



## KANSAS BOARD OF REGENTS

National Association of State Directors of Career Technical Education Consortium  
Spring Meeting—April 15-17, 2013

### KANSAS Two Minute Round Up

#### Accomplishments

- **Governor Brownback's CTE Initiative**

In January 2012, Governor Sam Brownback announced a bold and innovative plan to enhance career technical education in Kansas and better prepare high school students for college and careers. The legislature responded with Senate Bill 155 providing free college tuition for high school students earning college credits in technical education courses and incentives to school districts for students earning industry-recognized credentials in high demand occupations. The free college tuition applies to all **technical courses** in approved programs offered by Kansas public community and technical colleges.

Financial components included in Senate Bill 155:

- ★ Student tuition support
- ★ Incentives to high schools for students earning an industry-recognized credential prior to graduation
- ★ Transportation reimbursement to provide student access to postsecondary programs
- ★ Funding for marketing campaign to increase student participation in career technical programs

Other requirements included in Senate Bill 155:

- ★ Requires the Kansas State Department of Education (secondary) to study the implementation of developing individual plans of study for all students. Plans would include all high school courses and at least one additional year of postsecondary education
- ★ Requires the Kansas State Department of Education to study the development of a new tiered funding model for career technical education programs with consideration given to the current postsecondary tiered funding model

Early Success

- ★ Cost savings for students and parents
- ★ Efficient use of educational resources including facilities and faculty
- ★ Joint planning between secondary and postsecondary resulting in high school students receiving college credit
- ★ Significant enrollment growth in postsecondary career technical education: more than 43,000 college technical education credit hours (**52% increase over the previous year**)
- ★ Major program areas for enrollments: 28% Health; 15% Automotive; 11% Manufacturing; 10% Computers; 5% Construction

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- **Tiered Technical State Funding**

With the development of a new cost model approach to funding technical education, the Postsecondary Tiered Technical Education State Aid Act (SB 143) was passed by the 2012 Legislature and additional \$8 million in state funding was appropriated to directly support technical education courses delivered by the state's community and technical colleges. The new model is based on "what should it cost" to deliver a technical education course. In calculating the overall cost of any technical education course, four components are considered: instructor costs, instructional support costs, extraordinary costs, and institutional support costs. Tiered rates are established to recognize cost differentials for the delivery of courses in high-cost, in-demand programs.

Benefits to New Approach

- ★ Long-term system incentives for the increased production of a high-wage, in-demand technical workforce
- ★ Uniform state funding for technical education courses for all community and technical colleges
- ★ Opportunity for strategic investments at the course level
- ★ Established rates that encourage efficiencies at the local level

- **Marketing Technical Education**

The TEA Marketing Committee in collaboration with the Kansas Board of Regents, the Kansas Department of Education and the Department of Commerce launched a marketing campaign promoting the benefits of technical education. The broad purpose is to enhance public opinion of career technical education and inform students and their families of the excellent career opportunities available through technical education. The campaign particularly focuses on high school students and their parents and uses video, radio, print posters and brochures to highlight advantages of the technical careers. Four 30 second videos were produced featuring welding/manufacturing, nursing/health, computer/IT, and lineworker occupations. The videos aired in multiple TV markets across the state and also in theater complexes. The marketing call to action is "visit your counselor or [kansasworks.com/careerzoom](http://www.kansasworks.com/careerzoom)" for more information. The sites have tool kit documents for use by high schools and colleges. The CTE brochure is also available in Spanish. The materials and videos are accessible through the following links: [http://www.kansasregents.org/governors\\_cte\\_initiative](http://www.kansasregents.org/governors_cte_initiative)  
<https://www.kansasworks.com/ada/services/CareerZoomLanding.cfm>

## Challenges

- **Seamless Transition from Secondary to Postsecondary**

Although the major emphasis has been on delivering college-level technical courses to high school students, the development of statewide articulation agreements for the transferability of substantially equivalent courses remains a challenge. Key elements of this initiative will be focused on the utilization of industry-recognized credentials and common courses identified through the postsecondary program alignment process. Activities currently occurring in the state through the RPOS and Advancing CTE in Career Pathways initiatives will also be integrated into this project where possible.

- **Establishing Benchmarks for Outcome Metrics**

The Postsecondary Technical Education Authority was charged, by state statute, to develop benchmarks and accountability indicators for postsecondary technical programs to be utilized in the awarding of state funding and make funding recommendations to the Kansas Board of Regents.

After considerable discussion and following the recommendations from a business/industry taskforce/council, three key outcome metrics were identified: 1) the number and percentage of students achieving industry-recognized credentials, 2) the number and rate of employment of students exiting technical programs, and 3) Wages of students employed after exiting technical programs. KBOR staff is working with colleges to determine current performance levels, establish performance thresholds, and develop a timeline for implementation of this evaluation process.

- **Validation/Collection of Industry Credentialing Information**

The ability to collect and/or validate attainment of industry credentials from sources other than self-reported is a major challenge since this data is used for multiple purposes (Perkins, Outcome Metrics, and Governor Brownback's CTE Initiative) in our state as well as others. Kansas is currently participating in the ACTE Data Sharing Pilot project and working with state licensing entities and vendors.