



News & Notes

August 10, 2020

2020-21 President Kelli Dickson Outlines Goals for Year; Seeks Strategic Plans for Membership, Advocacy, Leadership

CTE: Connecting Kentucky is the theme for the 2020-21 Kentucky Association for Career and Technical Education (KACTE) administrative year under the leadership of Kelli Dickson, Family and Consumer Sciences teacher, Monroe County High School. She was installed as KACTE president during the KACTE Annual Meeting held at the Galt House Hotel, Louisville, July 24, 2020.

"I am proud to unveil my theme for the year," Dickson said in accepting association leadership. "Most Kentucky high school students enroll in at least one CTE course throughout their educational journey, and 98 percent of CTE students graduate high school. CTE is the foundational education for more than two-thirds of all jobs, including those jobs that make, repair and build; grow, compute and bank; diagnose, treat and care; prepare, cook and feed. Business and the economy can thrive only with the skills CTE imparts to the workforce. CTE truly connects the Commonwealth.

"Throughout the year, I have three goals I would like to see accomplished as we work together as an association:

- **"Together, We Are Kentucky** -- KACTE, which employs a registered legislative agent, will advocate for effective, efficient, quality and relevant CTE at local, state and national levels.
- **"Kentucky CTE: Make Your Mark** -- KACTE will support careers with high-quality professional and leadership development programs, including the on-line professional development site, **CTE Learn**.
- **"Enhancing Connections in CTE** -- KACTE will use its website (www.kyacte.org) and social media platforms (#kyacte on Twitter and @kyacte on Facebook) to improve communication among and between CTE professionals."

DICKSON'S FIRST action following installation was recognition of outgoing President Margo Bruce, Agriscience teacher, Webster County High School. Bruce's leadership guided the association as it worked to maintain programs and activities amid the COVID-19 pandemic that included cancellation of the annual Career and Technical Education (CTE) Summer Program.

"To say it's been a rough few months for us is definitely an understatement," Dickson explained in recognizing Bruce, "but Margo handled the ups and downs of it all with grace, decisiveness and steadfastness. Under her leadership, the association has flourished."

Bruce reviewed her year of association stewardship at the Annual Meeting. She noted KACTE maintained its advocacy for CTE. She pointed to the increased use of social media to inform members and further communication. The KACTE website was updated and now is maintained at no cost by the Association for Career and Technical Education (ACTE). More members participated on committees and in KACTE programs and initiatives, including leadership and professional development through the **TALENTS Leadership Academy, CTE Learn**, and a new program to encourage teacher retention, **Surviving to Thriving**. And through the pandemic, KACTE maintained all its obligations, scholarships and grants as it moved to save time and money by conducting the quarterly Board Meeting virtually. Bruce fulfilled her theme: **CTE: Advocating for ALL! Students ~ Programs ~ Professionals**.

Annual Business

At the KACTE Annual Meeting, **J.R. Drummond**, Work-Based Learning Coordinator, Jefferson County Public Schools, who leads the Tech and Design Academy at Doss High School, was elected President-Elect. **Mark Hobbs**, Manufacturing instructor, Harrison County Area Technology Center, and a past KACTE president, was elected to a two-year term as Treasurer. Comprising the officer corps for 2020-21 are Dickson, Drummond, Bruce, Hobbs, Secretary **Sharon Collins**, Family and Consumer Science teacher, Warren East Middle School, **Dexter Knight**, principal, Jessamine Career Technology Center, KACTE Representative to the ACTE Region 2 Policy Committee, and **Elizabeth Bullock**, Health Sciences Consultant, Kentucky Department of Education Officer of Career and Technical Education and Student Transition (OCTEST), Immediate Past Treasurer.

Continued on back

The approximately 40 KACTE members assembled in person for the Annual Meeting approved by voice vote bylaw amendments allowing any future meetings to be conducted virtually. Also approved by voice vote were two resolutions.

- **RESOLUTION ONE** urges increased professional development by all who are involved in CTE. KACTE will continue to provide professional learning opportunities for teachers, administrators, counselors, and postsecondary partners to include new methods if necessary due to coronavirus quarantine. New teacher support and professional development will continue to be provided to increase retention and support. Virtual professional development offerings will be continued and increased if in-person professional development opportunities are not available.
- **RESOLUTION TWO** urges advocacy and legislative support for CTE. KACTE will continue to emphasize its advocacy mission on behalf of CTE and CTE professionals, including a renewed contract with Legislative Agent McCarthy Strategic Solutions to have continual presence and support in all CTE-related funding and legislative proposals. KACTE can support a regional approach to CTE delivery where funding and transportation would be within reason to provide equitable opportunities to students regardless of district. Districts opening local CTCs should be supported with appropriate state funding.

The 2020-21 KACTE Board will be responsible for implementing the two resolutions. The members of the 2020-21 Board are listed on the updated KACTE website, www.kyacte.org.

Challenges

Two challenges facing KACTE in the coming administrative year are budget management and membership.

With cancellation of the CTE Summer Program, in order to maintain its programs and activities, KACTE was forced to adopt a deficit budget. The shortfall will be covered by the association's accumulated reserve funds. Spending will be monitored to ensure expenses are appropriate, and cost-saving measures, like virtual meetings and elimination of most printing, will be used.

The second challenge will be maintaining and recruiting new members. Normally, 60 percent or more of memberships are renewed or begun at the CTE Summer Program. Membership Committee Chair **Brian Welch**, Agriculture teacher, Madisonville North Hopkins High School, will oversee an aggressive outreach effort to contact existing members for renewal and to recruit new members for the only professional association that represents all CTE pathways and all levels of CTE instruction. Teachers and administrators who never have been KACTE members can join for a first-year introductory rate of \$99.

Membership was one of five areas addressed at a strategic planning session held on July 24. The other areas in which KACTE will focus its efforts over the next two years are leadership, advocacy, marketing/social media, and board capacity.

Welch's workgroup wants to increase membership, noting a larger membership gives KACTE and its representation for all of Kentucky CTE a stronger voice in advocacy. The workgroup will survey members and non-members to learn what benefits are valued and why teachers do not join. There will be an increase of communication using e-blasts and social media. Welch is seeking to identify a KACTE membership/advocacy contact person in each secondary school and postsecondary institution.

JEFF BUSICK, Partner, McCarthy Strategic Solutions, KACTE's Legislative Agent, participated in the advocacy workgroup. He reported that some legislators are intent on addressing what they perceive as inequity and unequal access in CTE. He noted some legislators would welcome a proposal from the teachers and administrators in the field on how to achieve funding and programming equality and access. CTE's issues cannot be separated from the overall state budget concerns, like revenue shortfall resulting from the pandemic-response measures or the continuing pension liabilities, but there is an opportunity to have an impact. In fulfilling the charge of Resolution Two, Dickson named Knight and Administration Service Area Vice President **Mike Miller**, Principal, Mayfield-Graves County Area Technology Center, as co-chairs of a workgroup to develop a paper proposing funding and program equity and access.

Drummond and Leadership Committee Co-Chair **Ray Chase**, Technology teacher, Gateway Academy, Christian County, will seek to enhance leadership through professional development programs. It is hoped the 2021 CTE Summer Program, scheduled for July 20-23, at the Galt House Hotel, Louisville, will return fully. The seventh cohort of the **TAL-ENTS Leadership Academy** will fulfill its requirements with presentation of capstone projects in January at the second **Surviving to Thriving** program to encourage teacher retention. There will be more investment, particularly of Kentucky-focused professional development opportunities, on **CTE Learn**, ACTE's on-line platform.

Social Media Chair Christi Hack, Assistant Principal, Jessamine Career Technology Center, reported 209 Facebook users (@kyacte) and 570 Twitter users (#kyacte). She wants to see an increase of 20 percent, which will be achieved through improved content. An emphasis will be placed on member sharing. Other platforms will be explored. Marketing may be improved with logoed specialty items that can be ordered on demand.

Building capacity will be attained by increasing opportunity for member involvement, particularly through committees and workgroups. There is a role for any CTE professional in the only professional association representing all CTE pathways and all CTE instructional levels.