Introduction

During ACTE staff travels throughout 2013 and 2014, significant feedback was received regarding the specific need for postsecondary CTE professional development offerings. Some states visited did not offer any professional development for postsecondary and ACTE began developing a plan to fill this void through increased postsecondary PD utilizing VISION as the delivery vehicle.

The charter below was established. Twelve (12) individuals from the postsecondary CTE community who had provided feedback were invited to serve on an advisory group dedicated to the purpose. The charter was established to meet the objectives within 6 months (driven by the fact the VISION program session deadlines).

Postsecondary Advisory Group Charter

***Purpose***

**The mission of the Postsecondary Advisory Group is to identify ways to increase both the quality and quantity of postsecondary content for VISION 2015 in New Orleans.**

***Objectives***

1. To double the number of postsecondary sessions from 20 in 2014 to 40 in 2015.
2. Develop a content strategy to best serve the needs of the postsecondary CTE community to attract a larger number of postsecondary attendees.
3. Identify and recommend potential session speakers with expertise in high-quality postsecondary content and delivery.

The Group will consist of not more than twelve (12) members.  It is recommended that the Group members are currently serving in a postsecondary environment with expertise in postsecondary CTE or have expertise in postsecondary CTE.  Members must have the ability and time to actively engage in the work of the Group.

***Outcome***

The Postsecondary Advisory Group will complete its work by June 2015.

Other

Important to the effort was the recruitment of a high-profile chair from a postsecondary institution that understood the value of the model. This was a cornerstone element of the effort as this person would be able to attract others to participate and brought added credibility to the effort.

Timeline

This Advisory Group met solely via conference calls. A total of six (6) conference calls were held. The first one was held in January 2015. Minutes were taken and distributed after each call. Focus areas were: Sessions/Content Ideas, Promotion/Soliciting Proposals, Panels, Postsecondary Awards and the concept of a Postsecondary Reception followed by action items. Most Advisory Group members also offered to be presenters.

Logistics were discussed as well as numerous action items for both staff and Advisory Group members such as:

Advisory Group members were charged with:

* Sending information to ACTE staff RE: the panel/panel topics
* Soliciting presentations from your colleagues
* Sharing information about VISION/the call for papers via social media
* “Friend”-ing PACE on social media

This effort was so successful, the ACTE PACE Division decided to continue efforts utilizing the Advisory Group members and activities for future VISION planning.

Promotion

New efforts to promote and market the professional development offerings as a ‘conference within a conference’ were an important part of communicating the opportunity. By making the commitment to produce flyers to promote the programming and a special section within the program guide for the conference, elevated the presence of the postsecondary effort and contributed to the perception of a strengthened, more successful event. The promotion had the added benefit of being able to be used for the next years’ promotional efforts in soliciting sessions for the 2017 conference.

Another element of the conference planning was to invite a high-profile postsecondary leader to provide remarks at the reception for these attendees.

Impact/Results on Postsecondary Membership & VISION Attendance

Although the work of the Advisory Group did not specifically focus on membership, ACTE realized a 3.59% member increase in the PACE Division.

In 2014, 83 PACE Division Members and 101 that marked “Postsecondary” as their “Field of Specialization” attended VISION in Nashville. In 2015, 112 PACE Division Members and 211 that marked “Postsecondary” as their “Field of Specialization” attended VISION in New Orleans.

Going forward recruiting vendors/sponsors who specialize in postsecondary products is a future target for the planning committee.