

NASDCTEc Board of Directors' Meeting

AGENDA

March 31, 2014

3 p.m. – 5 p.m.

Meeting Room: Hampton Ballroom

1. Welcome to Guest and Update on ACTE Collaboration
3 p.m. – 3:15 p.m. (15 minutes) John Fischer
President

2. Website Demonstration and Feedback
3:15 p.m. – 3:30 p.m. (15 minutes) Kate Blosveren
Associate Executive Director

Evan Williamson
Communications Associate

3. On Boarding New Members Proposal
3:30 p.m. – 3:40 p.m. (10 minutes) Ramona Schescke
Member Services Manager
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4. Leadership Initiative
3:40 p.m. – 3:50 p.m. (10 minutes) Kimberly Green
Executive Director
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5. Past President/State Director Emeritus Meeting
Registration Proposal
3:50 p.m. – 4:05 p.m. (15 minutes) Kimberly Green
Executive Director
.....*Pages 4 - 5*

6. 2015 Vision Summit Proposal
4:10 p.m. – 4:30 p.m. (20 minutes) Kimberly Green
Executive Director
.....*Page 6 -7*

7. Legislative Language
4:30 p.m. – 4:50 p.m. (20 minutes) Steve Voytek
Government Relations
Associate

8. Other items to be added/meeting wrap up
4:50 p.m. – 5 p.m. (5 minutes) John Fischer
President

New Member On-Boarding Proposal

Report submitted by Ramona Schescke, Member Services Manager

We want to welcome new members into our organization and make sure they are aware of the membership benefits available to them, and provide them a way to express their needs as we build a meaningful relationship. Envisioned below is a six-month process in on-boarding new members.

Date	Staff Action
Start of Membership	<ul style="list-style-type: none"> • Once we receive word of a new member, we begin the process, such as updating the member listservs, send out welcome e-mail, craft a welcome blog
First Month	<ul style="list-style-type: none"> • Send out new member packet of materials, following up with an initial phone call with member to welcome them. • Provide a new member orientation go over the packet, ask them what needs they have and share what we offer (policy updates, resources, webinars, blogs, meetings, how other staff can help them - other engagement pieces) • Depending on what they need, find another SD who will serve as a mentor and set up a conference call for them to 'meet' virtually • Introduce them to the year-round leadership program and find out what topics they are interested in and be sure to include them on announcements of all the leadership program calls, webinars • Introduce them to their regional representative - connect them
Within 3 months	Include new member in quarterly conference call for new State CTE Directors
Upon first NASDCTEc meeting	At Spring Meeting/Fall Meeting, whichever comes right after they are a new member: host a small reception with them and the Executive Officer team
Six months out	Status update phone call - to see how they are doing, see if they have any needs we can assist with - a touch base call. Could include another staff member, if they want to know more about policy for example

Questions for consideration:

- Does this proposal provide the right amount of immersion, spaced appropriately for a new member?
- Is there anything missing from the steps that should be added?

Background: During the October Board retreat and the subsequently approved strategic plan, professional development and leadership development were identified as clear priorities for the organization. As we have explored how to fulfill the Board and memberships' expectations for this work, it has become apparent that our staff lacks the capacity to carry out the development and implementation of a robust, year-long/year-round leadership program. Before the development of the FY14-15 budget cycle begins, we wanted to gather Board input and feedback so we can build in the appropriate resources into the proposed budget.

Questions for Board Consideration and Discussion:

- *Verify there is sufficient interest in a leadership initiative:*
 - Do we want a new, re-imagined leadership initiative?
 - Should we just refresh the New State Directors Institute?
 - Should we just embed sessions like we are doing at the Spring meeting?
 - Should this focus on content development? leadership development?
 - Do people really have the time to dedicate to something like this?
- *How to do the work:*
 - Should we conduct an RFP to hire a consultant to:
 - Develop the leadership initiative?
 - Develop the leadership initiative and implement it?
 - Or should we add a new position to the staff focused on professional development? This person would be put in charge of the webinars, on-demand webinars, meeting content, on boarding and the leadership initiative.
- *Getting into some of the weeds:*
 - Who should this initiative focus on?
 - Should this focus on 'newer' State CTE Directors?
 - Focus on topics that may be new to any member?
 - Should this be available to members only? Anyone on the State CTE Director's staff? Anyone the State CTE Director identifies (e.g. individual in the non-eligible agency)?
 - Should there be anything dedicated just to State Directors?
 - How to deliver the content?
 - Should this be structured like a policy academy where individuals or teams apply to participate?
 - Or should this be open enrollment program, where people opt in/out as they start in a position?
 - Or should it be an asynchronous program where 'students' follow a prescribed program at their own pace?
 - How to pay for it?
 - Seek foundation support.
 - Fees or no fees?
 - No fees for a certain number of slots for each member state?

Past President/State Director Emeritus Meeting Registration Proposal

Submitted by Kimberly A. Green, Executive Director

Background: During the Nominations Committee call, a past president suggested that NASDCTEc/NCTEF consider waiving registration fees for all past presidents in recognition and appreciation for their service to the organizations. This past president indicated that this was common practice among other national organizations. This recommendation was brought to the March Executive Committee meeting for consideration. The proposal received mixed reactions. Some felt this may set up an expensive precedent. Others suggested it might be worth considering waiving registrations for awards winners. The current practice is to waive the registration fee for award winners the day of the awards ceremony. Staff were directed to conduct a research among like-minded organization to see what benefits they bestow upon their past presidents. Below is the result of this research.

Organization	Response (as provided by organization)
Council of Chief State School Officers	No benefits are provided to past presidents.
National Association of State Boards of Education	No response received.
National Association of State Workforce Agencies	We confer no benefits for past-presidents. The question has been raised only once by a past-president in the past 12 years and I did not raise it with our leadership. Our past-presidents sometimes become consultants. Any special arrangement with NASWA can give the company that hires them an unfair advantage in bidding on projects we compete through our Information Technology Support Center. They would have access to the members only area of our website.
National Association of State Directors of Adult Education	We do not provide past presidents with anything. That sounds cold but it never came up.
National Association of Stated Directors of Special Education	NASDSE does not provide complimentary conference registrations to past-presidents. They do provide the executive director's by-weekly notes to them to keep them in the loop.

National Association of State Boards of Education	Yes our past presidents conference fees are waived once they are completely off of their respective boards.
National Governors Association	We offer NGA's past Chairs, all governors, regardless of whether or not they were Chair, complimentary registrations to NGA's Winter and Summer Meetings – regardless if they are current or past governors.

Recommendations for Board Consideration:

- Based on the information gathered, staff does not recommend the establishment of a policy that waives all past presidents' meeting registration fees.
- Staff does recommend the Board consider waiving the meeting registration fees for State Director-Emeritus award winners for the meeting during which they receive their award.

Background: In 2010, NASDCTEc convened a seminal event that resulted in all 50 states and many partners committing to the principles and action steps defined in Reflect, Transform, Lead: A New Vision for Career Technical Education. This vision has been impactful, resulting in tangible advances for Career Technical Education (CTE) like the Common Career Technical Core and the CTE: Learning that works for America campaign. It has also had many intangible benefits, most importantly signaling to the CTE community clarity in the direction we are collectively moving and to those interested in CTE, that we are committed to high-quality programs.

The need: In 2015, this vision will mark its 5th anniversary and it seems an appropriate time to revise and recommit to the vision. Much has changed since the vision was first put out. The majority of the State CTE Directors are new since 2009. We have a markedly different set of external conditions impacting and influencing CTE:

- a more friendly state policy environment,
- a worsened economic environment,
- friendlier press coverage but persistent stereotypes about CTE,
- an expanded skills gap,
- the presence of the Common Core State Standards and the resulting national attention on college and career,
- more evidence supporting the positive impact of CTE, and
- the impending reauthorization of Perkins

Internal to the CTE community some progress has been made in some areas but others still merit attention, specifically those action steps notes in the national report unveiled last fall, namely:

- Filling the postsecondary CTE standards gap,
- Implementing standards with fidelity,
- Making continued progress on programs of study, and
- Implementing the Common Career Technical Core

Finally, the success of the Career Readiness Partner Council evidences NASDCTEc’s convening power and the significant interest in national education, workforce, governing and philanthropic organizations to be a partner with CTE.

Summit Goals:

1. Re-affirm the states’ commitment to the 5 principles of vision for CTE in the 21st century (and make minor modifications to the principles as needed)
2. Expand the set of national and state stakeholders who are also committed to this vision
3. Update the action steps necessary to mark progress toward accomplishment of the vision and help chart a course forward

The summit should:

- Challenge current beliefs and assumptions
- Inform the debate with provocative thought leaders
- Gain consensus and commitment to the vision for CTE
- Prioritize action steps to achieving the vision
- Bring visibility to CTE and our internal commitment to quality

Invited participants: The 2009 summit included a handful of national partners. Also, each state was eligible to bring two individuals, the State CTE Director and his/her state leader counterpart in secondary or post secondary education. We propose to expand the scope of participants at this invitation only summit. Given the purpose of this summit, we suggest a greater number and broader array of national partner organizations representing education, employer, governing and philanthropy stakeholders, as well as broader state teams comprised of:

- State CTE and his/her counterpart in the secondary or postsecondary state agency
- An employer representative
- The state ACTE President or Executive Director
- Depending on the state governance:
 - A representative from the state superintendent's office
 - A representative from the state Board of Regents (other appropriate higher education governing body)
 - Chair of the relevant board of education governing CTE
- A representative from the governor's office
- A state legislator

Process:

Create a Board appointed task force: This task force will serve as a sounding board and as planning partners for staff to engage in the development of the summit agenda. Task force work will be conducted via conference calls and by email. The task force will be used to identify thought leaders, work with consultants to craft the facilitated portion of the program, provide feedback to documents, identify background materials and resources for the briefing packet, and at the summit, serve as session facilitators.

Prior to the summit: Engage thought leaders to draft succinct white papers (nor more than 2 pages) that respond to a set of pre-determined questions. These background papers will offer useful and diverse insights, considerations and perspectives and will be the beginning of the "briefing" packet participants should review prior to coming to the summit.

Survey of participants: Prior to the summit, survey summit participants to determine their biases, perspectives, beliefs and priorities around the vision of CTE, future directions, challenges, opportunities and needs.

Getting everyone on the same page: A webinar(s) will be hosted with summit participants to ready them for participation in the summit. These webinar may include ramping up on content (e.g. knowledge of the existing vision) or expectation setting for participation in the summit.

Summit location and facilitators: We propose the summit be held in the metro D.C. area and span three days, beginning with dinner, continuing for the next full day and ending mid-morning on the final day. Further, we found Innovation Labs to be an effective convener and would recommend using their services as facilitators. The process and format was unique and promoted open discussion, participant engagement and proved to move the needle forward in an effective way.

Outcome: The summit will result in an updated vision document that is unveiled at the Spring 2016 meeting. Similar to Reflect, Transform, Lead, we'll solicit commitment from states and partners to he new vision.

Board Input needed:

We need your thoughts on:

- Should we host another summit?
- If yes ...
 - Is the focus of proposed summit on target?
 - Timing good – fall 2015 (instead of regular Fall meeting)?
 - Do you agree with the expanded set of invited participants?
 - Do you agree with the proposed length of the summit appropriate?
 - Do you agree with using Innovation Labs again?
 - Would we want to conduct the summit in partnership with other organizations (other groups to have input into the agenda, sponsor the event)?