

2007 Annual Report to Members

REACHING NEW HEIGHTS



PRESIDENT'S MESSAGE



When climbing a mountain, one must first evaluate the terrain, access the tools needed for the job ahead, and check to make sure all things are in place for success before attempting such a lofty goal.

This is what ACTE has been doing for the past few years; ensuring that everything is in place for our success by taking many steps to meet that end. In 1998, to address a change in culture and to reposition itself, the Association changed its name. Last year, after much reviewing of the terrain, ACTE reorganized the structure of the Association. Now, ACTE is focusing on its internal tools and how to utilize them best for the job ahead.

ACTE members have played a tremendous role in the current growth and success of the Association. This year ACTE witnessed the strength of the membership as it committed itself to the future of the Association by increasing membership for the first time in four years.

In addition to the members' contributions, ACTE continues to serve its members and advocate for the future of CTE by recognizing the increase in the use of technology and infusing it throughout its programs and practices. The Association launched its CTE Research Clearinghouse Web site, produced more Webcasts and podcasts, and introduced Division and Convention blogs. By expanding its Issue Brief series, and writing a position paper to address the growing dialogue in the nation about education reform, ACTE continues to provide its members with access to information and serve as the voice of CTE.

However, with all these expansions and successes, we, as ACTE members and an Association, cannot rest on our laurels. Our membership has grown to more than 30,000 but we need to continue to extend an invitation to potential members be it educators or business partners. As an Association and as individual members, we must continue to reach out to nonmembers, businesses and industry, and other associations to strengthen the message that career and technical education is a vital component of all learners' education and retraining. Learning truly is a lifelong process.

As a member of ACTE, I am increasingly proud of the accomplishments the Association has made and I know that I will be a lifelong supporter of ACTE and the CTE field. I hope that you will join me in climbing this mountain of success. Together we can reach new heights.

Coleen Keffeler
ACTE President
2007-2008



Announcement Contest. The goal was to promote CTE Month in February 2008 and its theme, "Discovering Skills for a Competitive Workforce," through a video public service announcement (PSA). The contest was open to secondary and postsecondary students in CTE-related film, video and production classes.

- In recognition of CTE Month, ACTE visited Western High School and the Community College of Baltimore-Essex campus, both in Maryland, and experienced the benefits of quality CTE.
- To promote CTE, ACTE released the inaugural 2008 Career and Technical Education Weekly Planner, which is available for purchase through the ACTE store. The planner showcases pictures of CTE students and teachers engaging in CTE. All photos for the planner were submitted by ACTE members. ACTE received 232 photo entries for the planner, and the 52 photos selected represent different CTE fields of study. Proceeds from the planner are being donated to the CTE Support Fund, which helps support research-based materials on the value of CTE, organizing public awareness campaigns, and building and sustaining a national coalition of CTE leaders.
- In 2007 ACTE introduced exciting changes to *Techniques* magazine. Based on reader feedback, ACTE instituted "Q & A," in which the Association interviews noted individuals on CTE-related topics. ACTE also began "Other Wise," which looks at lifestyle issues, and "The Last Word," which is an op-ed forum.
- In 2007 ACTE entered an agreement with *U.S. News & World Report* that has greatly enhanced the Association's popular electronic newsletter, *Career Tech Update (CTU)*. Now sent daily, the updated publication provides a comprehensive look at education and career and technical education news from around the country.
- To recognize those individuals who have made extraordinary contributions to the CTE field, ACTE presented nine awards, most of them during the Annual Convention. These awards recognize teachers, educators and policymakers.
- Forty-three schools were recognized for achieving 100 percent ACTE membership participation from each and every member of their career and technical staff, which is nine more than last year.
- ACTE printed Spanish translations of three brochures that are available for purchase through the ACTE Store.
- ACTE officers and staff presented at or had a presence at the following meetings: 21st Century Literacies Impact Conference, CCSSO Conference, NCLA Conference, MASSP Conference, JFF Conference, CEWD Conference, FFA Conference, NCAC

Conference, State Directors Conference, Ohio Career Technical Administrators Conference, UCWHRE Conference, NAF Directors Conference, Postsecondary Media Conference, SkillsUSA National Leadership and Skills Conference, Digital Now Convention, Nuclear Energy Institute, Career Clusters Institute, AYES Meeting, NCC-CTSO Meeting, National High School Alliance Partners Meeting, Job Shadow Day, AYPF Dropout Recovery Group Meeting, Gateway Technical College's Horizon Center Opening, Ohio Legislative Seminar, ICW Workforce Summit, and the America's Promise Trustee Meeting.

REACHING NEW HEIGHTS: PARTNERSHIPS

ACTE understands the needs of its members and knows that in order to better serve the CTE community, the Association needs to build and maintain strong partnerships with organizations, institutions and businesses. In 2007, ACTE reached new heights in this effort and will continue in this success.

- As of November, ACTE has 24 Educational Institution Members, 21 Affiliate Members and 20 Associate Members. These are all increases over last year.
- In 2007, the Office of Vocational and Adult Education announced that the contract for the National Research Center for Career and Technical Education was awarded to the consortium in which ACTE is a lead partner. The Center will be managed by the University of Louisville. The other major partners and their lead responsibility include ACTE (dissemination), High Schools That Work (technical assistance) and the Academy of Education Development (professional development).
- ACTE presented sessions at the National Career Clusters Institute in Phoenix, Arizona, in June.
- For the 2007 ACTE Annual Convention and Career Tech Expo, the Association partnered with 11 organizations to continue to ensure that this event remains the premiere educational and networking event for career and technical educators. The partners include The Association for Career and Technical Education Research, High Schools That Work, MarkED, National Academy Foundation, National Career Academy Coalition, Career Academy Support Network, National Association of Agricultural Educators, National Partnership for Careers in Law, Public Safety, Corrections and Security, National Occupational Competency Testing Institute, Project Lead the Way, and





the National Association of State Directors of Career Technical Education Consortium.

- ACTE strengthened its partnerships with exhibitors and sponsors, which led to a sold out exhibit hall and exhibitor workshops, and more than a 40 percent surge in sponsorship dollars.
- ACTE dissolved the Business Education Partnership and created the Industry Advisory Council, which is purposed to facilitate dialog between the business community and the CTE community.
- In 2007, ACTE partnered with three of its Regions and a sponsor to offer \$200 stipends to more than 50 Convention first-time attendees.
- The Association continued to serve on the board of trustees for America's Promise, and also worked with them to promote its *100 Best Communities for Youth People* campaign.
- ACTE continued to be a trustee of the Trust for Insuring Educators and had a presence at its annual meeting.
- ACTE continued working with representatives from the Chamber of Commerce's Institute for Workforce Competitiveness, The Bill and Melinda Gates Foundation, Junior Achievement Worldwide, the American Youth Policy Forum, the National Career Academy Coalition, the International Center for Leadership in Education, Siemens Building Technologies, and the Center for Energy Workforce Development.

REACHING NEW HEIGHTS: MEMBERSHIP AND MEMBER SERVICES

ACTE wouldn't exist without its members. The Association continues reaching new heights with its members as it provides enhanced services and member benefits.

- ACTE's membership grew at the end of the 2007 fiscal year. This is the first increase in more than four years. ACTE membership continues to grow as a result of all the efforts, hard work and team work of the state associations, Regions, Divisions, affiliates and the national association.
- In 2007 ACTE set a goal of having at least an 8 percent increase in new members. That goal has been reached!
- ACTE is continuing its work with state associations and Divisions on joint membership brochures. As of November, Kentucky, North Carolina, New York, Arkansas, Nebraska, Georgia and the Engineering and

Technology Education Division have joined this effort.

- The Association continues to offer timely and informative news through its publications *Techniques* and *Career Tech Update* and its "TechNotes" podcast. The mix of technology allows members to explore the information they receive either quickly or in more depth.
- ACTE continued to e-mail its members *ACTE News*, which is an electronic publication that focuses on the offering and opportunities available from ACTE.
- ACTE launched *Shop ACTE*, the electronic publication for the ACTE Store. This monthly publication is sent to ACTE members and subscribers and it highlights the book of the month as well as new products and resources.
- ACTE revamped the ACTE Job Bank and uses that tool to continue assisting its members looking for employment.
- In an effort to go green and combat rising postage costs, ACTE began electronically invoicing its members.

REACHING NEW HEIGHTS: THE FUTURE

ACTE has set goals in order to continue to reach new heights and serve its members. With the help and support from a strong staff, volunteers and leaders, ACTE will achieve its goals, which in turn will create a stronger future for CTE.

- ACTE will continue with its advocacy efforts and will remain the voice of CTE.
- In 2008, ACTE plans to reach out to more career and technical educators and increase membership by 5 percent.
- In 2008, ACTE will develop 10 new products for the ACTE store.
- The Association will continue to expand its research and information capabilities by publishing more Issue Briefs and producing more Webcasts.
- ACTE will work closely with its state associations to help promote ACTE and its offerings.
- ACTE will expand its blogs by launching one for every ACTE Division.

2007 proved to be a successful year for the Association, which exists because of its members and strong supporters. In 2008, ACTE will continue serving the needs of career and technical educators by working diligently to reach new heights, exceed its goals, and persist in leading the voice of CTE.



Allen P. DeLeon, CPA, P.C.
Richard C. Stang, CPA, P.C.
Jody H. Vilardo



...improving the financial lives
of our clients, our staff
& our community with
integrity, trust & innovation

Board of Directors
Association for Career and Technical Education
Alexandria, Virginia

INDEPENDENT AUDITOR'S REPORT

We have audited the accompanying statement of financial position of the **Association for Career and Technical Education (ACTE)** as of **June 30, 2007 and 2006**, and the related statements of activity and changes in net assets, functional expenses, and cash flows for the years then ended. These financial statements are the responsibility of ACTE's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the **Association for Career and Technical Education** on **June 30, 2007 and 2006** and the changes in net assets and cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

DeLeon & Stang

DeLeon & Stang, CPAs
Gaithersburg, Maryland
September 18, 2007

This published version of the auditor's report constitutes only a summary of the complete report. Full reports are available upon request.

ASSOCIATION FOR CAREER AND TECHNICAL EDUCATION
Statements of Financial Position
June 30, 2007 and 2006

	2007	2006
<u>ASSETS</u>		
<u>Current Assets:</u>		
Cash and cash equivalents	\$ 851,206	\$ 1,190,872
Accounts receivable, net of allowance for doubtful accounts	439,734	350,052
Prepaid expenses and other assets	166,189	172,614
Due from related party, CTE Foundation	82,091	-
Inventory, net of provision for obsolete inventory	68,811	49,557
Total current assets	1,608,031	1,763,095
Investments, at fair value	1,265,606	278,430
Property and equipment, net of accumulated depreciation	2,347,988	2,277,780
TOTAL ASSETS	\$ 5,221,625	\$ 4,319,305
<u>LIABILITIES AND NET ASSETS</u>		
<u>Current Liabilities:</u>		
Accounts payable and accrued expenses	\$ 567,468	\$ 375,142
Current portion of long-term debt	608,537	56,739
Deferred revenue	1,225,565	1,100,524
Rental deposits	8,443	8,443
Total current liabilities	2,410,013	1,540,848
Long-term debt, less current portion	740,628	1,348,330
Total liabilities	3,150,641	2,889,178
<u>Net Assets:</u>		
Unrestricted net assets	1,120,400	765,776
Unrestricted net assets, Board Designated - Regions & Divisions	187,031	153,222
Unrestricted net assets, Board Designated - Capital improvements/Reserves	519,403	264,072
Temporarily restricted net assets	244,150	247,057
Total net assets	2,070,984	1,430,127
TOTAL LIABILITIES AND NET ASSETS	\$ 5,221,625	\$ 4,319,305

ASSOCIATION FOR CAREER AND TECHNICAL EDUCATION
Statements of Activity and Changes in Net Assets
For the Years Ended June 30, 2007 and 2006

	2007			2006
	Unrestricted	Temporarily Restricted	Total	Total
<u>Revenue and Support:</u>				
Membership dues	\$ 1,554,988	\$ -	\$ 1,554,988	\$ 1,598,628
Contributions	46,609		46,609	121,012
Sponsorship	77,450	-	77,450	60,950
Program service revenue:				
Convention, conferences and workshops	2,065,031	-	2,065,031	1,577,057
Publications	347,220	-	347,220	205,408
Education services	205,810	314	206,124	161,100
Advertising	289,483	-	289,483	310,069
Rental income	158,108	-	158,108	132,641
Service fees	45,732	-	45,732	43,930
Other revenue	251,337	-	251,337	185,867
Investment income	201,564	38,144	239,708	38,357
Net assets released from restrictions and scholarship restrictions	41,365	(41,365)	-	-
Total revenue and support	\$ 5,284,697	\$ (2,907)	\$ 5,281,790	\$ 4,435,019
<u>Program services:</u>				
Convention, conferences and Workshops	\$ 1,169,442	\$ -	\$ 1,169,442	\$ 1,002,464
Publications	1,003,869	-	1,003,869	1,001,762
Government relations	259,713	-	259,713	245,937
Regions & divisions	153,530	-	153,530	142,341
Education services	137,106	-	137,106	158,017
Total program service	2,723,660	-	2,723,660	2,550,521
<u>Supporting services:</u>				
Finance & operations	1,126,675	-	1,126,675	1,052,153
Membership	364,729	-	364,729	406,978
Governance	425,869	-	425,869	408,375
Total supporting services	1,917,273	-	1,917,273	1,867,506
Total expenses and losses	4,640,933	-	4,640,933	4,418,027
Change (deficit) in net assets	643,764	(2,907)	640,857	16,992
Net assets at beginning of year, restated	1,183,070	247,057	1,430,127	1,413,135
Net assets at end of year	\$ 1,826,834	\$ 244,150	\$ 2,070,984	\$ 1,430,127



REACHING NEW HEIGHTS: LEGISLATIVE ADVOCACY

ACTE believes that the field of career and technical education needs a strong voice at the local, state and national levels to support its importance to learners and to promote public awareness. In reaching new heights, ACTE continues to advocate on behalf of its members and is the voice of CTE.

- ACTE continued to work on Perkins implementation issues. The Association submitted comments in reaction to the proposed guidance issued from the U.S. Department of Education, including reaction to the state plan guide released in January 2007.
- ACTE produced organizational responses and commentary related to the No Child Left Behind Act (NCLB), Higher Education Act and Workforce Investment Act reauthorizations, and has been consistently communicating with legislative staff to represent CTE interests.
- ACTE released *Expanding Opportunities: Postsecondary CTE and Preparing Tomorrow's Workforce*, which outlines ACTE's vision for students to obtain advanced skills in a postsecondary setting to become vital and skilled workers in our competitive society.
- In 2007, three issue briefs were produced covering the topics of dropout prevention and recovery; secondary-postsecondary transitions; and workforce readiness credentials. These issue briefs are intended to educate audiences and improve the image of CTE related to timely subjects and emerging education and workforce issues.
- Seeing the need to provide school and program administrators, CTE researchers and policymakers a site to find current research from across CTE topics and issues, ACTE launched the CTE Research Clearinghouse Web page, www.acteonline.org/resource_center/rch/index.cfm.
- ACTE developed the Promising Programs and Practices Web page, www.acteonline.org/resource_center/ppp/index.cfm, to highlight career and technical education programs in community colleges, high schools, and career centers across the country that are providing outstanding education, superior technical skills and innovative opportunities to their students.
- On September 10, ACTE testified at the NCLB hearing on "Reauthorization of the Elementary and Secondary Education Act of 1965."
- New state profiles, released in December, initiated the beginning work on in-depth analysis of the CTE system

in all 50 states. The research gathered during the project will also help ACTE to produce future reports.

- With the help of members, affiliated organizations, and career and technical student organizations, ACTE has compiled approximately 100 student profiles. They are being used to demonstrate the value of CTE programs.
- ACTE wrote all Presidential candidates in May to encourage their campaigns to incorporate CTE messages into their platforms and messaging during the campaign season.
- ACTE initiated a request to change the name of the Office of Vocational and Adult Education at the U.S. Department of Education to the "Office of Career and Technical Education" to better reflect the CTE education and training that is being performed in today's schools.
- A new CTE Congressional Caucus was initiated. ACTE has been very involved in the formation of the Caucus and hosted the first official Caucus event which included student, teacher and administrator representatives. The Caucus will increase visibility and understanding of CTE issues on Capitol Hill.
- In 2007, ACTE initiated a joint funding request for an increase in funding for the Perkins program.

REACHING NEW HEIGHTS: PROFESSIONAL DEVELOPMENT

The professional development needs of ACTE members are constantly changing and the Association has responded to that change with a focus on quality professional development.

- For the first time in history, ACTE, the National Council of Local Administrators, and the Career and Technical Education Equity Council joined forces to offer professional development for career and technical education leaders. The Best Practices in CTE Conference premiered leading-edge practices that are improving the CTE profession. Through a combination of nationally recognized keynote speakers, regional best practice presentations, and exciting and informational concurrent sessions, attendees had the opportunity to learn from and network with CTE professionals from across the nation.
- ACTE received 294 concurrent session proposals for the 2007 Annual Convention, which is a record amount.
- For the 2007 ACTE Annual Convention, ACTE offered three pre-Convention workshops that discussed career clusters, and the repositioning business and marketing education.





- ACTE continued to offer career skills development and training courses through the library of online learning courses with Thompson Learning.
- Through its National Policy Seminar, ACTE continued to provide access to the latest federal information on federal CTE initiatives and helped its members gain the essential skills to become effective CTE advocates.
- ACTE partnered with a record number of content experts for the 2007 Annual Convention.
- *Techniques* magazine won a 2007 APEX Award for Publication Excellence in the category of most improved magazine or journal.

REACHING NEW HEIGHTS: ELECTRONIC MEDIA

ACTE has experienced continued growth and is reaching new heights with its electronic media. ACTE is exploring different aspects of electronic media, which include its podcasts, Webcasts and blogs.

- ACTE expanded its podcast series with new episodes of "Career Tech Talk" and "TechNotes." These podcasts are purposed to serve the information needs of the career and technical education community.
- In 2007, ACTE published three Webcasts featuring the High Tech Girls Society, a session from the 2006 ACTE Annual Convention, and wall-to-wall career academies. Schools can use these Webcasts for inservice training, future planning and informational purposes.
- Reaching new heights and breaking new ground, ACTE launched blogs for the Trade and Industrial Education, New and Related Services, and Guidance and Career Development Divisions. In addition, ACTE found a Convention first-time attendee and frequent attendee to blog for the 2007 Annual Convention.
- In 2007, ACTE interviewed two of its Convention keynote speakers and made the interviews available as podcasts. ACTE also created a widget countdown tool to help promote the Annual Convention.
- ACTE created a Career Clusters and Pathways DVD, as the one-stop resource for educators and administrators on these important topics. The DVD features two Webcasts from the National Dissemination Center for Career and Technical Education, the States' Career Clusters Initiative career clusters plans of study, and all 81 career pathways plans of study—both samples and blank forms for use, nine publications and further resources, and state career clusters and pathways contacts.

- In an effort to increase awareness of ACTE and stay on the front lines of new technology, ACTE created a MySpace account. In addition to the Communities of Practice, this allows members to network and communicate with each other over the internet.
- September marked the first time that ACTE combined its print and online offerings. Troy Justesen, the Assistant Secretary of the Office of Vocational and Adult Education at the United States Department of Education, shared with ACTE his thoughts on CTE. The full interview is available as a podcast and the abridged version was printed in the "Q & A" department of the September issue of *Techniques*. This integration tactic has continued through the year.

REACHING NEW HEIGHTS: CTE PROMOTION AND RECOGNITION

To help policymakers and the public understand the value of CTE, ACTE spends a great deal of time promoting CTE, contacting and working with the media, and utilizing its members in an ongoing effort to stress the value and importance of CTE.

- Through November, ACTE had received 57 media inquiries from newspapers, magazines and research groups requesting information on career and technology education, policy issues, and member programs. ACTE has 150 media placements in education and national media outlets including: *Chicago Tribune*, *LA Times*, *MSNBC*, *MSN.com*, *Education Daily*, *Education Week*, *Inside Higher Education*, *The Chronicle of Higher Education*, *Washington Post*, *Dallas Morning News*, *Community College Leader*, *Community College Week*, and *Employment and Training Reporter*.
- In April, ACTE hosted a teleconference for the media to discuss the launch of its postsecondary position paper, *Expanding Opportunities: Postsecondary Career and Technical Education and Preparing Tomorrow's Workforce*. From the teleconference, ACTE garnered stories in media outlets including: *The Chronicle of Higher Education*, *Inside Higher Education*, *Education Daily*, *Community College Leader* and *Employment and Training Reporter*.
- In 2007 ACTE and its members encouraged CTE students to participate in the annual CTE Month Logo Design Contest. This act proved to be a success, as more than 600 entries were received, which is an increase from the previous year.
- In 2007 ACTE launched a CTE Month Public Service

