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# New State Leader Guide

*October 2018*

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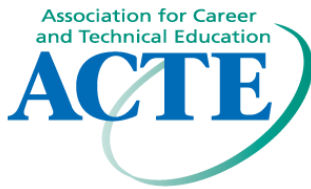
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# Welcome

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1410 King Street, Alexandria, VA 22314  
800-826-9972 • 703-683-3111 • Fax: 703-683-7424 • [www.acteonline.org](http://www.acteonline.org)

*Dear New State Association Leader:*

*Congratulations on your selection as a leader in your state ACTE! ACTE looks forward to working with you over the course of your term to further the cause of career and technical education in your state.*

*The state associations are an integral partner with ACTE. The goals, activities and successes of each state Association are critical to the overall achievement of ACTE's goals and objectives. As a state leader, you are a valuable participant in the journey toward the realization of our mission and core purpose.*

*ACTE has developed this packet to help you understand the states' relationship with ACTE and the resources available to the states through ACTE. Our hope is that the information, resources and tools included in the packet will lead to an effective organization that meets and enhances member value.*

*As you advance in the development and progress of your state association you may encounter needs that are not addressed in this packet or on the ACTE Web site. You are encouraged to contact ACTE Headquarters, your Region vice president or the ACTE president in your quest for help. We also encourage you to utilize the State Association Management Handbook, available online by visiting: <https://www.acteonline.org/acte-state-association-leaders-resources/>*

*The handbook features information on a variety of practical association management issues, including legal and tax issues, governance and structure, finance, membership, management, public policy, media relations, and programs and services. It is an excellent resource and I personally encourage you to take advantage of it!*

*It is the hope of all concerned that the contents of this packet and the supplemental resources will serve as a valuable resource and will help you become more effective as a leader. We wish you great success and the satisfaction of a job well done.*

*Sincerely,*

LeAnn Wilson  
Executive Director

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# Association Leadership Resources

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## ASSOCIATION LEADERSHIP RESOURCES

### *Association Management Tools*

#### *State Leaders Resource Page:*

A state leader's resources Web site has been developed to compile all of the resource in one location for your convenience. Please visit the site and utilize these resources! Information includes past conference calls, links to the awards Web sites, event resources, forms, governing documents, membership information, public policy information and tax/financial resources. Please visit

<https://www.acteonline.org/acte-state-association-leaders-resources/>

#### *State Association Management Handbook:*

ACTE staff and the State Association Task Force have developed a practical "how to guide" on state association management for the state leaders use! The Association Management Handbook is approximately 200 pages and features information on a variety of practical association management issues, including legal and tax issues, governance and structure, finance, membership, management, public policy, media relations, programs and services, frequently asked questions and an appendix. Please visit the handbook at <https://www.acteonline.org/acte-state-association-leaders-resources/>

#### *Annual Report:*

The Annual Report is required to be submitted every year in order to maintain your state's affiliation with ACTE. The Annual Report verifies basic information about the state association as well as reaffirming the state's commitment to its working relationship with ACTE. The Annual Report is due on October 15; it can be completed in conjunction with the Quality Association Standards or separately.

### *Connections/Networking*

#### *Monthly Conference Calls/Webinars:*

ACTE hosts a one-hour conference call/webinar for state leaders January – May and August - October. ACTE staff provides leaders with a legislative update on news happening on Capitol Hill and any legislation that may affect CTE programs. Each month the staff focuses on a theme that presents information to help provide guidance to ACTE leaders on how to communicate and advocate about CTE. The call is recorded and posted on the state resources website for viewing; quarterly the call is scheduled as a live event and state leaders are welcome to participate live!

#### *NEDA (National Executive Directors Association):*

All ACTE state executive directors and presidents are encouraged to join and participate in NEDA. If your state does not have an executive director then the president is encouraged to join and participate. NEDA exists to provide an outlet for state associations to share best practices in the management of their association. We share membership and marketing materials, conference planning tips, policy issues, best practices and all the necessary information you will need to run your state association regardless of the size of your membership. NEDA members meet twice annually (Vision & NPS). Also, the NEDA president serves as an ex-officio board member on the ACTE Board of Directors so we have direct input into ACTE. This provides a two-way street of communication between states and ACTE. Current officers are Becky Cox -President, Gina Riggs -Past-President, and LeAnn Wilson-Secretary/Treasurer. Please E-mail Becky Cox at [rbcox81@gmail.com](mailto:rbcox81@gmail.com) for information on how to join!

### *State Presidents Networking Meeting:*

*This annual meeting at VISION is an opportunity for state presidents to meet and network with each other, share best practices and ideas, and provide information on what is working well in your state. This meeting is intended specifically for state presidents and is one of the most valuable meetings of the year!*

### *Information*

### *Leadership Newsletters:*

*The newsletter for Educators in Action is distributed quarterly to all ACTE leadership. This newsletter focuses on upcoming events, opportunities to get involved and features articles on leadership development.*

### *Leadership Development*

#### *State Breakfast at ACTE's CareerTech VISION:*

*The State Breakfast at VISION not only provides a time for the state leaders to gather corporately, but also serves as an opportunity to discuss issues affecting the state associations and recognize Quality State Associations. This event is held at VISION.*

#### *Leadership Workshops at VISION and National Policy Seminar:*

The Leadership Workshops at VISION and the National Policy Seminar are the primary forums for state association leadership development. In the past these workshops have focused on Leadership 101, Finance and Tax Issues, Social Media and the 7 Measures of Successful Associations. More recently these workshops have been combined with our State Leadership Training Program.

### **Fellowship Program:**



The ACTE Fellowship Program is a yearlong program offered to one member from each of ACTE's five Regions. The Fellowship Program is geared towards individuals with a desire to not

only develop their leadership skills, but also to become more familiar with and participate in the processes used by policymakers in the development and implementation of laws, regulations and other public policies at the local, state and federal levels. Responsibilities and expectations of Fellows are broken down into three categories: leadership development, public policy and professional development. Fellows hold face-to-face meetings at the ACTE National Policy Seminar and VISION; Fellows are also encouraged to attend their respective Region conference. Monthly conference calls and forum discussions are held to assist Fellows in meeting the expectations of the program. At the end of the year, Fellows have a professional portfolio documenting all of their work throughout the term. They are also given the opportunity to mentor the next class of Fellows. Applications are accepted annually and are due September 15.

### **State Leadership Training Program:**

The ACTE State Leadership Training Program is designed to assist current and emerging state leaders with association

management. The program is offered over one year, with sessions held as preconvention sessions at VISION and the ACTE National Policy Seminar. The program sessions feature a variety of speakers discussing general leadership topics, as well as respected ACTE members addressing the nine standards of the Quality



Association Standard award. Participants will apply the information learned to a case study and participate in a forum discussion between sessions.

Leadership Programs Supported by the Opportunity Fund for 2018-2019!

**ACTE LEAD (Leadership, Exploration and Evaluation)**

New professionals with 2–5 years of CTE experience are invited to apply for this intensive and focused leadership development. Over the course of two, full-day preconference workshops, participants will receive rigorous leadership training and find ways to use their skills within ACTE. Participants will receive a \$250 stipend per session. Applications are due **Nov. 1**.

**ACTE Connect**

Open to all members, ACTE Connect provides participants with leadership training as well as how to get involved with leadership in ACTE! Join us at this exciting and interactive workshop to learn more about your leadership capabilities. Sign up to attend ACTE Connect at your next ACTE Region Conference!



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# Additional ACTE Resources and Programs

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## MEMBERSHIP AND MARKETING RESOURCES

### *Membership Modules*

In ACTE's effort to simplify state membership dues transmissions to ACTE, we have developed the following two modules. While these modules have differing functionalities, both provide the same goal towards database unification and easing transmittal processes on both the state and national levels.

- **ACTE State Import Module (SIM)**- An internal routine that allows ACTE staff to directly import state data, properly formatted in Excel, into the ACTE database without any additional data entry.

The advantages of the SIM are to eliminate the potential of any and all data entry errors as the database will be directly populated with the defined criteria as received by you and to use a single Excel file for transmission.

- **ACTE State Customization Module (SCM)**- A module that allows authorized state representatives access to the ACTE membership database to make immediate changes/updates to records and notify ACTE of expected payment submissions by the state for selected individuals.

*The advantages of the SCM are to eliminate the need for states to submit spreadsheets with payments and let the module do the work for you, to grant states access directly into our database to see what information we have stored and to provide the states a mechanism to export the database into an Excel format.*

While both of these options are available to your state, it comes down to personal preference as to which method will work best for your specific dues transmittal needs. You may also find that a combination of the two modules is useful in different respects.

### *Membership Services and Support*

- **Membership Renewal Activities:** ACTE will send electronic reminders, invoices and non-renewal surveys on your behalf at no cost. By unifying with ACTE, you will be able to save hundreds of dollars on in-house paper stock, printing and postage fees.
- **State Membership Processing by Check and Credit Card:** Reduce your bank fees by allowing ACTE to process your membership payments.
- **Membership ID Cards for New and Renewing Members:** Eliminate costs for mailing and card stock while ensuring your members have a physical ID card that strengthens their connection to ACTE.
- **Online Credit Card Processing Capability:** You can link this capability to your website at no cost, eliminating your credit card merchant fees and providing your members with the opportunity to use all major credit cards (AMEX, VISA, MC and Discover) to pay for their transactions online.
- **Membership Data Backups:** ACTE offers peace of mind to state associations by securely backing up its membership data on ACTE servers on a nightly basis. So don't stress if your computer goes offline, crashes or your data becomes corrupted. ACTE will make sure your association keeps running.
- **Member Service Support in the Event of a Crisis:** ACTE can fill in the gaps to ensure your association keeps running no matter what the situation, including phone calls, computer crashes, corrupt data or staff departure/turnover. Your members will always receive the attention they deserve and your Board will feel confident the organization will remain on course.

- **Electronic New Member Welcome Packet:** The first impression counts the most! ACTE offers a special welcome packet to greet new members. This packet is full of important information that will help acquaint members with the organization, its benefits and ways to get more involved to support CTE.
- **Membership Data Reports:** Do you need to know your membership numbers or trends? ACTE will provide you with reports whenever you need them. Simply fill out a membership report form request or send us an e-mail, and we'll provide the report you need within 48 business hours.
- **Access to Your State Membership Data:** Why have separate databases when you can use ACTE's State Customization Module? Avoid duplicating work. Let ACTE do it for you!
- **Monthly Membership Processing:** Allow ACTE to handle new memberships and membership renewals for you. We'll send you a detailed report and a check each month.

#### *Marketing Support*

- **Membership Marketing Assistance:** ACTE has a great marketing team that can help with your membership recruitment and retention, and with promotion for your professional development events.
- **Joint Membership Brochure Design and Printing, and Reduced Rates for Other Printing and Direct Mail Services:** Get joint membership pieces, such as brochures and flyers to assist with your state membership marketing and reduced rates on such services as direct mail campaigns and retractable banners.
- **E-mail Blast Services:** Promote your special events and campaigns or send e-newsletters to your members through ACTE's e-blast services. See more in the "Sending E-Mail through ACTE" section.

## ADVOCACY RESOURCE LIST

ACTE has produced a number of resources for career and technical education (CTE) professionals to use in local, state and federal advocacy efforts and public outreach for CTE. Many of these resources are suitable for distribution to policymakers as “leave behinds.”

What types of resources are available?

### **Advocacy Toolkit**

ACTE has developed a wide variety of tools to assist you in your advocacy activities, keep you informed and promote ongoing support for CTE. The tools here provide step-by-step directions and examples that will help you reach out to policymakers at the local, state and federal levels, as well as your community and the media. The toolkit is available at <https://www.acteonline.org/advocacy/advocacy-resources/>.

### **Action Center**

ACTE’s website features an “action center” where emails can be sent directly to Members of Congress. This Action Center is prepopulated with sample messages related to urgent issues and can also be used to send more general messages or look up contact information. It can be accessed at <https://www.acteonline.org/advocacy/take-action/#/>

### **Fact Sheets**

Quick facts and research points about CTE. Fact sheets can be found online at <https://www.acteonline.org/why-cte/what-is-cte/basic-facts/>.

### **Sector Sheets**

Sector Sheets describe CTE’s role in growing the qualified workforce for high-growth, high-demand industries such as advanced manufacturing and health care. Sector Sheets can be found online at <https://www.acteonline.org/why-cte/what-is-cte/basic-facts/sector-sheets/>

### **State CTE Profiles**

These profiles are intended to provide clarity and context to the complex and diverse CTE systems that exist today, and highlight important initiatives and policy developments occurring in states across the country. These can be found online at <https://www.acteonline.org/why-cte/state-profiles/>.

### **State Fact Sheets**

These printable one-page documents provide basics on your state's CTE program, including delivery, funding, enrollment, performance statistics and profiles of exemplary programs. These can be found online at <https://www.acteonline.org/state-fact-sheets/>.

### **Career Readiness Series**

This series of publications outlines what it means to be career ready and explores how elements of the CTE system can contribute to students' overall career readiness. Career Readiness publications can be found online at <https://www.acteonline.org/acte-career-readiness-series/>.

### **Issue Briefs**

These publications are designed to highlight the role of CTE in a broader issue of national interest. Each brief serves to strengthen the voice of CTE related to the specific issue and to draw more attention to CTE activities and best practices around the country. The briefs provide background information, highlight research, profile CTE programs and include numerous examples of how CTE is tied to the broader issue. Issue Briefs can be found online at <https://www.acteonline.org/issue-briefs/>

### **Career Exploration in Middle School: Setting Students on the Path to Success**

This publication provides six broad recommendations for practitioners related to CTE in middle schools and career development and exploration. <https://www.acteonline.org/career-exploration-in-middle-school-setting-students-on-the-path-to-success/>

### **Issue Sheets**

Issue Sheets are short summaries of ACTE's Issue Briefs, exploring the role that CTE plays in broad areas of national interest. Issue Sheets can be found online at <https://www.acteonline.org/why-cte/what-is-cte/basic-facts/>.

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For more information on the Association for Career and Technical Education, its services or to become a member, visit <https://www.acteonline.org>.

## SOCIAL NETWORKING FOR STATE ASSOCIATIONS

On the national level, ACTE has social networks on which we build and maintain a community of ACTE members and other CTE advocates, including alumni, institutions, businesses and more. We encourage you to join these outlets to receive and share information on the national level about ACTE and CTE.

 **Facebook**


[facebook.com/actecareertech](https://facebook.com/actecareertech)

 **Instagram**

<https://www.instagram.com/actecareertech/>

 **Twitter**

[twitter.com/actecareertech](https://twitter.com/actecareertech)

 **LinkedIn**

[linkedin.com/groups?gid=107247](https://linkedin.com/groups?gid=107247)

On the state level, ACTE state associations are the natural choice for taking the lead on organizing, recruiting members and communicating through social networks. . If there is a circumstance where you would like national ACTE to share an important event/information from your state contact [Rebecca Cox](#)

### *Blogs*

*The CTE Policy Watch Blog (<http://ctepolicywatch.typepad.com/blog/>) gives you the latest in CTE news, advocacy tips and the inside scoop on the Public Policy Department's work to promote CTE with policy makers, legislators and other education and workforce organizations.*

*The Educators in Action blog (<http://eiablog.acteonline.org/>) is a forum for educators to share their experiences, insights and best practices with their peers across the country. The posts in Educators in Action are written by ACTE members and published on the blog by ACTE staff. Interested in writing for the blog? Contact Dominique Frascoia ([dfrascoia@acteonline.org](mailto:dfrascoia@acteonline.org)) for more information!*

*Industry Connect blog (<http://industryconnect.typepad.com/>) gives employers and educators the opportunity to connect and collaborate with each other by sharing information, news, and activities that emphasize the connections between CTE and industry. Interested in submitting a blog? Contact Dominique Frascoia at [dfrascoia@acteonline.org](mailto:dfrascoia@acteonline.org)*

## ACTE EVENTS

### *VISION*

ACTE's Career Tech VISION is the premier event for CTE professionals to participate in some of the most relevant and engaging professional development. VISION brings together thousands of individuals with the common goal of advancing their career and the field of CTE, and provides inspiring keynote speakers, a CareerTech Expo and Career Pavilion, pre- and post-event workshops and tours on focused CTE topics and thriving programs, the ACTE Awards Banquet and a variety of networking opportunities. Concurrent sessions are tailored to suit the needs of each Division, and program area, and provide opportunities to learn and share. The CareerTech Expo features exhibitor workshops, live demonstrations and the largest and latest collection of new products and services that can serve as great resources for both you and your students. ACTE promises to provide a memorable experience for all who attend. Additional information can be found at [www.careertechvision.com](http://www.careertechvision.com)

### *CTE Month*

Every February ACTE celebrates the important role CTE plays in educating our students. CTE Month provides ideas on activities, tips on publicity, a sample CTE proclamation and other information and suggested activities to support CTE educators. ACTE has traditionally hosted student video contests and a school visit as part of the celebration. More information on CTE Month can be found at <https://www.acteonline.org/why-cte/cte-awareness/cte-month/>

### *National Policy Seminar*

Congressional decisions and federal initiatives have the potential to significantly impact CTE programs in either positive or negative ways. NPS provides an opportunity to influence the national debate by helping attendees become more effective advocates. The conference includes a full program focused on current policy issues and time for visiting Members of Congress on Capitol Hill. Make sure your CTE voice is heard by attending the National Policy Seminar! More information on NPS can be found at [www.acteonline.org/nps/](http://www.acteonline.org/nps/).

### *Best Practices and Innovations in CTE Conference*

Co-hosted by ACTE and NCLA, Best Practices and Innovations in CTE is the signature event for CTE administrators. Featuring compelling keynote speakers, several breakout sessions, workshops, tours and a special networking event, this conference typically takes place in September. Learn more at [www.acteonline.org/bestpractices](http://www.acteonline.org/bestpractices).

### *Region and State Conferences*

ACTE encourages all members to attend their Region and state conferences! Visit the ACTE Web site for more information about the Region conferences at <https://www.acteonline.org/regions/>. Some of the individual state pages feature their state conference information.

### *State Leader Events*

Please see page 6 for more information about the monthly state leaders' conference call, Leadership Workshops at VISION and National Policy Seminar, and the State Association Leadership Breakfast at VISION.

Visit the ACTE Events Web site (<https://www.acteonline.org/events/>) for information on additional events!

## ACTE NEWSLETTERS

### *ACTE News*

*ACTE News is a free electronic weekly newsletter sent to ACTE members every Wednesday and includes information about ACTE news events, programs and resources, relevant affiliated organization initiatives as well as the latest policy and research info impacting CTE.*

### *Career Tech Update*

*Free daily source of news and information about career and technical education programs. It provides members with information to help manage CTE programs smarter, teach more effectively and engage students in their futures.*

### *STEM Smart brief*

*Free newsletter distributed two times a week that summarizes the most up-to-date news in STEM. Covering policy, events, resources and much more, it provides members the opportunity to stay on top of current events using little time.*



## SENDING E-MAIL THROUGH ACTE

- To request an email be sent to ACTE members, please send the following information to Marcus Williams (mwilliams@acteonline.org) at least four business days prior to the date of requested distribution.
  - Name
  - Audience (all members, region, division, etc.)
  - Content of Email
  - Email Launch/Send Date
- Your email will be scheduled according to the existing schedule, allowing for adequate production time and proofreading prior to delivery.
- After the e-blast is formatted, you will receive a preview for your final approval. You **must** approve the e-blast before it will be sent, regardless of the previously agreed upon distribution date.
- Please refer to Digital Communication Guidelines ([http://www.acteonline.org/states\\_resources/#](http://www.acteonline.org/states_resources/#).) that are in place to ensure consistency in visual identity, message framing, and editorial styles resulting in a positive user experience, while applying best practices in web and email communications.
  - All editorial content will be formatted in AP style (*Associated Press Stylebook*) including grammar, punctuation, usage and journalistic style. ACTE has final editorial control.
  - ACTE will use responsive, mobile friendly templates for all e-blasts.
  - Ensure content is relevant and audience and industry specific.
  - Content should be edited, fact-checked and spell-checked before submission.
  - ACTE strives to communicate in a simple, concise, straightforward, conversational tone.
  - Email communications are meant to be short. People don't have a lot of time, and rely on us to filter and prioritize their news messages. Use bullet points where appropriate. Stories with more than 150 words will link to the respective web page where it will host the complete story.
  - Photographs with captions are welcomed. Attach photos individually in email as a JPEG or PNG file. Do not embed in the story. Reference the file name where the image needs to be placed. Example: <insert picture>.
  - ACTE has a library of images, graphics and icons that will be used for consistent visual identity. Clipart is prohibited.
  - Provide source if content comes from another website and include link to the original post/content.

## ACTE ACTIVITIES

### *Educators in Action*

ACTE's Educators in Action make up a small army of volunteers who are involved in a variety of activities that support the implementation of ACTE's mission and strategic plan. Volunteers who join our network receive regular invitations to serve in their areas of interest, participate in volunteer training opportunities, and attend exclusive networking events. Whether they're seasoned volunteers or new recruits, ACTE has opportunities for all members to get more involved. This groups supports ACTE's efforts by

- **Promoting** ACTE's resources, research and talking points, to improve and modernize the public's outdated perceptions of our field. Within their networks, volunteers also promote the importance of developing professionally and the opportunities educators have to grow through associations such as ACTE.
- **Contributing** content for ACTE's publications and professional development offerings. Volunteers have a platform to share their stories, best practices, and opinions about issues impacting CTE by writing for the *Educators in Action Blog* and submitting article proposals for *Techniques* magazine. Our volunteers also submit session proposals for ACTE's conferences and participate in developing and leading online professional development and virtual discussions.
- **Advocating** for CTE using ACTE's resources and advocacy toolkit to develop relationships with their policymakers and the media to communicate the importance of funding for CTE programs.
- **Leading** ACTE's work by getting involved on committees, task forces, advisory groups, and by running for positions on the Board of Directors. Seasoned volunteers take the lead on independent initiatives endorsed by ACTE, such as planning school visits and designing celebration activities for CTE Month®. We encourage our volunteers to elevate the work of their peers by nominating them for awards and by using the resources and opportunities within ACTE to mentor our newer CTE teachers and colleagues.

Any ACTE members interested in joining Educators in Action can do so by visiting the ACTE website:

<https://www.acteonline.org/about/get-involved/>

### *CTE Support Fund*

*The CTE Support Fund promotes the advancement of CTE through a broad array of activities, including developing research-based materials focusing on the value of CTE; building and sustaining a national coalition of CTE leaders, administrators, organizations and businesses that support CTE awareness, and organizing public awareness campaigns to support CTE. These efforts are critical to supporting and advancing the cause of CTE, and donations to this purpose are tax-deductible. Your contributions to the CTE Support Fund enable ACTE to carry out vital work on your behalf. Learn more and donate to the CTE Support Fund at*

<https://www.acteonline.org/cte-support-fund>

## ACTE AWARDS PROGRAM

### *National Awards*

*ACTE's Awards promote excellence in career and technical education by recognizing individuals who have made extraordinary contributions to the field, programs that exemplify the highest standards, and organizations that have conducted activities to promote and expand career and technical education programs.*

### **ACTE Excellence Awards**

The ACTE® Excellence Awards recognize excellence and dedication within the field of career and technical education among ACTE members. Recipients of these awards are exceptional individuals who have contributed to the success of CTE through the quality of their work and their involvement in the CTE community. Candidates and winners are recognized at three levels: state, regional, and national. ***Only ACTE members are eligible for these awards at the region and national levels.*** As of 2017, the Excellence Awards program has been integrated with ACTE's High Quality CTE Framework. State award winners must be forwarded on for Region consideration by **March 1** National finalists and winners are recognized at the ACTE Awards Banquet during CareerTech VISION. There are eight Excellence Awards:

- *ACTE Teacher of the Year*
- *ACTE Career Guidance Award*
- *ACTE Administrator of the Year*
- *ACTE Postsecondary Teacher of the Year*
- *ACTE Teacher Educator of the Year*
- *ACTE New Teacher of the Year*
- *ACTE Carl Perkins Community Service Award*
- *ACTE Lifetime Achievement Award*

*The ACTE Excellence Awards are administered by the Association's Awards Committee. The Committee, which comprises one representative from each of ACTE's five Regions and a chair, is responsible for recommending awards programs to the Association's Board of Directors, setting criteria for awards, reviewing applications, recommending award recipients to the Board and overseeing all aspects of the recognition program for award winners.*

### **ACTE Business-Education Partnership Award**

ACTE's Business-Education Partnership Awards were created for business and education leaders who understand that economic livelihood is linked to the success of career and technical education (CTE) programs. These awards recognize best practices and provide examples for schools and businesses to aid in the development and maintenance of partnerships that support high-quality CTE. Such quality partnerships align with ACTE's goal of connecting education and careers, and will ultimately lead to improved career readiness and thus a stronger workforce.

Nominations for these awards are open to anyone and go directly to the national level for consideration. The deadline to nominate is May 1 and all eligible nominations that are received will be featured on ACTE's website and communication channels. States interested in highlighting nominees from their state may request that ACTE staff share nominees from their state with them.

## ACTE Champion for CTE Award

While “career and technical education (CTE)” is new to many, those in the field have long understood the power and importance of education that provides students with high-tech, real-world learning infused with career exploration. Not only is CTE at the roots of today’s most relevant education trends such as ‘STEM’ and ‘Maker Spaces,’ it’s a vital component to ensuring America’s economic prosperity and status as a leader for innovation. It is part of ACTE’s mission to ensure the value of CTE continues to grow and gain the recognition it deserves.

ACTE’s Champion for CTE Awards were created to recognize education leaders, business and industry executives, celebrities and thought leaders who support and champion CTE programs as a vital part of developing a prepared, adaptable and competitive workforce. The words and actions of a few dedicated and influential individuals have the power to further best practices, foster supportive policies, and shape a more positive public opinion of CTE. These awards showcase outstanding champions—from local leaders to national figureheads—who have leveraged their influence to expand, improve, and promote CTE.

Nominations for these awards are open to anyone and go directly to the national level for consideration. The deadline to nominate is May 1 and all eligible nominations that are received will be featured on ACTE’s website and communication channels. States interested in highlighting nominees from their state may request that ACTE staff share nominees from their state with them.

For information on other ACTE awards, please visit the ACTE website (<https://www.acteonline.org/professional-development/acte-awards/>).

### Application Materials and Submission Process

Applications for ACTE’s Awards are accepted electronically via the ACTE Awards Portal. The Awards Portal is equipped to collect applications for your state awards program; for more information on how to become an administrator, activate your program on the Awards Portal and add your state-specific awards, please contact ACTE Headquarters. All questions about the Excellence Awards can be directed to the awards committee staff liaison ([awards@acteonline.org](mailto:awards@acteonline.org); 703-683-9305). You can visit the awards webpage at <https://www.acteonline.org/professional-development/acte-awards/> for more information.

### Quality Association Standards Award



*The purpose of the Quality Association Standards (QAS) is to provide benchmarks for state associations to determine levels of performance and satisfactory service to their members and prospective members.*

*QAS should be useful to states in evaluating their basic organization and whether their leadership is providing minimum, average, or superior programs for the membership. It is not intended to be a competition between states and/or to establish a “class system” of state associations, nor is it a system for rating the performance of a state’s executive director or volunteer leaders.*

*It is hoped that the QAS will prompt states to challenge themselves to improve and to maintain the very best possible organization and leadership for their members, within the association’s means. ACTE is committed to assisting state leadership in reaching association goals. [https://www.acteonline.org/award\\_qas/](https://www.acteonline.org/award_qas/)*

## IMPORTANT DATES

*Monthly:*

*10<sup>th</sup> of every month- current member rosters due (to Unified States only); monthly financial detail with dues checks are mailed*

*15<sup>th</sup> of every month- monthly membership reports are due*

*Last Tuesday of every month- monthly state leader conference call*

<i>April</i> <i>April 1, Nominations for the Board of Directors election open</i>	<i>May</i> <i>May 1, Business-Education Partnership Award and Champion for CTE award nominations due</i> <i>Student Trophy Design Contest Deadline</i>	<i>June</i> <i>June 1, Resolutions Due</i> <i>June 15, Applications for the Board of Directors election are due</i>	<i>July</i> <i>July 7, Early Bird deadline for ACTE's Career Tech VISION</i>
<i>September</i> <i>Best Practices &amp; Innovations Conference</i>	<i>October</i> <i>October 1, Assembly of Delegates list due to ACTE</i> <i>October 15, Quality Association Standards Award application due</i> <i>October 15, Annual Reports due (if not included with QAS)</i>	<i>November</i> <i>Nov. 28 – Dec. 1 ACTE's CareerTech VISION</i>	<i>December</i>
<i>January</i> <i>January 15, ACTE Achieve 100 Award</i>	<i>February</i> <i>February, CTE Month</i>	<i>March</i> <i>March National Policy Seminar</i> <i>March 1, Excellence Award applications due</i>	

## PROGRAMMATIC SUPPORT

### CTE Learn

CTE Learn provides targeted online professional development with easy-to-use, self-paced courses which can be completed at home or at school. CTE Learn offers an array of topics for CTE professionals focused on teaching and leading strategies. The interactive learning management system features rich media where participants can see effective career and technical education at work, along with new trends and techniques.

### The Power and Promise of Pathways

This new resource offers educators and community leaders a comprehensive look at pathways from the early planning stage to full implementation. Topics include: defining career and life readiness; building a career development model; creating dynamic pathway programs; collaborating meaningfully with employer and community organizations, and across education and workforce partners. Visit [www.acteonline.org/shop](http://www.acteonline.org/shop).

### Putting Your Data to Work

*Putting Your Data to Work: Improving Instruction in CTE* provides a timely and important look at the practical use of the rapidly expanding availability of student information to help them succeed. One of ACTE's bestsellers, this book explores multiple aspects of data-driven improvement in instruction and specifically targets the importance of gradient disaggregated objective technical skill data and its systematic use to continually improve instruction. The concepts and specific 'how-to' examples in this book are especially valuable for secondary, postsecondary, and adult educators. Learn more at [www.acteonline.org/shopacte](http://www.acteonline.org/shopacte).

### Your First Year in CTE: 10 Things to Know Series

ACTE and NOCTI offer a three-part series geared for new teachers. Collectively, these publications offer "hands-on" examples for use in teaching with the CTE classroom, approaches to lesson planning and insights into how the CTE system functions at the state and national level and what mechanisms exist for advocating CTE programs and the students they support. Visit [www.acteonline.org/shop](http://www.acteonline.org/shop) to purchase the collection and to view additional resources.

### Career Readiness Project (CRP)

A coordinated collection of activities and resources by ACTE is designed to support CTE professionals in communicating the career opportunities that their programs prepare students for. The CRP includes:

- ACTE Sector Sheets-the hottest emerging career sectors profiled in short digests, ready- to-use with guidance counselors, students and their families.
- ACTE MicroDocs-companion videos for ACTE's Sector Sheets profile learners who have overcome obstacles in their lives by pursuing their goals through a CTE program.
- The Career Pavilion-the newest feature for CTE professionals attending ACTE's CareerTech VISION, the Pavilion brings industry sectors that have jobs for CTE students with the information on salaries, job opportunities and what skills candidates need to succeed.
- Industry Connect blog (please see entry under "Blogs" on page 13)

### High-Quality CTE Initiative

To help synthesize the myriad voices that are a part of the dialogue on high-quality CTE, ACTE has embarked on a multi-step project to identify a comprehensive, research-based quality CTE program of study framework,

test the framework and integrate it into our efforts to recognize and disseminate information on best practices within CTE. The first phase of the project is complete, with Beta Version 4.0 of the Framework released this spring. The pilot test will be conducted during the fall, and more activities will be launched next year. You can access the Framework at <https://www.acteonline.org/high-quality-cte/>.

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## Who to Contact at ACTE for Additional Assistance

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## ACTE HELP INDEX

*Who to call at Headquarters for answers to your questions*

Phone: 703-683-3111

Toll Free: 800-826-9972

Fax: 703-683-7424

Contact information for all staff is available at **[www.acteonline.org/contact](http://www.acteonline.org/contact)**

ACTE NEWS (electronic newsletter)	Digital Media Coordinator
ADVERTISING SALES	Sales & Exhibits Manager
AFFILIATE, ASSOCIATE AND EDUCATIONAL INSTITUTIONS	Membership and Communications Manager
ASSOCIATION POLICY	Executive Director Governance Administrator
AWARDS	Director, Leadership & Awards
BILLING & PROCESSING Accounting/Operations Management	Senior Director of Finance & Operations
BOARD/VIP SUPPORT	Director, Leadership & Awards
BOOKSTORE ORDERS	Fulfillment Specialist
BUDGET & FINANCE	Senior Director of Finance & Operations
CAREER TECH UPDATE	Digital Media Manager
CHANGE OF ADDRESS	Registration/Member Services/State Associations Specialists
CHECK/CREDIT CARDS PROCESSING	Senior Director of Finance & Operations/Registration/ Membership Specialist/ Fulfillment Specialist

COMMITTEE ROSTERS	Director, Leadership & Awards
CTE SUPPORT FUND	Marketing and Communications Manager
CTE Learn	Associate Deputy Executive Director, Outreach & Partner Development
E-BLAST SERVICES	Digital Media Coordinator
GOVERNANCE Divisions, Regions, Committees Nominations and Elections	Executive Director Director, Leadership & Awards Governance Administrator
GRAPHIC DESIGN	Graphic Designer
IMAGE AWARENESS, MARKETING COLLATERAL & PRESENTATIONS	Senior Director, Communications
INTERNET/WEB PROGRAMS	Web Content & Online Media Manager
ISSUE BRIEFS/FACT SHEETS	Research Manager
JOB BANK	Web Content & Online Media Manager
LEGISLATIVE and REGULATORY POLICY	Director of Public Policy/ Legislative & Regulatory Affairs Manager/ Advocacy & Public Affairs Manager
LIST RENTAL	Sales & Exhibits Manager
MEDIA RELATIONS	Advocacy & Public Affairs Manager
MEMBERSHIP RECORDS & PROCESSING	Registration/ Membership/ Fulfillment Specialists
MEMBERSHIP REPORTING	Database/IT Manager
MEMBERSHIP INQUIRIES	Registration/ Membership/ Fulfillment Specialists
MEMBER SERVICES	Senior Director of Finance & Operations

## NATIONAL POLICY SEMINAR

Program Information

Registration

Housing

Congressional Visits

Deputy Executive Director

Director of Public Policy

Registration/Membership  
Specialist

Director of Meetings & Events

Advocacy & Public Affairs  
Manager

## NEW MEMBER APPLICATIONS

Registration/Membership/Member Services/State  
Associations Specialists

## PROFESSIONAL DEVELOPMENT

Executive Director

## PUBLICATIONS

Managing Editor (Techniques)/  
Research Manager

## RESEARCH

Research Manager

## RESOLUTIONS

Advocacy & Public Affairs Manager

## STATE ASSOCIATIONS

Leadership

Membership

Rosters

Governance Administrator

Member Services/State  
Associations Specialist/

Database & IT Manager

Member Services/State  
Associations Specialist

## STATE PROFILES

Research Manager

## STRATEGIC PARTNERSHIPS

Deputy Executive Director

Associate Deputy Executive Director, Outreach  
& Partner Development

## STRATEGIC PLANNING

Executive Director

## SUBSCRIPTIONS

Fulfillment Specialist

## TECHNIQUES MAGAZINE

Advertising

Managing Editor

Sales & Exhibits Manager

Editorial  
Subscriptions  
Article Submission

Managing Editor  
Fulfillment Specialist  
Managing Editor

VISION Summit  
Program Information

Registration

Exhibits  
Product Showcase  
Housing  
Meeting Logistics

Executive Director  
Senior Director of Programs &  
Communications  
Registration/Membership  
Specialist  
Sales & Exhibits Manager  
Sales & Exhibits Manager  
Director, Meetings & Events  
Director, Meetings & Events

WEBSITE/CONTENT

Web Content & Online Media Manager

## ACTE Staff Telephone and E-mail Roster

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