Doubling budget for CTE/EWD/Basic Skills (Mollie)

- ii. Diversify our funding stream
- iii. Membership

1. Diversify
2. Define
3. Expand Membership
4. Develop Membership communication strategy
- iv. Expand website
- v. Develop legislative priorities
- vi. Bring in EWD
- vii. Offer relevant conferences
- viii. Structural issues
 1. sustainability
 2. move from ad hoc toward methodical
 3. Development of infrastructural continuity
- ix. Communication
 1. vertical integration
 2. horizontal integration
 - a. Annual planning summit – March 2010

III. Secretary Contract

- a. It was confirmed that the secretary has a contract for the year, dollar amount to be determined.

Meeting Adjourned: 4:00 pm

Minutes taken by Timothy Woods, VP-SFBay Region