Report to the Board
Family and Consumer Sciences Education Division

Submitted By: Leslie Watkins
Date Submitted: October 10, 2012

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 VP’s 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:

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<thead>
<tr>
<th>What are your concerns for CTE?</th>
<th>What are the implications for ACTE?</th>
<th>What should the Board do to address this issue?</th>
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<tbody>
<tr>
<td><strong>STEM Initiatives</strong></td>
<td>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</td>
<td>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.</td>
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<td><strong>Perkins Funding</strong></td>
<td>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.</td>
<td>Work with their division membership to give legislative team types of data and information to help them with this process.</td>
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<td>Membership decline</td>
<td>Financial &amp; professional impact</td>
<td>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.</td>
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<td>Email bounces</td>
<td>Member value &amp; voting privileges</td>
<td>Send out postcards to all members who have “bounced” emails to have them update email ands be able to receive communications and voting ballots from ACTE; work with ACTE staff for workable solutions from the organization and board members cooperatively.</td>
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<td>Strategic Partnerships</td>
<td>Loss of opportunity for financial support for ACTE</td>
<td>Take an in depth look at all factors affecting this concern at our Board meeting.</td>
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<td>Vision Format for 2013</td>
<td>High registration costs; administration focused; special rates for NAAE have impacted Vision budget</td>
<td>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.</td>
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- **Items To Be Placed on Board Agenda for Discussion**
  - STEM Initiatives
  - Perkins Funding
  - Membership
• Email Bounces
• Strategic Partnerships
• Vision Format for 2013