

Report to the Board

REGION _____ / ___Marketing_____ DIVISION

Submitted By: JUNE 14, 2018

Date Submitted: RICHARD FAULKNER

A. Strategic Direction Contributions

Since the last Board meeting, what have you and your policy committee members done to represent and serve your Region/Division members in the following areas?

Member Value & Engagement

Ex. Growing Membership // Engaging Members // Recruiting New Leaders // Developing Leaders

Appointed a full Policy Committee

Active Participation in the DECA National Conference in Atlanta, GA reaching out to members and potential members in Advisor workshops

Professional & Leadership Development

Ex. Sourcing Topics and Presenters (for Conferences & Online) // Evaluating Sessions

Participation in the Best Practice Conference, Region IV conference and the Oklahoma ACTE Conference.

Working with National Staff to suggest presenters for the upcoming Vision Conference in San Antonio, TX

Advocacy & Awareness

Ex. Sourcing & Showcasing Positive CTE Stories // Advocating for CTE

Wrote article for Techniques magazine about recruiting and advocating for CTE programs in general.

Speaking at DECA Board meetings and conferences on behalf of CTE and CTE teachers.

Strategic Partnerships

Ex. Identifying Potential Partners // Developing Relationships with Key & Potential Partners

Continuing to work on the Partnership with DECA. Reaching out to the New Executive Director to meet with him and rebuild the partnership with ACTE.

Innovation

Ex. Sourcing Models of Innovation // Identifying Emerging Trends, Industries, New Technologies

Seeking out new sources of potential CTE teachers and working to promote these programs.

B. Succession Planning

Do you have any suggestions on future Vice Presidents for your Region or Division? Or any suggestions on future ACTE President-Elect candidates?

C. Region/Division Concerns

What are your concerns for your Region/Division specifically?	What are the implications for ACTE?	In what capacity can ACTE assist in addressing this issue?
<i>Continue to build membership</i>	<i>Diversity of Divisions is a strength of ACTE</i>	<i>Continue to support efforts to rebuild the relationship with DECA</i>
<i>Recruit the next VP</i>	<i>Lack of leadership will hurt the Division and ACTE</i>	<i>Support a Fellow for Marketing</i>

D. Items to be placed on the Board Agenda for Discussion:

(Only include items that require Board discussion or action. These will be placed on the Board meeting agenda.)