

**Minutes for State Board for Career and Technical Education
Community Engagement Subcommittee**

The meeting of the State Board for Career and Technical Education Community Engagement Subcommittee was held on Wednesday, November 13, 2024, via Microsoft Teams. It began at 2:02 pm CT.

Present:

Ms. Sonia Meehl
Ms. Kirsten Baesler
Mr. Jason Rohr

Also present: Laurie Elliott, Marcia McMahon and Lorie Ruff

Laurie E. began the meeting asking members to define community and who our audience is. It was agreed that Legislators, CTE Directors and district leaders we support and parents/students we serve should be our focus. Laurie then presented the PowerPoint that she received from Director Sick for members to review and revise. Each members ranked the slides as to what they felt was pertinent to our mission for the presentation and discussion was held on the results. Discussion was also held if slides should include what CTE is, current snapshot numbers, CTE models such as apprenticeship or internships and community connectors. It was agreed that the presentation should not be too long to leave time at end for questions and answers.

Members reviewed the agency's current brochure for useable information. Conversation was held if we should have one overall PowerPoint or if there should be three different slide decks and strategies to make a marketable product. Lorie R. informed members that our agency does have a marketing committee that may be a good tool to utilize once we have a templated product developed.

Next steps:

- Laurie E. will take the notes from today's meeting and revise the PowerPoint slide deck.
- Laurie E. will develop a narrative script to coincide with slide deck.

The meeting adjourned at 3:01 pm.