

New Mexico CTE Statewide Advisory Board

Meeting Minutes



Date: Tuesday, September 23, 2025 | **Time:** 12:45PM – 2:00PM MST

ITEM 1: Call to Order

Chair Gene Strickland called the meeting to order at 1:04 PM MST.

ITEM 2: Roll Call

| Board Members | Board Members | Staff & Liaisons |
|-------------------------------|---------------------------|---------------------------|
| Albert Montoya | X Jennifer Schouwe | X Alex Lutz |
| X Alex Rios | X Jerry Valdez | X Becca Galves |
| Amber Gallup | X Joan Baker | X Charles Santistevan |
| Ariana Escarzaga | Joanie DeBerry | X Colleen Boeder |
| X Becca Myers | X Joaquin Sanchez | X Crystal Maestas |
| X Breezy Gutierrez | X Joy Lewis | X Denise Ojeda |
| X Brenda Tapia | Karyme Contreas | X Dr. Melissa DeLaurentis |
| X Brian Schobel | Kathleen Sena | X Dr. Susan Chaudoir |
| X Charlene Chavez | Lindsey Bomke | X Jennifer DeRedin |
| X Charles Santistevan | X Lisa McNiven | Judy Cruz |
| Charlotte Dennis | X Marfyll Cisneros | X Justin Makemson |
| X Christine Phipps | X Mario Garcia | X Kevin O'Shea |
| X Christine Reyes | X Mary Bissell | X Mira Misleh |
| Cyna Centeno | Matt Cook | X Phil Rudy |
| Daniel Perry | Mia Homsi | X Ryan Underwood |
| X Deanna Aquiar | X Michael Ogas | X Tierney Roberts |
| X Debi Cline | X Miguel Acosta | X Tiffany Walker |
| Douglas Wine | X Mike May | |
| X Dr. Adan Delgado | X Nabil Flores | |
| X Dr. Joseph Goins | Neveah Gonzalez | |
| Dr. Monica Martinez-Archuleta | X Nicola Martinez Collins | |
| X Dr. Susan Chaudoir | Olivia Cherry | |
| X Eric Gutierrez | X Oluchi Akwani | |
| X Frank Sanchez | X Pedro Castillon | |
| X Gary Aycock | Petra Solimon | |
| X Gene Strickland | Ria Gill | |
| Gil Yildiz/Guru Smith | Rob Leming | |
| X Holly Woelber | X Romeo Cruz | |
| Hoor Alsheikh | Sage Greenwood | |
| Iorwen Ouyang | X Sarah Michaud | |
| Iree Hernandez | Scott Groginsky | |
| X Isabel Mucher | Tabitha Stallworth | |
| Dr. Monica Martinez-Archuleta | X Terri McCartney | |
| Isabella (Bella) Ortiz | X Tobie Baker Wright | |
| Jamie Gros | X Wiley Billingsley | |
| X Janel Sanchez | X Yuki Ye | |
| X Jayda Goodson | | |
| X Jennifer Park | | |

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Participants included representatives from various educational institutions, government agencies, and industry partners. Attendees included representatives from NMPED, Dr. Joseph Goins, and others.

ITEM 3: Welcome and Introductions

Chair Strickland shared his appreciation for all the committees and provided an opportunity for new members to be introduced and to connect. Gene expressed the board's appreciation to Gallup-McKinley Schools for hosting the board, providing outstanding hospitality and for the quality and impressive strategy behind their CTE programs. Their approach greatly informs the work of the board statewide. The board is especially appreciative of the donation of meeting space from Gallup-McKinley Schools.

ITEM 4: Public Comment

The board invited public comment for 15 minutes. No members of the public virtually or physically had comments or additions to make to the advisory board.

ITEM 5: Approval of the Minutes of the June 2025 Meeting

It was moved by Dr. Monica Martinez-Archuleta and seconded to approve the minutes of June 18, 2025. The motion was adopted unanimously.

ITEM 6: CCRB Update

The board enjoyed an informative and exciting presentation from Dr. Joseph Goins on Pathways to Careers Resource Hub. The presentation highlighted the following:

Purpose of Platform

- Provides a statewide hub for educators, students, industry, and families
- Supports data-driven decision-making and program alignment

Key Features

- Live labor market data
- Industry certifications and program standards
- Regional workforce projections
- Filters by region, career cluster, and high-value occupations (Perkins V aligned)
- Subcluster breakdowns, job zone information, and training pathways

Available Resources

- Program of study posters

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- Industry standards
- Work-based learning templates
- Demographic dashboards

Strategic Value

- Aligns education programs with workforce needs
- Supports planning, advising, and industry engagement
- Will continue to expand with Perkins V and district-level data

Links and documentation were provided to the board for their independent exploration.

The next presentation the board learned from was presented by Senior Manager (it was noted that this position was previously called Director) Breezy Gutierrez who provided the NM Public Education Department, College and Career Readiness Bureau update.

CTE Concentrators: Under Perkins Law, students who complete two or more CTE courses are considered “concentrators.” Data indicates that concentrators are more likely to complete their coursework and earn a degree or credential. This designation is significant in addressing the growing workforce demands across the state and nation.

Program Alignment and Clusters: The state has transitioned from 16 career clusters to 14 clusters with sub-clusters to better align programs of study with workforce needs. These changes are intended to enhance program quality and ensure students are prepared to fill positions with qualified talent.

Course Sequences: All secondary CTE programs must follow a three-course sequence determined by the Public Education Department:

1. **Participant**
2. **Concentrator**
3. **Completer Course** (formerly “Capstone”)

A clearly defined sequence of courses is designed to support student progression, improve career readiness, and create equitable pathways into high-demand careers.

Student Outcomes: Data shows that students engaged in CTE programs are more likely to find meaningful careers and contribute positively to the

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workforce and their communities. 131,976 New Mexico students participated in CTE courses in the 2023–2024 school year, with approximately 50,000 students continuing as concentrators.

Federal Requirements: Federal law mandates that CTE programs provide a three-course sequence that leads to a career outcome and offers opportunities to earn industry-recognized credentials and certifications.

ITEM 7: Approval of Committee Chairs

It was the goal of the June meeting to fill all open Committee Chair positions. Candidates were nominated or stepped forward to assume these additional responsibilities. The Chair expressed appreciation for the work of Committees in choosing leadership.

It was moved by Dr. Delgado and seconded to approve the slate of nominated chairs and vice-chairs as presented to the board:

- Mary Bissell - Coalition, Building & Partners Chair
- Michael Ogas – Curriculum, Programs of Study, and CTE Equipment Vice Chair
- Nicola Martinez Collins - Marketing, Public Relations, and Public Policy Chair

The motion was adopted unanimously.

ITEM 8: Approval of Committee Call to Action

It was moved by Nicola and seconded to approve the Call to Action Charges developed by the Board and reviewed by members and committees.

Executive Committee

Charge Word: “Stewardship”

Call to Action: The Executive Committee ensures a unified, strategic, and inclusive direction for the Advisory Board by aligning structure, culture, and leadership representation across New Mexico.

Student with Disabilities Committee

Charge Word: “Access”

Call to Action: This committee is successful when data-driven recommendations lead to expanded, equitable CTE pathways and workforce transitions for students with disabilities.

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Curriculum, Programs of Study, and CTE Equipment Committee

Charge Word: “Relevance”

Call to Action: Success is achieved when CTE curriculum and equipment are aligned with future-ready skills, graduation requirements, and best practices across leading states.

Data, Outcome, and Evaluations Committee

Charge Word: “Insight”

Call to Action: The committee drives success when their analysis transforms data into actionable recommendations that inform decisions, eliminate gaps, and forecast future workforce needs.

Coalition Building and Partners Committee

Charge Word: “Connectivity”

Call to Action: This committee fulfills its mission when diverse, strategic partnerships and coalitions are established to support inclusive, community-rooted CTE ecosystems.

Marketing, Public Relations, and Public Policy Committee

Charge Word: “Advocacy”

Call to Action: The committee is successful when it amplifies CTE’s value through clear messaging, increased public engagement, and policies that support career-readiness for all learners.

The motion was adopted unanimously.

ITEM 9:

Committee Reports

- Coalition Building and Partners – Presented by Dr. Monica Martinez-Archuleta
 - o Concentrating on identifying key industries and strategic partners to align with CTE initiatives and workforce data
 - o Committee is compiling a list of existing coalitions, such as the Rural CTE Alliance, to determine how the Advisory Board can formally support and strengthen these partnerships statewide
 - o Next committee meetings are on October 17th and November 21st
- Curriculum, Programs of Study, and CTE Equipment - Eric Gutierrez
 - o Emphasis on alignment of programs to new national subcluster framework

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- Focus on ensuring full compliance with Perkins V and proper sequencing of courses
- Committee will review existing programs for alignment prior to next meeting
- Next meeting scheduled for October 15
- Data, Outcomes, and Evaluation – Presented by Jennifer Schouwe
 - Reviewed statewide CTE performance data and identified priority metrics
 - Committee will analyze leading and lagging indicators to drive recommendations
 - Four core guiding questions were established to frame ongoing work
 - Sub-groups will be formed to address data flow, interpretation, and external benchmarking
- Marketing, Public Relations, and Public Policy – Presented by Nicola Martinez Collins
 - Committee identified that appointing a Chair has not been possible as the committee is full of ex-officio members. Nicola will be the Acting Chair.
 - Priority initiative: develop a statewide public awareness strategy for CTE
 - Exploring partnerships with marketing firms and use of QR codes, newsletters, and PED website
 - Goal to expand CTE Corner newsletter reach to at least 10,000 stakeholders
 - Planning communications for CTSO Day at the Roundhouse on January 30
- Students with Disabilities – Presented by Brian Schobel
 - Key aspect of their work is securing data so that different approaches and strategies can be recommended
 - Reviewed data on student participation in CTE by disability status
 - Identified gap in reporting due to exclusion of 504 students: exploring additional data inclusion
 - Committee identified need for more inclusive outreach and marketing to students with disabilities
 - Discussed opportunities to collect voluntary disclosure through CTSO registrations to support self-advocacy

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- Emphasis on aligning transition plans and next-step plans across PED divisions

ITEM 10: Upcoming Board & Committee Meetings

CTE Statewide Advisory Board Meeting

Executive Committee Meetings

October 29, 2025 | 3:00 PM MST
January 13, 2026 | 3:00 PM MST
May 14, 2026 | 3:00 PM MST

CCRB Opportunity Gap Training

October 27, 2025 | Albuquerque | In-Person
October 28, 2025 | Virtual

CCRB CTE Leadership Workshop

November 10, 2025 | Albuquerque | In-Person

CTE Statewide Advisory Board Meeting

December 3, 2025 | Virtual
April 8, 2026 | RioTECH | In-Person

ITEM 11: Adjournment

Closing Remarks

Gene celebrated and honored on behalf of the board the work of Breezy and the CCRB team. Melissa, Christine, Ryan, Colleen, and the team behind the scenes working to support the board is very appreciated.

Gene closed with an inspiring illustration about Heinz ketchup. The bottle says, "Good things come to those who wait." If you look over the years, Heinz has perfected a variety of delivery systems (e.g. squeeze, glass, individual packets) to help customers not have to wait for great quality. CTE, like Heinz ketchup, is great quality and proven education that works for students and industry. The work we are doing is the right work. Our goal is to advance and improve the delivery system so that the workforce of tomorrow doesn't have to wait for great quality and transformational education and career advancement. Continuing to do the work allows all of New Mexico to advance.

It was moved by Gene and seconded to adjourn the New Mexico CTE Advisory Board meeting at 2:18.