

# SUHSD CTE District Advisory Committee

## Meeting minutes

February 25, 2021 <https://zoom.us/j/96119979588> Meeting ID: 961 1997 9588

Present: Dr. Ivonne Glenn, Director at MTROP; Gary Walter, Director of Reclaim for the Future Company; Joseph Farotte-Kruchas, Program Manager CalWorks Employment Services; Shannon Graham, Director of Volunteer and Health Career Services at Salinas Valley Memorial Hospital; Allan Schooley, Career Counselor at Salinas High, Audrey Sharp, Vocational Evaluator of Mission Trails ROP; Amber Woodward, Assistant Director of Student Support Services at Salinas Union High School District; Kelly Violini, CEO of Monterey County Fairgrounds; Enrique Lopez, Assistant Principal for Alisal High School; Estella Gutierrez, Assistant Director of Mission Trails ROP; Gloria Estrada, Mission Trails ROP CTE Coordinator; Rob Appel, K12 Pathway Coordinator Monterey Peninsula College.

1. **Call to order.** The meeting was called to order at 11:00 am
2. **Welcome/Introduction of members.** Dr. Glenn thanked everyone for joining the CTE District Advisory Committee Meeting and informed the meeting, Mr. Walter, president of the CTE District Advisory Committee, would be leading the meeting and going over the agenda. Mr. Walter welcomed everyone and CTE District Advisory Committee members introduced themselves, along with guest speakers.
3. **Approval of minutes from November 12th, 2020**  
Motion: To approve the minutes from November 12, 2020.  
Motion by: Mr. Joseph Farotte-Kruchas, Program Manager Calworks Employment Services  
Seconded by: Ms. Amber Woodward, Assistant Director of Student Support Services at Salinas Union High School District  
Motion carried with a vote of 8-0
4. **Approval of agenda**  
Motion: To approve the agenda as shared  
Motion by: Ms. Kelly Violini, CEO of Monterey County Fairgrounds  
Seconded by: Ms. Shannon Graham, Director of Volunteer and Health Career Services at Salinas Valley Memorial Hospital  
Motion carried with a vote of 8-0
5. **Items of information for the Committee:**

Director's Report:

Dr. Glenn introduced Ms. Estella Gutierrez, Assistant Director of Mission Trails ROP, and Gloria Estrada, CTE Coordinator to present the information in regards to the CTE Month Celebrations and CTE Marketing update.

Ms. Gutierrez began by thanking the CTE District Advisory Committee for inviting her to the meeting, she informed the committee she was honored to highlight the Career Technical Education celebrations for the month. She explained their challenges due to COVID-19, but overall the celebrations were a success. The first celebration that took place was the CTE Exemplary Pathway in which teachers from different sites were honored. The teachers being honored were: Scott Rose at Everett Alvarez High School for Digital Media Arts Academy, Shannon Kokesch at North Salinas High School for Agriscience Pathway, James Nichols at Salinas High School for Arts, Media, and Entertainment Pathway, Jennifer Westerbeck at Alisal High School for the Engineering Academy, and Thomas Lamar at Mission Trails ROP for Welding and Manufacturing CTE Pathway. The teachers recognized for CTE Exemplary Pathway received a plaque and recognition, along with a press release.

The second celebration Ms. Gutierrez presented was Career Week, in which she informed the CTE District Advisory Committee Career Week was expanded from one day to three days. The days Virtual Career Week was hosted was February 15, 2021 to February 17, 2021 and was opened for all high schools to attend. Presenters locally and nationally attended the virtual career week and one thousand five hundred students attended.

The third celebration Ms. Gutierrez highlighted was the CTE Pathways at the local community colleges with a student connection and virtual campus tours. Ms. Gutierrez informed the CTE District Advisory Committee the virtual tours for Monterey Peninsula College were February 24, 2021 to February 25, 2021 and the Hartnell Community College CTE Expo were February 24, 2021 and February 26, 2021.

Ms. Gutierrez informed the CTE District Advisory Committee the last celebration is the CTE student showcase in which Dr. Glenn would take the lead on presenting the information.

Ms. Gloria Estrada, CTE Coordinator, was the next guest speaker to present in regards to the CTE Marketing Committee. Ms. Estrada presented the members of the CTE Marketing Committee Members who are: Marcos Cabrera, District Communications Director; Scott Rose, AME Teacher; Atanacia Mares, AHS Career Counselor; Guadalupe Guzman, AME Teacher; James Nichols, AME Teacher; Robert Appel, K12 Pathway Coordinator; and Gloria Estrada, CTE Coordinator. Ms. Estrada further explained the goals of the CTE Market Committee which are: revamp MTROP and Career Center Websites, develop promotional videos by industry sector, develop multimedia “brochures” by industry sector, produce a quarterly MTROP newsletter, and ensure SUHSD CTE has relevant online presence.

Ms. Estrada informed the CTE District Advisory Committee they’re making progress with revamping the Mission Trails ROP websites and Career Center Websites. Ms. Estrada shared one of the promotional videos they made for one of the sectors. She also explained the Marketing Committee is in the process of

making brochures for each sector along with having a quarterly newsletter. The other goal of the Marketing Committee is to have more of an online presence.

Gloria then presented the Mission Trails ROP quarterly newsletter, which featured the Student of Month students, a message from Mr. Burns, CTE Exemplary Pathways, CTE Month, Career Week information, SkillsUSA, and some Student Showcases.

Dr. Glenn thanked the guest speakers for sharing some of the informational items for the CTE District Advisory Committee.

Dr. Glenn showed appreciation to Shannon Graham for recommending the presenter to present at the Virtual Career Week.

## 6. Questions

Mr. Walter had asked Ms. Estrada in regards to the Market Committee videos that would be uploaded to the websites to showcase each sector. Mr. Walter wanted to know when the videos would be available to view.

Ms. Estrada explained each sector will have its own video on the website and there will be a homepage to view all the videos created for each sector.

Mr. Walter wanted to know how the Marketing Committee can distribute the videos to involved industry partners.

Ms. Estrada explained that distributing the videos would not be a problem, but would need to discuss further with the Marketing Committee.

Mr. Walter wanted to know how the CTE Newsletter is distributed.

Ms. Estrada explained the CTE Newsletter only gets distributed to everyone in the district and is currently working on ways to distribute to industry partners.

## 7. Action Items

The CTE District Advisory Committee reviewed the proposed committee norms and Dr. Glenn suggested the norms be reviewed before each committee meeting.

On a motion by **Ms. Kelly Violini, CEO of Monterey County Fairgrounds**, and a second by **Mr. Joseph Farrotte-Kruchas, Analyst of Monterey County Department of Social Services** the committee approved the committee norms with a vote of 8-0. The committee also agreed to review the norms before the start of each meeting. The approved norms are:

1. Be respectful to committee members and the public:
  - Agree to disagree, agreeably.
  - Treat each other with respect and professionalism.
2. Be Prepared.
  - Be on time
  - Be fully present at the meeting
  - Be mindful of unintentional distractions by electronics.
  - Read the committee packet and seek clarification, as needed, prior to meeting.
3. Represent the Committee with Pride.
  - Assume the best intentions of each other.
  - Be student oriented.

Mr. Walter informed the committee about forming a subcommittee that would review minutes in order to report back to the CTE District Advisory Committee the needs of each advisory. Mr. Farrotte-Kruchas requested members interested in joining the subcommittee to speak up in order to start forming the committee.

Mrs. Violini, left the CTE District Advisory Meeting 11:45 am

On a motion by **Joseph Farrotte-Kruchas, Program Manager CalWorks Employment Services**, and a second by **Mr. Allan Schooley, Career Counselor at Salinas High School** the committee approved to establish a subcommittee with a vote of 7-0. The members of the sub committee were: Gary Walter, Kelly Violini and Joseph Farotte Kruchas .

Dr. Glenn Informed the CTE District Advisory Committee about a unanimous donation and about forming a subcommittee to decide on how to disburse funds. The subcommittee will review the amount of funds available and the amount of funds available each year. Dr. Glenn is still waiting on more information for the Salinas Union High School District Business Office, to inform her on the guidelines of disbursing the funds.

On a motion by **Joseph Farrotte-Kruchas, Analyst of Monterey County Department of Social Services**, and a second by **Shannon Graham, Director of Volunteer and Health Career Services at Salinas Valley Memorial Hospital**, the committee approved to table forming subcommittee that will oversee the unanimous donation received for the CTE District Advisory Committee until the next meeting on vote of 7-0.

## 7. Announcements

Dr. Glenn presented Mr. Rob Appel, K12 Pathway Coordinator for Monterey Peninsula College, who would be presenting the announcement for the CTE Student Showcase. Mr. Appel thanked the committee for inviting him to the meeting and presented the website for the CTE Student Showcase. Mr. Appel showed the committee the awards the students can receive and the rubric used to evaluate each student. The purpose of the CTE Student Showcase is to present student talent during the pandemic. Mr. Appel presented the timeline. Mr. Appel informed the committee that they are currently looking for volunteers to participate in reviewing the student work. Ms. Graham and Mr. Walter volunteered to participate.

Dr. Glenn made the final announcement which was the Virtual Open House that would be held on March 25, 2021 at 6:00 pm via zoom.

## **8. Adjournment**

Meeting Adjourned at 12:13 pm

Meeting motion by: Allan Schooley, Career Counselor at Salinas High School

Second: Amber Woodward, Assistant Director of Student Support Services at Salinas Union High School District

Motion carried with a vote of 7-0.