

KACTE Board of Directors' Minutes

Virtual Meeting via Zoom

September 10, 2020

At 4:34 p.m. EST/3:34p.m. CST, President Kelli Dickson called the KACTE Board of Directors' Meeting to order.

Virtually present were: President Kelli Dickson, President-Elect J.R. Drummond, Past-President Margo Bruce, Secretary Sharon Collins, Treasurer Mark Hobbs, Immediate Past Treasurer and OCTE Administrative Liaison Elizabeth Bullock, ACTE Region II Representative Dexter Knight, Administration Vice President Mike Miller, Agriculture Vice-President LeeAnn Daugherty, Business Education Vice-President Ed Crutchleo, Family & Consumer Science Vice-President Traci Blanford, Health Vice-President Joi Jones, Marketing Vice-President Krysti Conlin, Trade & Industry Vice-President Jeff Jones, Awards Chair Laura Spiegelhalter, Carl D. Perkins Assistantship Co-Chair Jodi Adams, Constitution and Bylaws Chair Steve Stubbs, Resolutions Chair Lisa Slaven, Historian Dana Baker, Legislative Liaison Chair Valerie Kazez, Leadership Co-Chair Ray Chase, Executive Director Mike Stone and Assistant Executive Director Kris Stone.

Present by proxy were: Agriculture Vice-President James Bonta (Bruce), Agriculture Vice-President James Kash (Daugherty) and Guidance Vice-President Mitzi Holland (Drummond).

Absent were: Family & Consumer Sciences Vice-President Heather Coleman, Teacher Educator Vice-President Amanda Holland, Engineering & Technology Vice-President Tim Oltman, Membership Chair Brian Welch, Social Media/Marketing Chair Christi Hack and KCTCS Administrative Liaison Kim Williams.

Guest included Julia O'Brien, ACTE Marketing Director, and Dr. Beth Hargis, who introduced herself, brought greetings and offered assistance before she had to leave the meeting.

A quorum was present. Motion by Bruce to approve the action agenda. Seconded by Hobbs. Motion carried without dissent.

The minutes of the April 23, 2020, KACTE Board of Directors' Meeting were reviewed. Daugherty moved to accept the minutes. Seconded by Bruce. Motion carried without dissent.

President Kelli Dickson thanked everyone for their attendance and patience during this time. She thanked everyone for the support of CTE.

Drummond reiterated Dickson's remarks.

Bruce thanked everyone for the support in the past year.

Action Agenda

The Board reviewed the proposed KACTE 2020-22 Strategic Plan. Kazez moved to approve the plan. Seconded by Miller. Motion carried without dissent. The plan elements were detailed by the respective team that worked on each section.

Advocacy: Miller and Knight spoke for the advocacy group. Objectives include educating state and federal legislators of CTE value and need for adequate funding; develop recommendations for optimal organization of CTE delivery in Kentucky; and expand member and CTE professional participation in advocacy efforts.

The CTE White Paper Group met on September 9 to discuss a plan to move forward. From this work a title and subtitle are needed for the white paper. There is a need for historical perspective including funding of CTE. We need delivery of viable programs in Kentucky. There is also a need for Academic integration and Career Advisement pieces. There is a need to show the gaps, how they occur and how to close them. How should these programs be governed; how can they be more equitable and accessible for students across the state? Another meeting is scheduled for Oct. 14, 2020 at 4:30 EST.

Motion by Joi Jones to adopt the advocacy piece of the strategic plan. Seconded by Bruce. Motion carried without dissent.

Leadership: Drummond spoke for the leadership group. Objectives include increasing knowledge of, use and specific Kentucky content in CTE Learn; expand participation in KACTE leadership programs; identify and actively recruit individuals with leadership potential; and identify and provide tools CTE professionals can use to enhance teaching and learning. It was suggested rebranding the TALENTS group to be more inline with the ACTE fellowship program. It was suggested to finish with the TALENTS group from this past year without adding an additional cohort this year. Stone will need to speak with Dr. Hargiss at KDE about Perkins Funding. There is a need to reach out to CTE leaders in each region/district/service area to become involved with the program.

Bruce moved to adopt the leadership piece of the strategic plan. Seconded by Joi Jones. Motion passed without dissent.

Membership: K. Stone reported from the membership group. The recommendation is to send out a membership survey to obtain data and promote membership growth and retention. They also want to establish a KACTE membership information network with a contact in each school, district or institution to promote a (What's in it for me?) WIIFM message. Two other pieces of information include an eblast to members through ACTE and provide a membership highlight to social media. There is also need to educate pre-service and new teachers/faculty on KACTE membership value.

Bullock moved to approve the membership piece of the strategic plan. Holland (by proxy Drummond) seconded. Motion passed without dissent.

Building Capacity: Bruce reported from the building capacity group. The objectives include communicating opportunities and the need to serve from all groups, expand the use of virtual or hybrid meetings, ensure effective representation from all content areas. The group also recommends establishing discussion groups/chat rooms on KACTE programs/CTE issues.

Holland (Drummond) moved to approve the building capacity section of the strategic plan. Seconded by Joi Jones. Motion passed without dissent.

Social Media/Marketing: Dickson reported from the social media/marketing group. The objectives include increasing social media users by 20 percent, improving social media content through board involvement, and considering additional platforms.

Bullock moved to approve the social media/marketing section of the strategic plan. Seconded by Holland (Drummond). Motion passed without dissent.

Membership Committee Report: K. Stone reported the membership numbers. M. Stone sent out a talking point sheet regarding membership recruitment. Service Area Vice Presidents should be contacting potential members/lapsed members regarding their renewals. We also have the one page document to send out for membership recruitment.

Treasurer's Report: Hobbs presented and reviewed the Treasurer's Report. There is a decrease in income due to not having an in-person Summer Program and current membership numbers are low. There will be a decrease in expenses for travel since Region II and VISION are both virtual. The treasurer's report will be filed for audit.

Consent Agenda

ACTE Region II Report: Knight reported that Region II will be virtual on October 2, 2020. There will be a number of breakout sessions. Registration is \$125. VISION will be Nov. 30 through Dec. 4. The early bird registration deadline is October 23. Julia O'Brien reported that as of now, numbers are low, but other virtual conferences have been very successful. The AMP virtual platform is being used for the conference. The full agenda will be posted September 15.

Assistant Executive Director Report: K. Stone reported that CTE Learn has become a revenue source for KACTE. There have been eighty-five participants from Kentucky. Of those eighty-five, seventy-nine are non-members, so the membership committee will send recruitment materials. K. Stone has been trying to resolve multiple credit card issues regarding service charges and fraud. KACTE planned the logistics for the OCTE conference. K. Stone is requesting that KACTE obtain a credit card for supplies

Bullock moved to apply for a KACTE credit card. Hobbs seconded the motion. Motion passed without dissent.

Executive Director M. Stone wants to take the all member mailing and do that through the ACTE E-blast. It was suggested that we email people and/or post on the website those who have unsubscribed to ACTE and their need to subscribe again so they receive the e-blast materials.

Service Area Vice-Presidents Reports:

Business: Crutchleo reported that National FBLA was virtual. Kentucky received multiple awards. Fall conferences are planned to be virtual. They hope to be in-person for Spring and National. The KBEA board will be meeting to plan for the conference. He reported that membership was down.

Family and Consumer Sciences: Blanford reported that the KATFCS board will be meeting in November.

There were no additional Service Area Vice-President reports.

Committee Reports:

Awards: Spiegelhalter reported that the short form for awards was updated. Awaiting to hear about Region II awards.

Handbook: Collins reported the handbook has been updated. M. Stone went through the specific updates. The bylaw changes that were passed at the July 24, 2020 meeting have been updated. There was a correction made regarding the non-profit classification. In the handbook it showed 502(c)(3) non-profit association. It is actually a 501(c)(6) non-profit educational association. The Public Relations Committee name references were changed to Social Media/Marketing. Information regarding how to prepare resolutions and the travel voucher/reimbursement form was added. There were some grammatical and spelling corrections made. Christi did provide some updated information regarding Social Media and Marketing.

Collins moved to adopt the KACTE Handbook as amended. Bruce seconded the motion. Motion passed without dissent.

K. Stone reported the flower fund is \$102.37.

Bullock presented remarks from David Horseman regarding the work and support that KACTE is providing. He commended the efforts of Mike and Kris Stone.

The next meeting will be November 12, 2020.

Daugherty moved to adjourn the meeting. Seconded by Dexter. Motion passed without dissent. The meeting adjourned at 6:31 p.m. (EDT), 5:31 p.m. (CDT).

Respectfully submitted,

Sharon Collins
Secretary