

NASDCTEc/NCTEF
Board of Directors' Call

August 6, 2015

Brand platform

Drivers

The distinctive features of the offering

Network of state CTE leaders

- Serves state leader needs
- Advances CTE broadly

National CTE champion

Trusted source of latest information

Federal and state policy advocate

Essence

The idea at the core of the brand

Providing visionary leadership and a national voice for the state-level CTE community.

Positioning

How the brand sets itself apart in the marketplace

Only X provides state CTE leaders with the network, resources and advocacy support needed to ensure CTE is a full partner in the movement to successfully prepare students and workers for a more competitive American workforce and economy.

Promise

Largest credible claim the brand can make to external audiences

X is the exclusive network of state leaders focused on delivering high-quality CTE.

Personality

Character of the brand defined in human terms

A Leader

Intelligent

Dynamic

Dependable

Engaged

How we got to the proposed names

- Guiding force – brand platform
- Two approaches to the names:
 - Descriptive (CTE in the name)
 - Aspirational or outcomes-focused (CTE not in the name)
- Research (other organizations, trademarks)

Advance CTE

Advance CTE

State Leaders Connecting Learning to Work

CTE America

CTE America

State Leaders Advancing Learning that Works

CTE Works

CTE Works

State Leaders Advancing Excellence in Action

The Learning that Works Consortium

The Learning that Works Consortium

State Leaders Advancing CTE

**The National Association of State
Directors of Career Technical
Education Consortium**

Next Steps/Timeline

August 6: Receive call notes, slides and link to electronic ballot.

August 7: Electronic ballots due back by COB.

August 10 – 17: Survey out to all members.

August 18: Review survey feedback and share/discuss with Executive Committee. Share survey feedback with Fratelli.

August 21: Meet with Fratelli to refine final proposed name(s) based on member feedback and Executive Committee direction.

August 26: Board meeting. Potential vote on new organizational name and design brief.