

CONNECTICUT TECHNICAL HIGH SCHOOL SYSTEM BOARD

**Minutes
of
Meeting of Subcommittee on Quality and Policy
January 13, 2017**

Pursuant to notice filed with the Secretary of State, the Connecticut Technical High School System Board Subcommittee on Quality and Policy met on January 13, 2017 at 25 Industrial Park Road, Middletown, CT via teleconference.

I. Call to Order

Ms. Keavney called the meeting to order at 1:00PM.

Present: Daisy Cocco De Filippis, Member of the Subcommittee on Quality and Policy
Karen Eichstaedt, Member of the Subcommittee on Quality and Policy
Peter Hoecklin, Member of the Subcommittee on Quality and Policy
Patricia Keavney-Maruca, Chairperson of the Subcommittee on Quality and Policy
Robert J. Trefry, Chairperson of the CTHSS Board
Nivea L. Torres, Superintendent of Schools
Heidi Griffen, CTHSS Education Consultant
Chad Raasumaa, CTHSS Education Consultant

Absent:

II. Public Participation

There was no public participation

III. Consideration of Minutes of the December 9, 2016 Meeting

The Board voted unanimously that the minutes of the December 9, 2016 meeting be approved.

Vote: In Favor: De Filippis, Eichstaedt, Hoecklin, Keavney-Maruca, Trefry
Opposed: 0
Abstained: 0
Absent: 0

Motion carried unanimously.

IV. Strategic Planning for the Connecticut Technical High School System

A. Trade Reauthorization (Culinary Arts and Guest Services Cluster, the Human Services Cluster and the Marketing, Sales and Service Cluster.

Goal Number One of the CTHSS Strategic Action Plan (Enhanced Employer Engagement and Alignment with Industry Needs) is to 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. The Framework for Success 1.3 is to develop a clearly articulated trade/technology review process.

The Hairdressing, Hospitality and Tourism cluster is scheduled for reauthorization for the period, 2017-2022

Superintendent Torres introduced Education Consultants Mr. Raasumaa and Ms. Heidi Griffen who presented the Trade Reauthorization of the Culinary Arts and Guest Services Cluster, the Human Services Cluster and the Marketing, Sales and Service Cluster. The presentation included the comprehensive process involved to develop the Trade Reauthorization by incorporating input from business and industry and input from internal and external stakeholders. The presentation also included an in-depth description of each of these trade technologies, anticipated changes, along with Department of Labor projections and wages, and graduate follow-up survey results.

Mr. Raasumaa and Ms. Griffen also presented a PowerPoint presentation. They called attention to data and facts about millennials who make up 25% of the US population and 21% of discretionary purchases.

Mr. Raasumaa provided an overview of the Culinary Arts and Guest Services Cluster. Connecticut continues to see growth in this area. Questions and discussion included:

- American Culinary Federation (ACF) Certification—the CTHSS is the only school in CT that has ACF accredited programs;
- Articulation agreements with post-secondary institutions;
- Clarification on the growth number – the CTHSS uses a variety of metrics in addition to DOL and DECD projections that may not be reflected in the data. In some cases, data reflects more of replacement rather than growth because culinary is a very fast-paced industry and employees move to other positions;
- The vast majority of CTHSS students do go on to post-secondary education due to the strong articulation agreement the CTHSS has developed with their college partners. Most students work in the field while receiving their post-secondary education;

Chairman Trefry commented on how reinforcing the numbers are of students who graduate that are going into the same field. The Committee members were very excited to hear that CTHSS culinary students will be able to have the nationally recognized ACF credential.

Ms. Griffen provided an overview of the Human Services and Marketing, Sales and Service Cluster and responded to questions the board members raised which included:

- Gratuities—it was requested for the January 17, 2017, CTHSS board meeting, the hourly rate for hairdressers be explained along with impact from gratuities;
- Workplace behavior and how it is embedded in the curriculum;
- The anecdotal data that indicates that a number of students who take hairdressing go into the nursing field;
- The need to embed the marketing and entrepreneurial concept in all CTHSS trades;
- CTHSS projects with local businesses -- Ms. Griffen shared how students are doing internships at local businesses to assist them with their advertising.

During Ms. Griffen's Marketing, Sales and Service Cluster presentation, Superintendent Torres noted that the on-line shopping concept has been a challenge for the CTHSS as a state agency. She has been in discussions with the SDE to find ways within the present agency constraints to create an online presence as part of the marketing curriculum. The Committee members engaged in an in-depth discussion about the small business management aspect of the marketing,

sales and service cluster including the possibility of re-branding the program. Superintendent Torres asked Ms. Griffen to share more about Norwich Tech's Gold Medal distinction and their nationally recognized program through DECA. DECA is an international association of high school and college students and teachers of marketing, management and entrepreneurship in business, finance, hospitality and marketing sales and services. Ms. Griffen also explained the types of certifications students receive before they graduate.

In closing, Superintendent Torres clarified that the Early Care and Education Program currently at Bullard-Havens in Bridgeport was approved as part of the Human Services Cluster in May, 2016. A decision has been made to phase this program out. Bridgeport Public Schools is looking differently at supporting preschoolers; therefore priorities and needs have shifted dramatically from the program currently at Bullard-Havens. The SVFT is aware and is in support of this decision. Ninth graders will not be placed into this program this year. Bullard-Havens is in the process of exploring replacing this program with health technology.

A motion was called at this time.

Dr. De Filippis moved, Ms. Eichstaedt seconded, that the committee agrees to recommend to the CTHSS Board the approval of the reauthorization of the following Human Services, Marketing, Culinary Arts, and Guest Services Management Careers for the period January 2017 to January 2022:

The Culinary Arts & Guest Services Cluster
Culinary Arts
Guest Services Management

The Human Services Cluster
Hairdressing and Cosmetology

Marketing, Sales and Service Cluster
Marketing, Management and Entrepreneurship

Vote:	In Favor:	De Filippis, Eichstaedt, Hoecklin, Keavney-Maruca, Trefry
	Opposed:	0
	Abstained:	0
	Absent:	0

Motion carried unanimously.

The Board members commended Ms. Griffen and Mr. Raasumaa on an excellent presentation and thanked them for all of their hard work.

A copy of the Trade Reauthorization Report is included in the official file of this meeting.

V. The Next Meeting of the Subcommittee on Quality and Policy

The next meeting of the committee will be held on February 10, 2017.

VI. Adjourn

The meeting was adjourned at 2:10 PM.

Prepared by:
Diane Curtis, Administrative Assistant