

Report to the Board
Family and Consumer Sciences Education Division

Submitted By: Leslie Watkins

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• **Division/Region Accomplishments since the last report**

Builds Networks

- Continued with contacts by email and phone to discuss Vision 2012 details with the National Restaurant Association; Council for Professional Recognition in Washington, DC; CAFÉ Meeting Place Founder; Reality Works Founder; Better Brains for Babies organization; Family Economics & Financial Education at the University of AZ; AAFCS Certification team; National Federation of Dining Room Professionals; and others to ensure that career pathways, industry certifications and business/industry connections to give opportunities for both training and certifications for educators at Vision 2012.
- Requested from Region VPs and ACTE the names of nominees for ACTE Awards who are Family & Consumer Sciences members to recognize them in the FACS Division newsletter, congratulatory letter and at Vision;
- Worked with Jim Waterhouse to identify FACS Division sponsors to recognize them for their years of service and support at the ACTE FACS Division Awards Banquet;
- Secured over \$6,000 for sponsorship for the ACTE FACS Division Awards Banquet from several of the sponsors contacted to increase networking of business and industry with the FACS Division;
- Appointed a Nominating chair and nominating committee to conduct interviews for the slate of candidates for the Family & Consumer Sciences President of the Division; VP to the Board for FACS Division;
- Worked with AAFCS for registration details for certification session on Personal and Family Finance Educator certification;
- Finalized ServSafe certification registration details for Vision 2012;

Integrates Disciplines

- Represented ACTE at the National FCCLA Board of Directors Executive committee meeting in Orlando, FL as Vice Chair in July and provided a report to the Board of Directors;
- Worked on creating a new post secondary listing of Family & Consumer Sciences programs across the nation to be added to the FACS Division webpage; publicized in the Fall 2012 FACS Division newsletter;
- Sent Family & Consumer Sciences links and articles for ACTE to use in social networking for the Face Book page;

Resource for Data

- Made a referral to Jan Bray and Stephen DeWitt to have ACTE representation on the Common Core Standards website;
- Requested an update from the legislative team regarding Perkins to the FACS Division membership at their Division Business meeting at Vision;

- Sent emails through NASAFACS List Serve requesting information for the Division regarding program areas; use of Perkins funding; and other calls for data;
- Represented ACTE on FCCLA Executive committee conference calls;
- Responded to emails, issues, and requests for data from other groups;
- Contacted all affiliated groups and the executive committee members with policy changes for updating website resources for members;
- Updated deadlines for Division Awards, Graduate Fellowship and Roll of Honor awards;

Voice of CTE

- Represented ACTE FACS Division at AAFCS Annual conference and with the FACS Alliance committee meeting in Indianapolis in June 2012;
 - Represented ACTE FACS Division at FCCLA Executive Committee meeting and gave a report of ACTE FACS activities for the National FCCLA Board of Directors' meeting in Orlando, FL in July 2012;
 - Wrote an article for the Fall FCCLA Adviser publication;
 - Spoke to FACS Division members at the Kentucky- KACTE brunch in Louisville, KY in July;
 - Represented the FACS Division at Kansas' Family & Consumer Sciences luncheon as guest speaker and shared ACTE materials with members at their exhibit session, along with Jim Comer and Ashley Parker in July;
 - Served as session presenter and guest speaker at the FACS Division Luncheon at Ohio's State Family & Consumer Sciences conference in August;
 - Sent out the FACS Division Fall 2012 Newsletter to all Division members;
 - Sent out an e blast for all FACS Division members highlighting all Division activities to be held at Career Tech Vision 2012;
 - Sent out an e blast for all FACS Division members for registration for the ServSafe certification to be held at Vision;
 - Sent out letters congratulating all FACS Division members nominated for ACTE awards and inviting them to attend FACS Division Business meeting and FACS Division Banquet for additional recognition;
 - Send e blasts to Matthew Gambill in Georgia to be put on their state Resource Network to reach all Family & Consumer Sciences teachers in the state, members and nonmembers for attending Vision 2012, and registration for ServSafe and Personal and Family Finance Certification sessions at Vision;
 - Attended ACTE Region II conference in South Carolina in September and shared Division plans for the conference at one of their luncheons; networked with other Family & Consumer Sciences professionals; and shared Vision and membership information with Family & Consumer Sciences instructors during CTE center tour;
- **Individual VP activities to support Division/Region and Board goals:**
 - Made updates to website;

- Sent FACS Division Nominating committee report with slate of recommended VP for Family & Consumer Sciences Division candidates to ACTE;
- Made revisions to the Family & Consumer Sciences Division Policy handbook, as needed.
- Confirmed meetings schedule, Deep Dives schedule and details, as needed, for Vision 2012;
- Updated ACTE Dashboard items;
- Referred changes for FACS representatives for ACTE committees to ACTE;
- Continued to work with ACTE to identify the Division bounce rate and correct emails for those not receiving ACTE emails that may affect voting and membership value; worked with Lina Perez on a plan to contact members for email updates and member value;
- Continued to send in budget items for the Division, when needed;
- Continued to respond to correspondence for the FACS Division and CTE issues with members and ACTE staff;
- Attended ACTE Region II conference in South Carolina in September; networked with other Family & Consumer Sciences professionals and shared Vision and membership information with Family & Consumer Sciences instructors during CTE centers tours.
- Participated on ACTE Audit meeting conference call;
- Participated on conference calls and through emails with LeAnn Wilson on financial responsibilities as Finance Chair;

Potential candidates contacted for future Board of Directors Elections:

Gayla Randal, Kansas has been contacted for future Board of Directors election.

• **Division/region Concerns for CTE/ACTE Board Report:**

What are your concerns for CTE?	What are the implications for ACTE?	What should the Board do to address this issue?
<i>STEM Initiatives</i>	<i>Programs cut unless ACTE is more proactive in emphasizing CTE as a solution; Include showcasing all Divisions and ways they are including and promoting STEM – this includes Career Tech Update briefs and STEM Career SmartBrief publications</i>	<i>Update keywords lists for briefs to emphasize CTE as the solution to the STEM initiative; involve ALL divisions in information for the briefs and promoting/showcasing CTE integration for STEM in social media, e blasts to members, etc.</i>
<i>Perkins Funding</i>	<i>The need for all CTE areas to be included in great detail with the law is important to keep all programs recognized, funded and in place.</i>	<i>Work with their division membership to give legislative team types of data and information to help them with this process.</i>

What are your concerns for ACTE?	What are the implications for ACTE?	What should the Board do to address this issue?
<i>Membership decline</i>	<i>Financial & professional impact</i>	<i>Revisit membership marketing campaign; Look at new ways to address decline in membership issue other than current procedures; cut costs of present systems that show clear and concise lack of improvement on membership retention and recruitment; utilize ACTE membership manager in key role for membership.</i>
<i>Email bounces</i>	<i>Member value & voting privileges</i>	<i>Send out postcards to all members who have "bounced" emails to have them update email and be able to receive communications and voting ballots from ACTE; work with ACTE staff for workable solutions from the organization and board members cooperatively.</i>
<i>Strategic Partnerships</i>	<i>Loss of opportunity for financial support for ACTE</i>	<i>Take an in depth look at all factors affecting this concern at our Board meeting.</i>
<i>Vision Format for 2013</i>	<i>High registration costs; administration focused; special rates for NAAE have impacted Vision budget</i>	<i>Look at new formatting for next year's convention; eliminate collaboration with Model Schools and High Schools to Work; provide more programming targeted at educators in all division areas; reduce costs since budgets and economy have taken a financial hit.</i>

- **Items To Be Placed on Board Agenda for Discussion**
 - STEM Initiatives
 - Perkins Funding
 - Membership

- Email Bounces
- Strategic Partnerships
- Vision Format for 2013