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ACTE Region V Policy Committee Meeting 11-30-16 Las Vegas Westgate Ballroom F

Call to Order and Introductions: Dodie Bemis, Region V VP, Executive Director SDACTE, calls the meeting to order at 8:34am Pacific time; Diane Walker, California ACTE, Antelope Valley Union HS District, Secretary; Sherilyn Senef, WY ACTE, Teacher; Mark Branger, Montana ACTE Executive Director, Huntley Schools, Treasurer; Craig Statucki, NV ACTE Executive Director, Clark County District; Coleen Keffeler, SDACTE Legislative Chair, Teacher; Alan Shotts, Wyoming ACTE President; Oscar Olivas, Arizona ACTE, T&I, West-Mec District; Doug Meyer, Past President ACTE; Tim Knue WA ACTE Executive Director; Sarah Heath, CO State CTE Director; Lou Keliher, WA ACTE; George Aszklar, WA CTE Director, join at 9:00am. Rick Ross was unable to make it to the meeting this morning.

Dodie explains that each of the Policy Committee members is a liaison to region committee/s, as well as liaison to states, and each member explains which they represent. Sherilyn and Mark need to determine which represents Oregon and which Idaho.

Approval of the Agenda: Diane Walker moves to approve the agenda with flexibility, Craig Statucki seconds, no discussion, all approved.

Approval of the Minutes of 11/14/16: Diane brought a few copies to review – we conduct the majority of our business via conference call (covering three time zones). Diane Walker moves to approve as published, Sherilyn Senef seconds, Diane notes that her call dropped out, so please let her know if any corrections are needed – no additions, approved.

Financial Report: Mark Branger provides a copy; there have been no new expenses this period. He asks in how much detail he should discuss at the business meeting. Dodie Bemis notes that the majority of the expenses will be coming up for fellows and this conference. He can announce that the mini-grants returned this year due to higher profit from Region V Conference in April, plus increase of fellows and Policy Committee stipends. When next year's budget is done, Mark requests there be a postage expense added; he has been taking it out of printing expenses. Dodie would like to discuss awards so Craig can take it back to Terry and Pam. Craig hasn't been able to meet with Terry face-to-face yet about award winners, and with Pam about who is on the committees from Annika; Dodie has that and it is now posted on the website. Terry has only received a response from one award winner regarding Vision expenses so far. Pam was not able to travel to this conference, so she asked Terry to represent Region V at meetings in Las Vegas, so Dodie isn't sure if there is some miscommunication about who is the chair. Dodie wonders if we shared with Pam on the increase of the awards budget; Mark asks what assistance is offered to the winners about their stipend and registration. Montana provides them a sheet with a step-by-step guide about what they get; Dodie says she does the same, but it would be a great idea to do that for the Region as a whole, particularly for states which are not as active. Craig requests the document from Mark so that he can provide it as a model to the Awards Committee. Nevada doesn't have a budget for Region V yet, so they tell the winners to speak to their

districts about expenses; that may be the case for others, as well. South Dakota and Montana try to provide a little funding for state winners to get to Region because districts don't have lots of funding. Dodie would like to make sure that the Awards Committee knows that their budget was increased, so Craig will pass along the information after Vision is over. Coleen thanks Mark for the new format – very readable.

Review of the ACTE Board Meeting: Dodie and Craig both attended the meeting on Monday. Membership is on the rise, especially T&I, and they are very excited about that. Missouri and Hawaii have both voted to unify, and we are happy because Warren Kawano is a former fellow who pursued that for Hawaii. Connecticut has been a totally inactive state for years, and Mike Woods (ACTE Region I rep) has gotten a combination of different groups, and they now have 1200 new members, which is outstanding. Dodie passes around a FY16 Fact Sheet about membership in divisions and regions (it may be in the Assembly of Delegates packet); it is interesting reading. Registrations for Vision in Las Vegas is almost back up to 2007 levels, which is great – over 4500 registered as of Monday; in Region V, there are 1980 attendees registered. There will be a breakfast on Friday morning for state Executive Directors and State CTE Directors, and over 60 people have signed up so far; LeAnn Wilson and Kim Greene have been working hard on that. The national office is looking at states which have not had an officer on the Board of Directors (8, 4 of which are in Region V – OR, NV, KS, CA). Region V received two plaques – greatest increase (11.11%) of membership, and greatest number of new members (696). Doug Meyer reports that within Region V top 5 states 390 OR, 346 CA, 216 UT, 209 NV, 195 AZ conference attendees – almost 1/3 of conference attendees.

Mark asks if there is any reason to attribute for that increase in attendance other than the fact it's in Vegas; there is increased interest from OR, more unified states. Doug feels there are about 1000 more than budgeted for originally, but they aren't necessarily sure why. California probably increased because of proximity and CTE grants over the last couple of years; Nevada being out of the rotation may have also helped the numbers. Since California will be hosting in 2019, that may increase numbers there. The conference will be in Nashville next year, then San Antonio, then Anaheim; ACTE is negotiating with New Orleans for the year after.

Craig notes that the board meeting was a bit more strategically focused on planning rather than reactive, which is how the Nevada board is run. He was interested in seeing how enthusiastic the national office is about the trend of growth over the last few years. When Craig met with LeAnn and Mike Woods about having the conference here a few years ago, they were hoping to reach levels of New Orleans, so they are very happy.

There was discussion about CTE in the new White House administration; they have hired CTE folks, so believe there is knowledge about it, but they aren't necessarily sure about funding, and whether there may be cuts in the upcoming budget. Doug says that Robin Utz feels CTE is best situated at the Dept. of ED because of workforce needs. Alisha Hyslip is putting together a transition plan with Advance CTE on how to approach Congress; they had hoped that Perkins would be approved in the lame duck session, but now don't feel that will happen. There is some concern about potential cuts.

Doug also brings up the Horatio Alger Scholarship, 10 per state (510 total) at \$2500 for community college. They have given out 300 so far, and are trying to get all of them awarded. The new rolling deadline is December 31, applicants must be under 30 years of age, and graduate of high school by December. It now says post-secondary, so it could include different types of institutions; it is needs-based, and they have removed the state quota (card in registration packet). Please make sure to

promote throughout the state. They feel they could get double that amount if they are all awarded. There is a bit of a glitch in the portal for 2017 being worked on.

Recognition of Hawaii Affiliation: Dodie had hoped that Warren Kawano would be able to join us, but not here at this time.

Review of Policy and Procedures Manual: Rick Ross is not here. Coleen Keffeler notes that the Hall of Fame procedures will need to be updated. Mark says that the last version he has is April 14, 2016; some changes were made at the Region V Conference, and we didn't receive an updated version after changes were made. It should be posted in the DropBox so that we can start reviewing it in chunks during conference calls, as we did with the Conference Planning Guide. We need to make a concerted effort to make sure it's current.

The publication awards should also be addressed in there (new date of February 1).

Tabled at this time. Please contact Rick to provide the updated version.

Discussion/Selection of ACTE Fellows: Dodie thanks the members for their input; she did take it back to ACTE that the qualifier is not helpful (ok, good, and very good type of selection). Region IV expressed the same frustration. Dodie volunteered Region V to come up with a simple rubric over the next couple of months, to set out what we are looking for in the fellow. Our choice was the gentleman (Rob) from Colorado FACS. Mark explains that the candidates were all very good, and each could have been chosen, but without more guidance, it was very difficult. Craig said that he tried to create his own rubric in his head, as each of us did in our own way. We should get Mary Anne Behrens's input, along with the fellows. Craig feels that's something that could be added to their plate, being informed by the national awards rubric to see what they consider; perhaps we could also reach out to former national fellows. Mark says that the national awards rubric is in the document he sent to Craig about the stipend. Dodie suggests that we keep in mind that the decision has to be made very quickly, so don't make the rubric complex. Mary Anne may already have a rubric of sorts for the Region V fellow which could be used as a model. Region I took all 3 fellows since they had extra money and couldn't decide without more guidance. Coleen moves that Mary Anne and the Region V fellows develop a rubric for submission to the Policy Committee, seconded by Mark, no further discussion, approved.

Region V Fellows Report, Including Selection: Mary Anne is not here yet.

First Timers for Region V: The form is already on the website, ready for people to use; the \$500 amount is the same.

Region V Hall of Fame Award: Coleen says that all of the updates have been included from our last conference call and the form is in the DropBox. Mark will make sure to put it on the website. She brought hard copies today and has some for the business meeting on Friday. The due date was changed to February 1st instead of floating all over since the Region V Conference changes dates due to holidays, etc., and not wanting to create issues with shipping of the award. We attempted to make the application and scoring rubric more clear. Mark thanks Coleen for her diligence with it; it is so much better.

Region V Mini-Grants: AK, AZ, CO, and UT received the mini-grants. The checks have been cut, and they will be presented at the business meeting on Friday; Rick will do a quick reprise at the meeting when he presents the check. The awardees are supposed to do a written report for the January newsletter (300 word maximum to Dodie by no later than January 10th), and then an oral report at

the Region V Leadership, and possibly a break-out session along with a 2-minute presentation at a general session. Diane suggests that it be distributed at each of the general sessions, and Craig suggests it be assigned to them in advance so they are ready. Coleen says there are two on Thursday and two on Friday, so that would work (go in alpha order as above). Dodie says we might need the liaisons to remind them, along with Rick.

Digital Badge for Region V Publication Awards: Mark sent the Policy Committee a rough draft of a digital badge for the publication award instead of a plaque going forward. The rationale is that many states in Region V are part-time with no office, so no place to display plaques or certificates; if this could be put on the webpage or other publications, that would be helpful. Diane feels it is a great idea; Craig agrees – it's helpful when you can show members that you are working and receiving awards (similar to QAS – we didn't get a badge for 2015). The recommendation was shared with the fellows, and they also felt it was a good idea. It also reduces printing/plaque expenses. Craig does suggest that the banner should be changed color or font to make it stand out more; perhaps make the ribbon green, or outline the words with white. There will be a different badge for each award (website, publication, etc.). We need input from Mary Anne; Craig believes the fellows are on-board. It should go to the Awards Committee next, so Craig will reach out to Pam (and Terry) and let the Policy Committee know their decision, and if they want Mark to work further with the design.

Region V Website Update: Dodie believes it should be pretty current. The committee list is up, and the Hall of Fame will be put up once Mark finishes it. Diane asks that the San Diego business meeting minutes be posted (not in the DropBox – placed later). The Region V fellows page still has the 2014 fellows; Craig will send the update to Mark.

Region V Committees Review: Dodie would like to make sure that the committee chairs contact the members and double-check their commitment to actively participate. Please have Dodie cc'd on the e-mails to the chairs with that request. Mark says that Montana had the same issue, so they created a checklist (have you contacted members, blank for a one-paragraph report, must be submitted annually to the Board, to show who participates and action taken). There is general consensus that this creates some accountability; it can be sent back to the liaison for report to the Policy Committee. Mark will share his form with the other members of the Policy Committee.

Lori Carlisle, ACTE President, and Gina Riggs, President-Elect, come in to welcome us to Vision, as LeAnn Wilson couldn't make it to us this morning. She reiterates the high registration numbers for Vision this year, with highest numbers from Region V. They compliment Dodie on her leadership.

Updated on 2017 Region V Leadership Conference South Dakota: On their call last Monday, they decided to put people on the bus on Saturday to go to the Gaslight in Rockerville since Mt. Rushmore is not available for the awards presentation, then will go on to Mt. Rushmore for those who have time. It had to be put on the registration form, so that's why there was a delay in getting that done and put it on the website. They decided not to do awards on Friday night because people might leave earlier; that was a real concern in San Diego.

Coleen provided South Dakota note pads. She will be meeting with Tyson in March with more firm registration numbers and hoping to get them to provide binders and pens for the registration bags. Dodie and Coleen will have a meeting with the hotel to review menus in the near future. Sturgiss Area Chamber of Commerce provided lip balm. Wall Drugs is very supportive; his daughter-in-law is on the ProStart Committee. We also have a flyer with the updated agenda with the Policy Committee meeting on Wednesday morning. We need to finalize plans for the Leadership 101, and committee

meetings (will work on it more). [Pepper Poulsen visits] A group of Rapid City teachers is working on the scavenger hunt. The opening session will be Dr. David Jones on Strengthfinders and leadership, to fit with the theme, and will also do a breakout session; the only expense is for his travel. The tours are set out, with dinner included with each. They have a Supreme Court Justice as a speaker. There are also roundtables of 20 minutes (would allow someone to go to 3), networking, social, and dinner on Friday night. They are still looking for breakout sessions. The Gaslight doesn't normally do breakfast, but they are doing it especially for the conference. There will be a very tight deadline for those who need to leave. The Rapid City airport is very small, so one hour in advance is plenty of time to get there. The hotel is the same as 2011, with total room renovations. You need to call the hotel directly to get the conference rate. There is a complimentary hotel shuttle which you call upon arrival at the airport; it will also take you around town. There is complimentary wifi provided at the hotel. Registration rates of \$400 early-bird and \$450 after March 1. The call for presenters is on the website.

Dodie would like to include divisions more within the conference, whether there is a specific strand for them, or other kind of opportunity for them to get together. There would be a facilitator, not necessarily for having something prepared or to plan it. Coleen suggests "Best Practices in" and have people bring a handout, fundraising idea, CTSO practice, or something else to share. Diane feels it would be better to do it during a regular session (or possibly lunch tables), rather than during committee meetings. Dodie would prefer it not compete with the roundtables. She would rely upon the Policy Committee to help determine who would be the facilitator to assist stimulating conversation. Perhaps add the division identification to the registration or do a survey to find out where people would participate. Oscar says that he isn't sure how to break out T&I, as it's so diverse, and people get siloed. It would be another way to get the word out, share information, and celebrate accomplishments within the different areas. He is willing to put together a committee to investigate this further. Sarah suggests having a catch-all in case people didn't feel comfortable attending, such as WBL, employability skills, business partnerships, or safety. Dodie says that any further suggestions can be e-mailed to any member of the Policy Committee. We want to make sure we have continued improvement and high standards for our conference so that more people want to attend regularly. Reach out to the states once early-bird is done to see who might be best suited and willing to facilitate a session. Perhaps set up some guiding questions for them to use.

Book flights soon, because seat availability can become an issue.

Leadership Strand: What kinds of things do we want to make sure are covered? We want to have at least one session in each time slot that addresses leadership. Mike Woods will also be a resource, along with Policy Committee members (don't necessarily have to do it ourselves). Mark and Diane talked about doing a social media/communication piece. Sherilyn will speak with Lyn Velle about doing something. Craig suggested doing something related to site leadership incorporating CTE and academic (academy/principal); his wife and sister-in-law are both administrators. Coleen is attending a meeting this afternoon about helping new administrators, so that would tie right in; she'll let Craig know what she hears. Get Perkins update from Alisha and maybe Lyn would want to do that or delegate someone else. Membership is another area in which to concentrate.

Update on 2018 Region V Leadership Conference Colorado: Dodie sent out a plea to help out with the 2018 conference since Washington backed out. Colorado and Sarah are willing to step up to the plate. All on the Policy Committee are ready and willing to help. The proposal is for Cheyenne Mountain Resort in Colorado Springs, due to weather, pricing, and availability in April; they held their HOSA Conference there last year. It's close to the Broadmoor Resort. The room rate was reduced to \$144

after some strong negotiation. It's also close to the USAFA, the USOC facility, Pike's Peak, and Garden of the Gods. The hotel has a shuttle as part of the rate. Airfare projections are about \$150-\$400 for most, with \$730 to Rapid City (might not be that bad of a drive). There are shuttles that run from Denver to Colorado Springs, so they will investigate that cost, too, in case people want to fly there. It says it includes breakfast and lunch for Wednesday through Friday and brunch on Saturday (don't need Wednesday meals, so maybe that could be combined into a dinner on either Thursday or Friday?). The proposed cost is \$450. The dates are April 11-14 (Wed through Sat), with the 10th just for the hotel night before the Policy Committee meeting. The meeting room rental of \$250 would only be needed for the Policy Committee on Wednesday, and then the others would be included in the meeting package cost of \$109 per person – confirm that before Friday, if possible, so that we have answers for the business meeting.

Diane asks about the room night guarantee (minimum and maximum) and whether AV includes set-up and take-down and what the break-even point is; Sarah told him a 200-250 estimate, but she will make sure that's what it's based on. Other budget items for marketing, keynotes, etc. – Sarah feels that they will probably do it as an in-kind donation out of the CTE Office. The Conference Planning Guide is very helpful and is on the website. Craig and Diane both stress making sure of the audiovisual costs. Sherilyn says that their district would like to see an evening meal included with a \$450 registration cost; it also provides an additional opportunity for networking. Craig says that if the tour could run into a dinner, that could be an alternative (or a "Taste Of" with appetizers).

Coleen suggests having someone go along with Sarah when she meets with the hotel; also ask about comp rooms for ACTE leadership and how long they will honor the conference rate, plus the room rental rate. Sarah intends to take their Executive Director along, who held a conference there last year. Also find out about the meal guarantee date. Sarah asks about the revenue expectation, and it is about \$10,000 to Region V (the same to Colorado).

Mark took the idea to his Montana board about the potential of doing 2018, and they didn't feel that they could do so; the groundbreaking just took place on the new hotel. We don't seem to feel there will be an issue with approval, but we need to be prepared; there may not be another back-up plan at this point.

The Policy Committee thanks Sarah profusely for providing the proposal; we will help in any way we can.

Sarah reports that Darrell Green is retiring, and they have interviews on December 5th, with two very good candidates.

Change Sarah's presentation at the business meeting to the end of the agenda instead of 2:05-2:10pm

Mike Woods joins the meeting at 11:00am to discuss the possibility of doing some sessions for the Leadership Strand. He would like to do sessions developed from concepts from the regions; he can also help with the Leadership 101, if we wish. He will cater specifically to our needs. Diane notes that one idea would be boosting membership (getting millennials involved, using technology, etc.) and membership services. Coleen says we should provide reminders of services available to unified states; Mike agrees that many states don't know about that. Mike says he has a great presentation on social media, both for advocacy and membership. He offered one on succession planning in San Diego, which would be another one, and possibly strengthening committees. We are back to back with Region IV, so he will not be able to be there the whole time (if we have to choose, Friday, April 7th,

would be best for us since we have the whole day – 3 sessions in the morning; if he can come earlier, would also like to get some on Thursday).

****Add this to the January conference call agenda**

Region V Conference Proposals: No other proposals beyond Montana's. That has already been approved for 2019. Coleen says we should start advertising for 2020; Craig said that Nevada is considering it, although they couldn't do it for 2018 due to Clark County district changes, including funding and administration models – there may not be a central CTE Office anymore, and that creates some real challenges. Arizona may be considering 2022.

Region V Conference Planner: Dodie wonders if we need to wait until South Dakota gets a bit further with planning until we review it again. Coleen agrees that it could be a lengthy discussion in April. Diane asks if there have been any glaring omissions or changes that have popped up so far, and they both feel they have not seen that. They anticipate more because they have been through the process before, but they do have some new people who can look at it through that lens going forward.

Awards Update: Craig notes that everything was covered earlier. We need to make sure that we are getting ready for the next cycle; e-mails went out to all of the state chairs. Craig will take the information to them about the publication awards, and request a response before our February call.

CTE Support Fund Promo: Sherilyn has received the 4 gift cards from Wyoming, but hasn't heard anything back from anyone else. Montana is planning to bring them – provide them to Sherilyn; Diane believes California is also bringing them. They can be brought to the Support Fund booth tomorrow afternoon. Dodie asks if Sherilyn wants to attend the Support Fund meeting on Thursday; Brandon Cone will also be there. The names will all be put into a pot and drawn on 12/15 in Virginia and the gift cards will be sent to the winners. (Provide a break to Dodie between 1:00-4:30pm on Thursday at the booth; Craig is covered on Friday).

Mark notes that great ideas come from our region meetings – that's one reason they take longer.

Doug Meyer introduces Jennifer Hirt, who is the new ACTE Senior Director of Programs and Communications who comes in to visit.

Coleen has heard that people don't understand how the money is being spent and benefits the members. Craig says that has come up since last year and was addressed at the meeting recently. Since it doesn't raise enough to cover specific items, it defrays expenses, it is difficult to justify sometimes. Dodie says there will be some flyers at the booth this year to help address it. Coleen suggests that perhaps it could be used to provide two stipends to folks to attend NPS (\$9000 collected last year), with a requirement to write an article for Techniques, etc. As donations increase, so could the stipends. Coleen Keffeler moves that the CTE Support Fund be used to send one first-timer per region to NPS to apply to actual travel expenses not to exceed the amount of \$2500 per recipient; the person would need to write a Techniques article and Region newsletter; Diane Walker seconds, no further discussion, all in favor.

Region V Promotional Strategies: Sherilyn has not heard from Autumn, so needs to contact her to follow up. Mark will be providing the checklist as a draft to the Policy Committee members, so she will provide that to Autumn, who is at Vision.

Good of the Order: Coleen requests that everyone contacts their states about bringing items for both silent and live auctions for the Rapid City Conference, items easy to transport. They would like to

have larger items for the live auction (one nice per state), and smaller items for the silent auction. The proceeds will go to the CTE Support Fund, per the Policy Manual.

Dodie says that the QAS awards will be going to 25 states on Saturday morning, 12 are from Region V. She reviews the numbers from the other regions, as well as the states in Region V. It's terrific that our states are stepping up to the challenge (Diane wonders what assistance can we offer to those not on there – OR, HI, ID, Guam and the territories, and AK?).

Dodie reports on the Region Conference Tracker by year, including attendance and revenue – we had the record-breaker with California. Dodie can make copies and send this out to the Policy Committee members; even skipping that, we still exceed the numbers of the other regions. The revenue is smaller in other regions, as well. ACTE wants each region to sign an MOU with ACTE doing the negotiations for the conference due to other regions losing money on the conferences and asking for assistance to bail them out. Dodie didn't care for that, and wouldn't agree. Coleen feels that those regions which need assistance could ask for that, but it shouldn't necessarily be mandated. The vote didn't pass for it.

Dodie provides a gift of a calendar to each of the Policy Committee members.

Dodie asks what we could do to serve our region better; Diane wonders about doing a survey to state leadership (e.g., providing the presentations on succession planning). Coleen suggests providing it for their board meeting, with services offered and asking them to rank, and what they need – send it to state officers. Do it at a roundtable at the conference or the state leader networking session, perhaps.

Coleen requests that the agendas and minutes be separated in DropBox, then by year. Mark Branger moves that we buy an account (about \$120 per year for 1TB), Craig Statucki seconds. Friendly amendment from Coleen Keffeler that it should be a line item in the budget – take it from conference call; accepted. The Region V VP should be the owner, or have Mark/Treasurer do it (Dodie is concerned that she is not the right person to do it), then transfer files over. No further discussion, motion passes. Have the agenda folder (by year), minutes folder (by year, conference calls, business meeting, Policy), budget, website, Policy Manual, and Conference Planning separate.

Alan Shott says he is glad he attended to learn more about what is going on. Oscar Olivas says he appreciates the transparency and professionalism in creating policies and the work that is being done. Diane and Coleen thank them both for attending the meeting. The fellows program to mentor people is an important piece in developing leaders; technology has, in a way, stunted that process – we'll have to find other opportunities to work with millennials.

Dodie distributes Educators in Action cards; there is a reception from 5:30-7:00 this evening in Ballroom D, and she encourages everyone to attend. Coleen says that the archived sessions are in the Leadership section of the ACTE website for those who would like to see.

Adjournment: at 12:25pm.