



# **State Membership Structure Frequently Asked Questions**

Effective July 1, 2017, state membership to Advance CTE may comprise up to five individuals, including and selected by the State CTE Director. This guidance is designed to explain this member benefit, and help you choose the best composition for your state context. This guidance reflects the organizational policy approved by the Advance CTE Board of Directors on February 16, 2017. To review the policy, please see Appendix A.

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## Overview

### What Is the Expanded State Membership Structure?

Advance CTE's state membership may cover up to five individuals, including and selected by the State CTE Director. This expansion of the state membership is intended for the benefit of the state and not a single individual.

Each year, State Directors will have the opportunity to designate an additional four individuals to be covered by their state membership dues. These designations come at no additional cost to the state. Participation in the expanded state membership is voluntary and at the discretion of the State Director.

Nothing in this policy alleviates the state from ensuring it is in compliance with all applicable laws and regulations.

### Why Expand the State Membership Structure?

In 2016, the Advance CTE Board of Directors approved a new name and brand for the organization, and released *Putting Learner Success First: A Shared Vision for the Future of CTE*. These actions acknowledge the growth, diversity and future needs of CTE. They also reflect the need for collaboration across and within systems to meet the needs of today's and tomorrow's CTE students, the importance of cultivating stakeholder understanding and support for CTE, and the need to support current and future state CTE leaders.

Building on these actions, Advance CTE's Board of Directors began to consider how the organization should proactively support its members and the CTE community to accomplish this vision and fulfill the promise of the new brand. The expanded state membership structure was the result of this deliberation.

### How Will This Work?

This expanded membership is designed to give State Directors the flexibility to add members as it best suits their state contexts.

There are some simple ground rules to keep in mind:

1. The state membership covers up to five individuals. It is comprised of the State CTE Director and up to four more individuals who meet the eligibility criteria. Only the State Director may add individuals to the state membership.
2. All memberships are valid from July 1 to June 30.
3. The number of individuals covered by the state's membership does not impact the amount of a state's annual dues. The state dues remain the same if you have one person covered or five.
4. State Directors may add more members for the cost of the relevant membership type, and may add members at any time throughout the year by following the steps laid out in this document. All state memberships must be paid for by the state agency that retains the state's membership with Advance CTE (the agency that employs the State Director).

## **Am I Required to Designate Individuals to Be Covered by My State Membership?**

Participation in the expanded state membership is voluntary, and is provided as an additional benefit to the state's Advance CTE membership. State Directors may choose to add as few or as many individuals to be covered by their state membership. The only required member is the State Director.

## **How Will This Impact My Role as the State Director?**

The Board of Directors approved the expanded state membership structure with the belief that it further strengthens and empowers all State Directors. Along with the power to choose their members:

- This does not change how the State Director is identified;
- State Directors continue to be the only individual allowed to vote on behalf of the state for all formal Advance CTE membership votes; and
- This does not change the governance of Advance CTE or who can serve on the Board.

## **Eligibility**

### **Who Is Eligible for the State Membership?**

Individuals must qualify as one of two Advance CTE membership types: Associate, State and Associate, Non-state. However, they do not need to be existing Advance CTE members to qualify.

These two types are defined as:

- Associate, State (\$75): An individual who resides in a state that maintains an Advance CTE membership, and is currently employed by a state agency. (Examples may include state departments of education and workforce development, a board of regents, community college system, governor's office, etc.)
- Associate, Non-state (\$100): An individual who resides in a state that maintains an Advance CTE membership, and is directly and currently employed by the education delivery system but is not a state employee. (Examples may include local CTE teachers, faculty, and administrators, etc.)

### **Who Is Not Eligible?**

A few types of individuals are not eligible for your state membership:

- Any individual who is employed by an organization that meets the definition of an Advance CTE organizational member.
  - An organizational member is defined as: Any organization, including non-profit and for-profit organizations, national or state associations, consulting firms, other businesses or corporations.
- Vendors
- Contractors or consultants even if they are employed by a state agency or the local education delivery system

### **Are There Any Exceptions?**

Based on your input, the Board approved some exceptions for individuals who might otherwise be ineligible to be covered by the state membership. The following individuals are eligible to be covered:

- State Executive Director of the Association of Career and Technical Education (ACTE);

- State Advisor for Career Technical Student Organizations (CTSO);<sup>1</sup>
- Individuals who may not be employed by a state but are appointed or elected to a governing body that has authority or influence over CTE; and
- Executive Director of your state’s local CTE administrator organization(s).

### **Can a Person Become Ineligible for Membership?**

The membership is a benefit to the state, not an individual. As such, if an individual is no longer eligible to receive the state membership because of a change in their position, the State Director must notify Advance CTE and staff will remove their access. State Directors are allowed to fill vacant positions and make other changes at any time in the year. These instructions are detailed in the “Submitting Your Members” section of this document.

## **Choosing Your State Members**

### **How Do I Start?**

The state membership structure has been designed to provide State Directors with maximum flexibility. Your membership can be as large and diverse as you want it to be. At the end of the day, the driving question should be: ***How can I use the state membership help advance my state’s vision for CTE?***

The answer to this question may help you focus the selection process.

- For some states, the best approach might be interagency, with spots filled by key counterparts or representatives from workforce development, secondary and postsecondary education, who all have some authority over or connection to CTE.
- For others, this could be another opportunity to convene a project-specific team, such as New Skills for Youth or even key members of your Perkins V, WIOA or ESSA state planning teams to help ensure CTE is well integrated into those initiatives.
- Or perhaps you want to use the memberships to cultivate a pipeline of future CTE leaders within your own office or state system.

Ultimately, the best approach is one that best fits your state context. Below are some of the individuals you might consider inviting to be part of the state membership:

- Secondary/postsecondary counterparts, or individuals with authority over CTE;
  - *NOTE: While no individuals are required beyond the State Director, the Advance CTE Board strongly encourages State Directors to consider selecting their counterpart(s) as part of the state membership.*
- Other state-level leaders with authority over or work related to CTE, such as representatives from workforce development, economic development, labor or commerce agencies;
- Members of your staff, such as your deputy, Perkins administrator, data administrator, work-based learning coordinator and/or communications director;

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<sup>1</sup> For the purposes of this policy, a CTSO is an organization that is officially recognized by the U.S. Department of Education. <https://www2.ed.gov/about/offices/list/ovae/pi/cte/vso.html>

- Colleagues responsible for major CTE-related initiatives or policies, such as Perkins V, WIOA or ESSA implementation; career pathways or competency-based education;
- Policymakers who are positioned to support CTE, such as governors’ education policy advisors, state board of education members or staff, or state legislators; and
- Local CTE administrators.

Finally, it is up to the State Director to decide if the state membership is a “team” or simply as a group of individuals receiving the benefit of membership. At this time, there are no planned organizational activities to support a state “team.”

### **How Do I Explain the Structure to Potential New Members?**

Advance CTE staff will provide you with a set of resources to help you explain our organization and our reach and impact as well as the benefits of being a member.

### **Will You Communicate with the New Members Covered By My State Membership?**

All new members will receive an email from Advance CTE staff welcoming them and providing key information about how to make the most of their member benefits, which will equate with the benefits received by any Advance CTE Associate Member. Further, after all state intent forms are received, Advance CTE will analyze the range of state memberships and determine if additional outreach is needed to effectively on-board the new members.

## **Submitting Your Members**

### **How Do I Change or Affirm My State Members during the Dues Renewal Season?**

Advance CTE will collect your state members’ basic information during the annual state dues renewal period, which begins in the spring. Each year, State Directors submit a signed dues intent form prior to the new fiscal year to indicate the following: their intent to continue their state’s membership, the date Advance CTE can expect payment, and whether the state’s dues will be paid for using state or federal funds.

This process has two steps, as it also serves to collect information regarding your state members this year. Below is a helpful timeline to illustrate what this process looks like:

**2/19 – 3/31:** State Directors complete and submit the following to Advance CTE:

- Dues Intent Form to confirm your state will renew its membership for the upcoming year, submitted via DocuSign

**3/3:** Advance CTE holds webinar to explain the expanded state membership structure and process

**3/16:** State Directors receive the following from Advance CTE by email:

- Webinar recording and PowerPoint
- State Membership FAQ document
- Link to State Membership Portal on [careertech.org](http://careertech.org)
- Other Advance CTE resources to explain the benefits of membership

### **Early May:**

- State Director completes online "[Renew Your State Membership](#)" form to submit the individuals you wish to have covered by the state membership for FY21

**Please Note:** The Dues Intent Form *must* be completed to receive your dues invoice. Advance CTE will send the state its invoice shortly after the intent form has been received. All state dues invoices will be sent on or before May 15. Invoices are sent electronically to State Directors.

### **How Do I Access the Online State Membership Form?**

Staff have created a one-stop portal for all of your state membership questions on our website: <https://careertech.org/state-membership>. You must be logged in to view this page, and only State Directors may access this page.

Starting in May, State Directors will be able to update their state members for FY21. If you have changes you would like to make to your state team for FY21, follow the link above to submit your state members' information using the online State Membership Form by June 1. This form will help Advance CTE uniformly collect basic information about each of your state members. This one-stop portal will also have downloadable links to this guidance, the webinar recording, and other important resources.

After submitting the online form, State Directors will receive a confirmation email showing the individuals they have submitted. Advance CTE staff will review all submissions against the policy's eligibility criteria. If any submitted individuals are ineligible, staff will notify the State Director to make a replacement.

### **How Do I Add More than Four Individuals to My State Membership?**

There are two ways this to do this:

1. State Membership Form (during the dues renewal period): The State Membership Form will provide the option to add individuals beyond the allotted four. Advance CTE will invoice the state for each additional member. As a reminder, all state memberships must be paid for by the state agency that retains the state's membership in Advance CTE (the agency that employs the State Director).

For example, you may have filled your four state membership slots, but wish to add two more key partners. The first may be from the state Department of Labor. This person would qualify as an Associate, State member at the rate of \$75. You may also wish to add a local community college president, who would qualify as an Associate, Non-state member at the rate of \$100. As a result, Advance CTE would send you an invoice with your base state dues plus an additional \$175. The invoice sent to the state will list, by name, all individuals covered by the state membership.

2. Throughout the Year: You may wish to add someone to your Advance CTE state membership after the fiscal year begins. (Please note: We are unable to refund membership dues, therefore only individuals who are not currently Advance CTE members are eligible after the fiscal year begins.)

[Go to careertech.org to view your state dashboard](https://careertech.org). Here, you can view your current state members and add or change any members.

### **I'm Not Ready to Designate All Four Individuals. Can I Do This Later?**

Yes, but we encourage you to fill these positions quickly to maximize the full benefit of the expanded state membership.

### **After I Submit this Form, How Can I See Who Is Covered By My State Membership?**

Advance CTE has created a dashboard that lists your active state members. You can access this page from the state membership portal. Again, only State Directors can view this page, and you must be signed in using your careertech.org credentials.

### **What If I Want To Make Changes To My State Membership After I Submit the "Renew State Membership" Form?**

The policy does allow states to change members at any time using the form found in the state membership portal. However, due to the administrative work involved at the turn of the fiscal year change, Advance CTE asks that all state membership changes be put on hold between June 1 and July 15. If you have any questions or wish to change the composition of your state membership during that period, please contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).

After July 15, changing your state members is a simple, two-step process.

1. Go to the state membership portal and navigate to the State Membership Portal. There you can submit your request.
2. This will generate an email to Advance CTE staff, who will review the submission against the policy's eligibility criteria and make the necessary changes in the membership systems. Once confirmed, the addition or change will be made within two business days and the person will be notified as a new member of Advance CTE.

### **How Are the State Dues Calculated?**

In 1994, the Advance CTE membership voted to establish a baseline of state membership dues, which was created based on the percentage of funds each state receives through the total federal appropriation for Perkins. The membership also voted to direct the Board to consider annual, incremental increases in the state dues based on the annual increase in the consumer price index.

### **Can I Use Perkins Funding to Pay for the State's Dues?**

Yes. This expansion of the state membership does not change your state's ability to pay for its membership with funding received through your state's Perkins grant.

### **I Still Have a Few More Questions. Who Should I Contact?**

Advance CTE is here to help you at any time. For any questions regarding the state membership or invoicing, please contact Sara Gassman, Senior Associate for Member Engagement and Professional Learning, at [sgassman@careertech.org](mailto:sgassman@careertech.org) or 301-588-9630.



## Appendix A: State Membership Policy

In 2016, the Advance CTE Board approved a new name and brand for the organization, and released Putting Learner Success First: A Shared Vision for the Future of CTE. These bold actions acknowledge the growth, diversity and future needs of Career Technical Education (CTE); these actions also compelled Advance CTE's leadership to consider how the organization should proactively support its members and the CTE community to accomplish this vision and fulfill the promise of the new brand.

Most notably, these actions reflect the need for collaboration across and within systems to meet the needs of today's and tomorrow's CTE students, the importance of cultivating stakeholder understanding and support for CTE, and the need to support current and future state CTE leaders. Therefore, on October 17, 2017 the Advance CTE Board of Directors approved a modification to the benefits of a state membership. The motion, unanimously approved by the Board, is as follows:

*"Beginning Fiscal Year 2018 (July 1, 2017), each state membership will cover up to five individuals, including and selected by the State CTE Director."*

On February 14, 2017, the Board unanimously approved the following Board policy to articulate the structure, eligibility, and exceptions of the new state membership structure.

### Reaffirmation of the Role of the State CTE Director

The identification and role of the State Director, as articulated in the organization's bylaws, does not change. The State Director remains the only individual who can vote on behalf of his or her state.

### Section 1: Structure

1.1. The state membership covers up to five individuals, including the State CTE Director and up to four more individuals who meet the eligibility criteria and are selected by the State Director.

1.2. This expansion of the state membership benefits comes at no cost to the state. The current member-approved state dues policy, whereby the Board of Directors established a baseline for each state's dues and considers an annual increase based on the change in the consumer price index, remains intact.

1.3. The State Director may choose to expand the state membership beyond the five individuals for the cost of the relevant eligible membership type. To be considered part of the state membership, these additional memberships must be paid for by the state agency that retains the state's membership in Advance CTE.

1.4. Before the start of each fiscal year, the State Director will be given the opportunity to designate the individuals to be covered by the state membership.

1.4.1. All memberships, regardless of when an individual joins, align with the fiscal year – July 1 to June 30.

1.4.2. If any of the positions, excluding the State Director, are not filled before the start of the fiscal year, the State Director may fill them with eligible non-members at any time in the fiscal year.

- 1.4.3. If any of the individuals covered by the state membership become ineligible to receive membership benefits, the State Director may identify another individual to receive the benefits for the remaining balance of the fiscal year.

## **Section 2: Eligibility Criteria**

2.1. When the State Director identifies the four individuals who will be covered by the state membership, these individuals must qualify as one of two Advance CTE membership types: Associate, State and Associate, Non-state. These two membership categories are defined as follows:

2.1.1. Associate, State: An individual who resides in a state that maintains an Advance CTE membership, and is currently employed by a state agency.

2.1.2. Associate, Non-State: An individual who resides in a state that maintains an Advance CTE membership, and is directly and currently employed by the education delivery system but is not a state employee.

2.1.3. All memberships must be held by individuals who are employed by a non-federal entity.

2.2. Any individual who is employed by an organization that meets the definition of an Advance CTE organizational member is not eligible to be covered by a state membership. An organizational member is defined as follows:

2.2.1. Organizational: Any organization, including non-profit and for-profit organizations, national or state associations, consulting firms, other businesses or corporations.

2.2.2. Other individuals who are not eligible to be covered by a state membership include: contractors, consultants, individuals employed by federal entities or vendors even if they are employed by a state agency or the education delivery system.

## **Section 3: Exceptions**

3.1 The following individuals, though they do not qualify for the Associate, State and Associate, Non-state membership types, are eligible to be covered by a state membership if selected by the State Director:

3.1.1. State Executive Director of the Association of Career and Technical Education (ACTE);

3.1.2. A State Advisor for a Career Technical Student Organization (CTSO). For the purposes of this policy is an organization that is officially recognized by the U.S. Department of Education as a CTSO;

3.1.3. Individuals who may not be employed by a state but are appointed or elected to a governing body that has authority or influence over CTE in that state; and

3.1.4. Executive Director of local CTE administrator organizations.

3.2 Nothing in section 3.1 can supersede the restriction identified in section 2.1.3. of this policy.

## **Section 4: Compliance with Applicable Laws and Regulations**

4.1. Nothing in this policy alleviates the state from ensuring it is in compliance with all applicable laws and regulations.