

NCTEF Board of Directors' Meeting  
**Conference Call**  
June 23, 2015  
4 p.m. – 5 p.m. ET

---

**Attendees:** Rod Duckworth, Bill Symonds, Tim Hodges

**Absent:** Jo Anne Honeycutt, Cheryl Carrier

**Staff:** Kate Blosveren, Kimberly Green, Karen Hornberger

**Guest:** Pradeep Kotamraju

**Welcome and Overview of Agenda:** Duckworth welcomed the NCTEF Board and staff. He stated that we will work through the agenda but all votes will take place by ballot. Ballots are due back by close of business on June 25, 2015.

**Review and Approval of NASDCTEc Board Minutes:** Duckworth presented the minutes from the April 7, 2015, NCTEF Spring Board of Directors' Meeting. No corrections were made.

**Whistleblower Policy Revision:** Hornberger stated that the attorney recommended adding language to the employee and Board Whistleblower Policy. He stated that a DC federal court recently held that a Whistleblower policy creates an implied contract, and the signer may sue for wrongful discharge based on alleged violation of such a policy. The Whistleblower Policy has been updated to as reflect this recommendation.

**NCTEF FY16 Budget Proposal:** Green presented the FY 15-16 budget proposal , which has been reviewed, in detail, by the Finance/Audit Committee. The Committee unanimously approved both budgets and agreed to advance them to the Boards for approval. The 85/15 split between the organizations has been retained. The budgets reflect conservative - but not austere - approaches to conducting the organizations' work and reflect Board decisions related to the Foundation's newly-approved theory of action, shifting of work between the organizations and making some new investments that require reserve withdrawals, namely the CCTC-CCSS alignment, Excellence in Action awards, CTE: Learning that Works campaign, some state policy work shifting to NCTEF, etc. To help NCTEF get the new theory of action off the ground, NASDCTEc will reimburse NCTEF for direct expenses associated with these projects but NCTEF is assuming the salary and benefits costs. The budget reflects aggressive targets for products sales and workshops, with the hope that both gain visibility at ACTE's VISION conference.

Symonds asked about the agreement with ACTE and what the details were. Green shared that there is an MOU in place that provides a reimbursement for year one, then a revenue share in subsequent years.

**Lost Inventory Resolution:** Green reported that a resolution had been reached related to the lost Career Clusters inventory. During the April meeting, the Board discussed conducting a survey of State Directors related to their current and projected needs and use of the Common Career Technical Core (CCTC). Based upon prior experience with the alignment study and quick response surveys on the CCTC, staff recommended that the best way to gather useful feedback was not a survey but interviews with State Directors. Given the expertise Vivayic has with the CCTC, staff made outreach to Vivayic to see if they had the capacity to conduct a series of interviews and synthesize the results prior to

the February Board retreat. Vivayic indicated they did have the capacity, submitted a proposal that essentially used the full amount of the value of the lost inventory to cover the consulting fees. Pending approval from the Board, staff will sign an agreement and expect the work to get underway this fall. The consensus of the Board was that this was a good resolution to the situation.

**Election of NCTEF Public Board Member:** Green shared that the Executive Committee put into consideration the nomination of Emily DeRocco to serve as a NCTEF Public Board member, with a term beginning July 1, 2015 and lasting through June 30, 2018. Ms. DeRocco's bio was provided in advance of the meeting.

**NASDCTEc and NCTEF Rebranding Discussion:** Blossveren reminded the Board where we left off during the Spring Board meeting and the re branding exercises discussion from them. She shared that the information gathered was sent to the communications firm. The firm met with staff and as a result of that meeting, we are proposing a broader rebranding effort than previously proposed. The idea on the table now is to rebrand both the Association and Foundation. Blossveren shared that staff held individual calls with the NASDCTEc Board members, given that they had not been as engaged in the rebranding conversations as NCTEF Board members. The goal, if approval, would be to unveil a new brand, organizational name and logos before the Future of CTE Summit in October.

Meeting adjourned 4:45 p.m.

**Not part of the formal minutes but for your information:**

Summary of ballots:

- Approval of the April 7, 2015 NCTEF Spring Board of Directors' Meeting minutes. Ballot vote of 5-0.
- Approval of the updated Whistleblower Policy. Ballot vote of 5-0.
- Approval of the FY 15-16 proposed NCTEF Budget. Ballot vote of 5-0.
- Elect Emily DeRocco as a NCTEF Public Board. Ballot vote – 4 votes yes, 0 votes no, one abstention.
- Approval of the proposed plan to pursue the rebranding of both NASDCTEc and NCTEF. Ballot vote of 5-0.