

**APPROVED MINUTES
KANSAS POSTSECONDARY
TECHNICAL EDUCATION AUTHORITY
MEETING**

The January 23, 2013 meeting of the Kansas Postsecondary Technical Education Authority (Authority) was held at the Capitol Plaza Hotel, Emerald I and II, 1717 SW Topeka Boulevard, Topeka, Kansas.

Members Present:

Kathy Howell, Chair
Eddie Estes, Vice Chair
Bruce Akin
Thomas Burke
Diane DeBacker

Sheila Frahm
Keith Meyers
Connie Hubble
Steve Kearney

Members Absent:

David Coleal
Joe Glassman
Lana Gordon

Others Represented

Barton County Community College
Coffeyville Community College
Dodge City Community College
Flint Hills Technical College
Fort Scott Community College
Johnson County Community College
Kansas City Kansas Community College
Labette Community College

Manhattan Area Technical College
Neosho County Community College
North Central Kansas Technical College
Northwest Kansas Technical College
Pratt Community College
Wichita Area Technical College
Gayle Shaw (KACCT)
Sherry Webb (KSDE)

The meeting was called to order by Chair Howell at 8:00 AM.

APPROVAL OF MINUTES

Motion: Member Frahm moved to approve the minutes of November 28, 2012. Following a second by Member Akin, the motion carried.

REPORTS

Introductions

Chair Howell recognized Sherry Webb with the Kansas State Department of Education to introduce guests from Skills USA. Sherry Webb presented Ron Kaus from Northwest Kansas Technical College who is the lead advisor for the Skills USA state postsecondary officers. Ron Kaus explained the officers would tour the Capitol while in Topeka and visit the Legislature. The following officers introduced themselves to the Authority:

President - Dalton Guilbeau, Harley Davidson program at Fort Scott Community College
Vice President - Tyrone Robinson, diesel mechanic program at Northwest Kansas Technical College
Historian - CJ Brown, graphic and multimedia program at Labette Community College
Parliamentarian - Brandon Eastwood, Harley Davidson program at Fort Scott Community College
Treasurer - Lin Ashby, Harley Davidson program at Fort Scott Community College
Secretary - Mario Spina, Harley Davidson program at Fort Scott Community College

Chairman's Report

Chair Howell reported being a guest of President Edleston of Manhattan Area Technical College and presenting the commencement address for the college's fall graduation ceremonies in December 2012.

Vice President for Workforce Development Report

Vice President Flanders reminded Authority members of the invitation to join the Kansas Board of Regents for breakfast on Thursday, March 14, 2013.

Vice President Flanders reported work continues on the initiative and strategic plan item focused on veterans and their families. The Military Taskforce is currently reviewing licensure qualifications and requirements for Emergency Medical Technician (EMT) qualifications and is cooperatively working with the Kansas Board of Emergency Medical Services (KSBEMS). Combat medics are well prepared for many of the EMT job requirements and the taskforce will identify specific areas where additional training might be needed. The Licensed Practical Nurse (LPN) pathway currently identified transition training options for experienced veterans. Ways to communicate these options is being examined.

Kansas has received national recognition from the Brookings Institute for economic development innovation highlighting the Governor's CTE Initiative (SB 155) and the tuition-free assistance to high school juniors and seniors.

Vice President Flanders explained Kansas has been an unfunded partner in the adult completion project. Through the efforts of Director Kathy Hund and Associate Director Zoe Thompson we have received a \$60,000 grant through a national foundation, Jobs for the Future (JFF), to assist with this project. By 2018, 64 percent of adults in Kansas will need postsecondary education for employment options. The grant will assist moving forward with the strategic priority to provide adults accelerated opportunities for technical and basic skill instruction.

OLD BUSINESS**Approval of 2012-2013 Strategic Priorities**

Chair Howell explained the 2012-2013 Strategic Priorities have previously been reviewed by the Authority and a vote was now required. She recognized Senior Director Rita Johnson to present the 2012-2013 Strategic Priorities.

Rita Johnson reviewed the strategic priority process taken by the Authority to date.

The compiled list of vision/mission statement options and suggested strategy additions and modifications were presented to the Authority and reviewed for action.

Responses received from Authority members indicated the following vision statement options as preferences. A suggestion was also made to remove "recognized as" in option #4 as noted below. Option #1 was the first choice preference for two members, the modified option #4 was the first choice preference for one member and option #3 was a second choice preference for one member.

1. *To be recognized as a national leader in educating a quality prepared workforce*
3. *To become a national model for educating a quality prepared workforce*
4. *To be ~~recognized as~~ a national leader of premier technical education by developing a highly prepared Kansas workforce*

Responses received from Authority members indicated the following mission statement options as preferences.

Option #1 was the preference for two members and option #2 was the preference for one member.

1. *Drive the growth of a robust technical education system to advance the Kansas economy*
2. *Drive the advancement of a robust technical education system to meet the needs of Kansas business and industry*

Vice President Flanders discussed the terminology, "growth" and "advancement", in the two mission statement options and how the terms may relate to institutions in varied economies. Chair Howell suggested the purpose of the Authority is not education alone but also the needs of business and industry.

Motion: Member Burke moved the Authority adopt vision statement option #4 as modified and mission statement option #2 for the Kansas Postsecondary Technical Education Authority 2012-2013 Vision and Mission statements.

Vision: To be a national leader of premier technical education by developing a highly prepared Kansas workforce

Mission: Drive the advancement of a robust technical education system to meet the needs of Kansas business and industry

Following a second by Member Frahm, the motion carried.

Rita Johnson reviewed the strategic priorities and explained that the strategies in italics on the document were the result of the discussion at the October 24, 2012 meeting. Responses received from Authority members since the document was provided to members at the November 28, 2012 conference call include the following and are noted below: removing "underprepared" from item five under priority three-*Enhancing System Participation* and removing "results for the Kansas Board of Regents economic impact study for calculating" from item three under priority six-*Enhancing and Measuring System Effectiveness*.

Enhance System Participation

5. Provide accelerated opportunities for ~~underprepared~~ adults using simultaneous delivery of technical and basic skills instruction in a career pathways system

Evaluating and Measuring System Effectiveness

3. Communicate ~~results of the Kansas Board of Regents economic impact study for calculating~~ return on investment for technical education students and Kansas taxpayers

During discussion Commissioner DeBacker suggested replacing "Kansas Career Pipeline" on item two under priority three - *Enhancing System Participation*, as it is associated with a vendor. Vice President Flanders suggested changing the terminology to "a career guidance system".

Motion: Vice Chair Estes moved the Authority adopt the priorities and strategies with the three changes discussed as shown below for the Kansas Postsecondary Technical Education Authority Strategic Priorities for 2012-2013.

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N****Aligning Education with Business and Industry**

1. Recommend strategic industry clusters for additional emphasis
 - Agribusiness with emphasis on value-added agriculture
 - Advanced Manufacturing including Aviation
 - Biosciences with emphasis on animal health and plant science
 - Construction
 - Energy
 - Health Sciences
 - Professional Services
2. Inform business and industry leaders on the value proposition of industry credentials and encourage them to sign the Industry Credentials pledge
3. Ensure newly approved programs align with business and industry needs for current and emerging occupations
4. Utilize information from various labor studies and sources, including the Kansas Department of Commerce and Kansas Department of Labor, to communicate workforce needs
5. Strengthen partnership efforts with Kansas Department of Commerce in recruiting and retaining businesses in Kansas

Aligning Educational Offerings within the System

1. Advance career technical program alignment and standards of excellence by:
 - a. Identifying industry-based standards, credentials, and assessments to validate skill outcomes based on recommendations from statewide business and industry committees
 - b. Continuing alignment of programs following the Authority approved program framework—identifying common courses, pre-requisites, exit points and program lengths
2. Develop and implement rigorous programs of study to connect secondary and postsecondary education and increase secondary student participation in postsecondary career technical programs
3. Promote articulation of technical certificate and associate degree programs among two-year colleges and four-year universities through the development of stackable credentials

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E****Enhancing System Participation**

1. Raise awareness and image of career technical education by implementing marketing plan activities as funding sources are identified
2. Promote the integrated website, KansasWorks.com, including CareerZoom, a career guidance system and other career related sites
3. Use the Kansas Career Pathways initiative to support collaboration among state committees, agencies, education and workforce systems to unify career technical education and workforce messages
3. Promote technical education and training opportunities for individuals in the military, and their families
4. Provide accelerated opportunities for adults using simultaneous delivery of technical and basic skills instruction in a career pathways system

Enhancing Funding for Technical Education

1. Develop advocacy plan to support funding for the Postsecondary Tiered Technical Education funding stream to begin closing the technical education funding gap
2. Continue refinement of the elements of the tiered cost model
3. Recommend funding policies related to the implementation of the tiered cost model
4. Recommend distribution of state funding for postsecondary career technical education

Enhancing Legislation and Policy for System Growth

1. Identify and introduce policy and legislative revisions to improve the postsecondary career technical education system as needed
2. Expand advocacy capacity to include leaders from Kansas business and industry

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E****Evaluating and Measuring System Effectiveness****Develop Benchmarks and Accountability Standards**

1. Analyze enrollment, placement, and completion information as well as average program cost and average wages of program graduates
2. Implement a program evaluation process to measure the effectiveness of technical education (for state funding purposes) in meeting workforce development needs
3. Communicate return on investment for technical education students and Kansas taxpayers

Following a second by Member Frahm, the motion carried.

CONSIDERATION OF DISCUSSION AGENDA**Budget and Finance Committee Report**

Member Frahm reported the Budget and Finance Committee did not meet in January and recognized Vice President Duffy to present budget/finance information.

Report on Governor's CTE Initiative

Vice President Duffy reported the Governor's CTE Initiative (SB 155) from the last legislative session had remarkable implementation through the engagement of secondary and postsecondary institutions. Excess severance tax revenues were originally identified as the funding source for SB 155 at a little over \$10 million. However, due to less than anticipated revenues, the funding source was changed to the state general fund in the Governor's budget recommendations for the current year. The fund change is already included in the supplemental bill and no challenges are anticipated regarding the fund change. Vice President Duffy explained data was gathered from postsecondary institutions at a student unit record level for the summer and fall census day registrations revealing positive enrollments. The Process Management Committee (PMC) will meet on Friday, January 25, 2013, during which enrollment numbers, the amount of available funding and potential funding distribution will be discussed in more detail with the institution presidents. Following the PMC meeting, preparations will be made to present a plan to the Authority to facilitate distribution of the funds when the supplemental bill passes.

Governor's 2014 Budget and Budgeting Timeline

A high-level memo was provided regarding the Governor's budget recommendation; the memo was released shortly after the Governor's budget document was made available. Vice President Duffy highlighted the following in the Governor's budget recommendation:

- The postsecondary education budget is essentially flat except for minor benefit rate and debt service adjustments at the state universities and Board Office.
- The appropriation of funds is for two years, FY 2014 and FY 2015.
- The line item for the Technical Education Authority from the KBOR Office was eliminated in FY 2015 due to the fact the Authority was scheduled to sunset at the end of FY 2014.
- Targeted enhancements for FY 2014 and FY 2015 include:
 - KSU School of Architecture's Facilities Construction and Remodeling - \$1.0 million in FY 2014 and \$1.5 million in FY 2015 from State General Fund to begin a four-phase process of remodeling and rebuilding the School's buildings
 - KUMC Health Education Building Construction - a total of \$10 million from the State General Fund with \$3.0 million appropriated in FY 2014 and \$7 million in FY 2015 for construction of a new facility to accommodate 25 additional medical students each year as well as classes for other health care professionals
- Accelerate Entrepreneurship Program - \$275,000 EDIF Department of Commerce; this program for FY 2014 and 2015 is designed to increase the number of entrepreneurs in the state through incentives to Kansas educational institutions for each student or faculty who starts a new company with at least one additional full-time employee
- Major revenue assumptions in the FY 2014/2015 recommendations include retaining the 6.3% sales tax rate, eliminating the mortgage interest deduction on the state income tax and transfer from transportation into K-12
- The Governor and budget staff have prepared an alternative budget recommendation if the revenue enhancements do not occur; the alternative budget is an 8.3 % cut

Vice President Duffy explained KBOR requested the introduction of legislation to extend the sunset provision of the Authority to be extended until FY 2017. Actual funding for the Authority itself is a small amount of the total expenditure of the appropriation. A majority of the funds from this line item are spent on infrastructure to support Career Technical Education (CTE) including the Governor's CTE Initiative.

Senate Bill 22 (SB 22), which would extend the Authority to 2017, was introduced January 15, 2013. Chair Howell addressed Vice President Flanders for his recommendations to Authority members regarding the support of SB 22. Authority members were encouraged to reach out to legislators to tell the story of the Authority from the beginning and the growth that has occurred in technical education at Kansas institutions. Testimony to communicate the track record of the Authority will be prepared for hearing the bill, possibly in early February. The Authority was reminded the Kansas Legislature has 55 new representatives in the House and 16 new senators, new committee chairs and changes in operating procedures for the new session. Member Hubbell suggested the creation of a one-page document to include talking points on the history and track record of the Authority and a copy of the testimony to help Authority members when communicating with legislators and state leaders.

Updated Institutional GAP Calculations

Vice President Duffy reviewed the updated institutional gap calculation spreadsheet based on 2012 student data which would be used in discussions regarding potential 2014 distribution of the state appropriation to colleges. The spreadsheet shows the postsecondary tiered technical state aid on the left side and the non-tiered course credit hour grant on the right side.

Postsecondary Tiered Technical State Aid - The spreadsheet details the funding amount received in 2013, the amount of funding needed to close the gap in tiered funding (KBOR calculated state share minus 2013 state funding), and the percentage of the gap for each institution and for the system. For 2013, institutions received a total of \$58,300,961 in tiered technical state aid. Based on the calculations, another \$64,143,549 is the amount needed to close the funding gap and fully fund tiered technical courses. Although the gap percentage varies for each institution, the spreadsheet indicates the average gap percentage for all institutions is 49.2%. In 2013, individual institutions with a gap greater than the average gap for all institutions participated in new funding that was appropriated.

Non-Tiered Course Credit Hour Grant - The same information is replicated for the non-tiered course credit hour grant on the right side of the spreadsheet. The calculated shortage in non-tiered funding amounts is \$25,025,663.

Marketing Committee Report

Member Kearney reported the Marketing Committee met on January 10, 2013 with all members participating. The workgroup will proceed with an outreach to high school principals and superintendents to clarify the policies and operations of the secondary/postsecondary CTE initiative. The production of a manufacturing video is underway and will be paid for by a Rigorous Programs of Study (RPOS) grant. A Spanish version of the CTE brochure will be printed and has been posted on the website. The marketing tools have been updated on the **KANSASWORKS**, Kansas State Department of Education (KSDE) and KBOR websites and will be added to the Kansas Association of Career Technical Education (KACTE) website. Ronnie Murphy reported the results of the social media efforts on Facebook and YouTube indicate the campaign is hitting the target and providing good activity and interaction. The three ads on Facebook have received click through rates higher than internet average. The welder video on the Career Zoom site has had over 19,000 views. The Governor's budget for next year includes \$50,000 for marketing the CTE secondary/postsecondary initiative.

Chair Howell requested the committee send out information on the television ad market distribution to assist Authority members with viewing the ads. Commissioner DeBacker commented the music in the ads she had seen was very distinctive. The ads are tagged with a website and directions to see a high school counselor for more information; however, it was suggested more emphasis to the tag is needed. Institutions have also been encouraged to customize the ads and other marketing materials with individualized logos and information; the cost of customization is nominal.

Vice President Flanders reported high school enrollments are growing and efforts to analyze the marketing campaign's effect on the growth is in process although the effect is difficult to measure. Vice President Flanders reminded the Authority of the difference in the high school program with no tuition charge for students versus the pro-rated aid for colleges on the adult side with the tuition charge for students and the importance to continue to advocate for the support of the secondary program as the enrollments grow.

Technical Program/Curriculum Committee Report

Vice Chair Estes recognized Rita Johnson to present the new program proposals for Northwest Kansas Technical College (NWKTC) and Wichita Area Technical College (WATC).

Northwest Kansas Technical College: Crime Scene Investigation Technology (43.0106)

AAS degree, 67 credit hours; Technical Certificate, 35 hours

Rita Johnson explained the Technical Program and Curriculum Committee reviewed the Crime Scene Investigation Technology program submitted by NWKTC and the letters of concern and responses and recommended the program for approval by the Authority. The committee requested the programs placed on the discussion agenda rather than the consent agenda to ensure clarity and understanding of the information.

Rita Johnson reported the program proposals submitted by NWKTC contained all of the required documentation as listed on the issue paper provided, met all of the criteria requested and were subjected to the 14-day comment period required by the policy. The issue paper provided a summary of the information submitted by the institutions including program descriptions, student demand, labor demand, wage information, duplication, resources needed and identified if comments were received.

Two letters of comment were received in response to the program proposal during the comment period. A summary of the letters of concern and the responses received were provided and reviewed by the Authority members. Rita Johnson reported two letters of support had been received since the committee met on January 9, 2013. The letters received from Goodland, Wallace County, Brewster and St. Francis school districts stated the approval of the Crime Scene Investigation Technology program would allow opportunities to be extended to their high school students with interest in a law enforcement pathway. Additional questions and comments from Authority members were addressed during the discussion.

Motion: Following discussion, Member Kearney moved to recommend the approval of the Crime Scene Investigation Technology (43.0106) program submitted by NWKTC with 67 credit hours for an AAS degree and 35 credit hours for a Technical Certificate to KBOR. Following a second by Chair Howell, the motion passed unanimously.

Wichita Area Technical College: Police Science (43.0107)

AAS degree, 68 credit hours; Technical Certificate, 48 credit hours

Rita Johnson explained the Technical Program and Curriculum Committee reviewed the Police Science program (43.0107) submitted by WATC and the letters of concern and responses and recommended the program for approval by the Authority. The committee requested the programs placed on the discussion agenda rather than the consent agenda to ensure clarity and understanding of the information.

A summary of the four letters of comment/objection and the responses received were provided and reviewed by the Authority members. Additional questions and comments were addressed during the discussion.

Motion: Following discussion, Member Kearney moved to recommend the approval of the Police Science program submitted by WATC with 68 credit hours for an AAS degree and 48 credit hours for a Technical Certificate to KBOR. Following a second by Member Meyers, the motion passed unanimously.

Aligned Program - HVAC (Heating, Ventilation, Air Conditioning and Refrigeration - 47.0201)

Vice Chair Estes recognized Shirley Antes to present the aligned program. Shirley Antes reported the Technical Program and Curriculum Committee recommended the adoption of the proposed program alignment map for HVAC dated November 16, 2012 and that the program be forwarded to KBOR for final approval. A summary of the alignment process was provided. During Phase I the state business and industry committee initially recommended the Industry Competency Exam (ICE) credential in November 2010. After further review and discussion the committee's final recommendation was to allow colleges four credentialing options based on the individual program's focus: ICE, National Center for Construction Education and Research (NCCER), HVAC Excellence or North American Technician Excellence (NATE). In Phase II the state curriculum committee and representative from the business and industry committee met in November 2012 and further defined the map by clarifying value-added exit points, common courses and agreed upon competencies. The first exit point designated was a Certificate B with 30 to 44 credits which would provide the minimum amount of instruction needed to be employable and to test for the recommended credential option. The second exit point, an AAS degree, was designated as appropriate when viewed as a viable lifetime benefit for career advancement, management or entrepreneurial options; an additional 15 credit hours minimum of General Education would be required for the AAS degree. The map was issued for presidential comment December 3 - 17, 2012 and no comments were received.

Motion: Member Frahm moved to approve the aligned HVAC program (47.0201) and alignment map and recommend the program be forwarded to KBOR for final approval. Following a second by Member Hubbell, the motion passed unanimously.

OTHER MATTERS

Chair Howell recommended postponing the remaining agenda items till one of the next meetings to allow adequate time for the presentations.

ADJOURNMENT

Chair Howell called for adjournment at 9:40 AM. The Authority will meet at 10:00 AM on February 20, 2013 via conference call.

Respectfully submitted by:
Deej Cowling, Executive Assistant