

FREQUENTLY ASKED QUESTIONS ABOUT ADVANCE CTE

(For Members)

What is the New Name?

Advance CTE: State Leaders Connecting Learning to Work. From this point forward, all materials, resources and communications will be branded with the new name and logo.

Why Did the Organization Change its Name?

We decided to change our name to one that:

- Better reflects our membership, which includes, but is not limited to, State CTE Directors;
- Reaffirms our core beliefs about who we are and how we want others to think of us; and
- Identifies what we aspire to be so that we are better positioned to leverage the current and projected interest in CTE to extend the reach and impact of our work to build partnerships, awareness, resources and support for our community

How Was the New Name Selected?

The development and selection of Advance CTE was an extended and inclusive process that was informed by our members and Board of Directors at every step. We began with a “brand platform” that served as the guiding document in all that we do and how we represent ourselves internally and externally.

Over a four-month period, the board voted on four interim decisions that all built toward the selection of our new name, culminating in a fifth and final vote in September 2015. Staff conducted three surveys to gather input from members on the overall brand and potential names, and also held group and individual calls with dozens of our members. Finally, throughout this process, we solicited input from our Communications Committee, which is made up of State CTE Directors, communications experts in CTE and national organizations in the CTE field.

Will Our Vision and Mission Statements Change?

The new brand and name were built on our current vision and mission so neither will be impacted. Our current name and tagline strongly reflect our:

- **Vision:** *through leadership, advocacy and partnerships, we support an innovative CTE system that prepares individuals to succeed in education and their careers and poises the United States to flourish in a global, dynamic economy.*
- **Mission:** *support visionary state leadership, cultivate best practices and speak with a collective voice on national policy to promote academic and technical excellence that ensures a career-ready workforce.*

What Does this Mean for CTE: Learning that works for America® Campaign?

The rebrand does not impact the [CTE: Learning that works for America® campaign](#), which will continue to be supported by the organization in 49 states and hundreds of communities. In fact, the new tagline was crafted to better reflect the campaign’s brand promise, and the logo was designed to serve as a ‘parent’ to the well-recognized *CTE: Learning that works for America* logo. Materials

developed for the campaign will continue to use the campaign logo, but will also include the Advance CTE logo in the footer.

What Does This Mean for the National Career Technical Education Foundation (NCTEF)?

The NCTEF, which shares governance with the Association, has been renamed the *Center to Advance CTE* to create a more coherent and coordinated organizational brand, and reduce brand confusion internally and externally. The Center to Advance CTE maintains its 501(c)3 status, facilitating capacity building, innovation and fundraising.

How Will This Affect My Membership?

The new name does not change our [membership structure](#). We will still maintain our member types: State, State Associate, Non-State Associate, and Organizational.

How Will this Affect My Invoicing/Membership Dues?

For those states and organizations that currently have a vendor agreement with “NASDCTEc” and are concerned about how the name change might impact that agreement, we have changed our name through a “Doing Business As” (DBA), so the invoicing process does not need to change. Staff will work with each state/member to determine the best way to do invoices. Please contact khornberger@careertech.org with any questions relating to invoicing or dues.