

CONNECTICUT TECHNICAL HIGH SCHOOL SYSTEM BOARD

**Minutes of the November 15, 2016 Meeting of the of the
Sub Committee on Outreach and Finance**

Pursuant to notice filed with the Secretary of State, the Connecticut Technical High School System Board Committee on Outreach and Finance met on November 15, 2016 at H.C. Wilcox Technical High School, 298 Oregon Road, Meriden, CT

I. Call to Order

Mr. Trefry called the meeting to order at 11:00 AM

Present: John Barrasso Chairperson of the Outreach and Finance Committee
Gina Chiarella, Committee Member
Patricia Keavney, Vice-Chairperson of the CTHSS Board
Nivea L. Torres, Superintendent of the CTHSS
Robert Trefry, Chairperson of the CTHSS Board
Fitz Walker, Committee Member
Andrea Comer, Executive Director, CBIA

Absent: Chris DiPentima
Commissioner Schott Jackson
Commissioner Catherine Smith, Committee Member

II. Public Participation

There was no public participation

III. Minutes of the September 20, 2016 Meeting of the Outreach and Finance.

Ms. Keavney moved, Mr. Trefry seconded, that the Committee approve the minutes of the September 20, 2016 meeting of the Outreach and Finance.

Vote: In Favor: Barrasso, Chiarella, Keavney, Walker, Trefry
Opposed: 0
Abstained:
Absent: DiPentima, Jackson, Smith

Motion carried unanimously.

IV. Strategic Planning for the Connecticut Technical High School System

A. Value Added Exercise

At the October 16, 2016 CTHSS Board meeting, Board members engaged in a conversation on how the board could be advocates for the system and impact public will. It was agreed moving forward that the Outreach and Finance Subcommittee would explore ways to create a value added report for the CTHSS and work with the Connecticut Business and Industry Association (CBIA). The CTHSS will work with CBIA to learn how to position themselves as a District in terms of value to the state's economy and how to create a workforce connection in a dynamic economy within the State of Connecticut, how to create awareness for the CTHSS and how employers can continue to seek CTHSS' students as they fill their pipeline.

Superintendent Torres introduced Ms. Andrea Comer, Executive Director of the Connecticut Business and Industry Association to the Committee members. Ms. Comer has worked with the CTHSS on a number of initiatives and Ms. Comer was invited to today's meeting to share her expertise and insight in creating a value added presentation for the district that highlights its contributions to the state's workforce/economy. The Committee members engaged in a very productive dialogue with Ms. Comer and brainstormed ideas. Ms. Comer spent a significant amount of time stressing the importance of the CTHSS re-branding and marketing itself differently. Ms. Comer also spoke about an editorial CBIA published in support of technical education in light of the emerging needs of Connecticut's manufacturing industry.

Superintendent Torres shared with the committee a number of brochures including workforce brochures, social media cards, list of partners, and a primer card of key concepts about the District. Superintendent Torres also shared alumnae posters of notable people who attended the CTHSS. The CTHSS is in the process of launching these posters.

Superintendent Torres noted that all of the CTHSS marketing efforts are aligned with Foundational Imperative Number 8 of the CTHSS Strategic Action Plan, Goal 1 and 3.2, Foundational Imperative Number 14, Goal 3.1 and are listed below:

- Foundational Imperative #8 - The CTHSS will be aligned with and responsive to the needs of employers and the economic development priorities of the state through the development of corporate partnerships.
- Goal #1 (Enhanced Employer Engagement and Alignment with Industry Needs) Partner with business and industry to develop career technical education programs that provide CTHSS students with the skills and work habits to be successful in a dynamic 21st Century work environment.
- Goal # 3 (Flexibility, Responsiveness and Innovation) Transform the CTHSS with innovative program designs that are responsive to Connecticut's workforce needs, thus positioning the system as a leading force in career technical education.
- Goal #3.2 - Present the CTHSS as the pipeline for workforce development in the state. Establish a public relations and marketing campaign highlighting CTHSS accomplishments and core mission. Use social media as a platform to establish communication with business/industry as a forum to expand partnerships with job services.
- Foundational Imperative #14 - The CTHSS will increase its visibility and be recognized nationally and internationally for its high-quality and innovative programs, along with its outstanding graduates. Relationships will be established locally, regionally, nationally and globally with employers, governmental agencies and other partners.
- Goal #3.1 - Position the CTHSS as a leading force in career technical education. Partner with career networks and national organizations that promote a vision for the United States as a global competitor. Increase district leadership participation in national conferences and organizations.

Superintendent Torres also shared that as a state agency who is trying to re-brand and market itself, the CTHSS focuses all marketing and outreach efforts on student outcomes and successes. She acknowledged recognizes that there is still much to be done with regards to the Board's charge in this area.

The Committee members arrived at the following next steps for the CTHSS:

1. Use CBIA as a resource to generate a members list (by regions) of business/industry partners that can support CTHSS strategic efforts;
2. Highlight student success stories;
3. Conduct business outreach for placement of work based learning students and CTHSS graduates;
4. Connect with Mr. Patrick Flaherty, Economist for the CT Department of Labor, and a representative from DECD on future trends and projections;
5. Promote pathways with the Community Colleges. Help both parents and students understand that technical education is not the end but a starting point;
6. Continue marketing and outreach efforts with Alumni and continue to rebrand the CTHSS;
7. Create more opportunities to connect with local legislators to ensure they know about the CTHSS and programs offered. Host a legislative dinner before the start of the next legislative session.
8. Reach out to Community Colleges, i.e. Housatonic CC and Asnuntuck CC, to capitalize on their relationship with Pratt and Whitney and Sikorsky.
9. Create talking points about the CTHSS for the Board and Business and Industry partners.

V. The next meeting of the Committee on Outreach and Finance will be held on December 13, 2016.

VI. Adjourn

The meeting was adjourned at 12:00 PM

Prepared by: *Diane Curtis*
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