



*Educate. Advocate. Lead.*

**ACTE Region V Business Meeting 4-7-17 Rapid City, SD (3pm)**

Call to Order and Introductions: Dodie Bemis calls the meeting to order at 3:04pm Mountain time. Rick Ross, ND – it's his last year to serve, and would like to thank everyone on the Policy Committee with whom he's served; Craig Statucki, NV – it's his first year on the Policy Committee and he would also like to thank everyone for making it easy on him; Mark Branger, MT – it's his second year on the Policy Committee; Coleen Keffeler, SD - it's her second year on the Policy Committee; Sherilyn Senef, WY – it's her last year on the Policy Committee, also – she would like to thank the Policy Committee and Dodie; Diane Walker, CA – the beginning of her second year on the Policy Committee, and she would like to thank all of her colleagues on the Committee.

Roll Call of States: Dodie requests Sherilyn to do the roll call, and reminds the group to let her know how many are at the meeting, not at the conference (later revisions reflected parenthetically): AK 1; AZ 3 (5); CA 2; CO 6; Guam 0; HI 0; ID 0; KS 1; MT 6; NE 1; NV 3; ND 4; OR 1; SD 8 (11); UT 6; WA 6; WY 6 (7).

Approval of the Agenda: Dodie reminds representatives that each state has one vote for each action item, and asks that when motions and responses are made, please stand and identify by name and state. With flexibility, Mary Anne Berens, AZ, moves to approve the agenda, Brandon Cone, WY, seconds. There being no discussion, all vote to approve, motion passes.

Approval of the Minutes of 12-2-16 Las Vegas: Diane Walker moves to approve the minutes as published, Doug Meyer, WA, seconds. With no discussion offered, all vote to approve, motion passes.

Financial Report: Mark Branger says for FY 16-17, copies are distributed on every table. We are either on budget or will up end up with a fund balance a bit ahead. Most items come in this month. For clarification, Mark explains that the Operating comes in from ACTE from membership, and Designated comes usually from Region V Conference profits, which is used to give back to member states for mini-grants, etc. Mark Branger moves to accept the budget, Lyn Velle, WY, seconds. Hearing no questions or discussion, all vote to approve, motion passes.

Proposed 2017-2018 Budget: Mark did not make copies of this because we don't yet have an approved budget, since we don't know conference profits. He displays the draft budget on the screen - the estimated Designated amount of \$27,969 will roll over with profits from 2016-2017, with the Operating of \$7,273.63 from Cora Arita at ACTE. The Policy Committee kept

most items the same when it met on Wednesday, but added \$20 for name badges for two new members, \$50 for postage. We have also decided to get a DropBox business account for Policy Committee document storage – to date, we have been sharing our own DropBox folders; we have many shared boxes, which is somewhat confusing. This shows that if there is a \$12,000 conference profit, \$17,300 would be transferred, and we want to maintain it at about \$20,000 each year. We might cut mini-grants to \$3-4,000 if that is the case. We want to turn back the money to the membership, but if the fund amount is lower, that couldn't happen. With the CA profit of \$37,000 last year, there was enough to bring mini-grants back. No questions are posed by the group.

Dodie says that since people have been trickling into the meeting, adjust roll call: 2 more for AZ, 3 more for SD, 1 for WY.

Recognize First-Time Attendees: Rick Ross gives a report, noting there is a very good showing, of 41, first-time attendees for the conference. He asks that they stand and be recognized. He expresses the hope that they also attend CO Springs next year as a second-year attendee and to bring other first-timers with them.

### **Region V Standing/National Committee Reports:**

- Awards: Bev Rieck, SD, reports for Chair Pam Stoklund, who supplied a written report (one copy provided per table). Summarizing Pam's report, there is an increased number of submissions to 53, from 14 states (up from 13). This is the second year for the video interview, and there has been a positive response from those who participated. Judges from 11 states helped review the events. Publications Awards were announced this morning, and five Innovative Programs at lunch. Other award winners tomorrow at the breakfast will go through a phone interview at the national level, with winners announced at Nashville. There are still five states (AK, CA, Guam, ID, WY) who need representation on the Region committee.
- Marketing/Membership: Chair Autumn Williams supplied a written report. This year there was a pin contest with over 50 submissions, and each state association president judged, determined a winner, and since the number to order was over budget, they decided not to pursue in the future. Each first time attendee received a Chubby Chipmunk truffle. The committee discussed budget, and still needs a new Committee Chair.
- Nominations: Chair Annika Russell is just starting their work to collect applications for committees, and looking for two new Policy Committee members to replace those going off this year. There will also be a Region VP election in December; anyone who is interested should be directed to the ACTE website, with applications due by June 15.
- Legislative/Resolutions: Chair Lyn Velle reports that the Legislative/Resolutions committee met on Wednesday with six participants from three states. Two resolutions were drafted, and she will read them so that attendees can understand the context: Lifetime Achievement Award – text read (resolved that a nominee will be accepted from each of the five regions, with it being a national recognition award rather

than a competition). Lyn moves acceptance, Doug Meyer WA seconds. Pam Ferguson, AZ, asks whether each region would submit a name, compete at the region level, and then recognition at the national level. Pepper says the Lifetime Achievement goes directly to national. Lyn and Pam both say it is considered at Region before going to national. Dodie clarifies that it is a competition at state and region level, and then the idea is to have it be recognition for the national level, with one per region being named, rather than one award nationally in a competition. There were no further discussion or questions. Dodie calls the question, all vote to approve, motion passes. This resolution will be sent to ACTE to the Board of Directors for their decision (Lyn moves it forward to national through a form she fills out). The second resolution is Thank You to SDACTE - text read (resolved that that the members of Region V heartily thank SDACTE for a conference well-done). There is general applause. Lyn moves for adoption, Pam Ferguson, AZ, seconds, and with no discussion, all vote to approve, motion passes.

- Region Fellows: Tim Knue has nothing to report on the national level. Mary Anne Berens reports that she was privileged this year to work with Craig Statucki from Nevada and Shelly Goerdt from Colorado. Since this is Craig's last year in the program, and with all of the fun they had, she asks him to give a final report with a synopsis of his two-year experience. Craig states that has enjoyed his time, and thanks the Policy Committee, Mary Anne, and Region V for their financial support of the program. He had a spectacular experience, and he strongly encourages others to participate the next time it is opened up. He did all required events, met with legislators to advocate for CTE, visits to schools, and an invitation to speak at Congressman Heck's CTE Equity Act event. He met outstanding leaders from Region V and ACTE including Dodie, Doug Meyer and LeAnn Wilson, plus the opportunity to interview Nancy Trivette, VP of the Ag Division and former Region VP, at NPS on her experiences. They judged the Publications Awards, and has gotten fabulous ideas from states that he is "stealing" left and right for NV; he has learned so much from everyone. They did two book studies which were wonderful, and they were not books he would normally have read - it's helped him develop tremendously as a leader from that and the fellowship program overall. He provided a written report. Dodie says we will hear from Shelly next year.
- National Fellows: Dodie reports that the gentleman who was selected to act as the national Region V fellow had to step down due to a family illness. We had six great candidates, but since it was so far into the term, we couldn't select another as a substitute. ACTE has said that we will have two from Region V next year as a consequence. He is hoping that he will be able to participate next year, with another fellow to join him.
- Audit: Mary Anne Berens says there has been no further activity since the last report; they normally meet at Vision. Dodie asks for someone from Region V to serve on the national committee. Since Shelly York is the newly-elected Chair, she doesn't represent the region, and Mary Anne has termed out. The person does a September conference call meeting with the auditors to discuss the auditor's report; all of the documents are received in advance for review. There is no longer a face-to-face meeting. It is good to have a financial background. Sarah Heath asks if Dodie is accepting nominations; anyone interested should see Dodie after the meeting.

- Bylaws: Dodie reports the committee has not met in the meantime, so there is no new report at this time.
- CTE Support Fund: Brandon Cone defers to Craig Statucki. Craig explains that at the conclusion of NPS, the committee had raised \$2351 from raffle tickets and donations. At the request of Region V at Vision, there is review by ACTE of whether there can be a stipend/scholarship for first timer stipend for each region, and if that would be a violation of tax status. They are also looking at whether raffles can be offered at future locations for Vision. No questions are posed.
- Dodie requests one motion to accept all committee reports, and Doug Meyer, WA, so moves, Landon Stubbs, MT, seconds; with no discussion, all vote to approve, motion passes.

Update on Region V 2017 Conference South Dakota: Coleen Keffeler reports there were 154 paid registrations as of noon yesterday, exceeding budget projections. There were positive comments on the six tours yesterday. Tonight there will be the silent auction with proceeds to the CTE Support Fund, a buffet dinner, and time to network and relax. There will be two buses in the morning, one for the airport afterwards, and two for Mt. Rushmore after the brunch. After the Awards Brunch, everyone will get to the airport. Buses leave the hotel promptly at 7:45am; it is an extremely tight schedule. There is an \$11 parking fee for those driving themselves to Mt. Rushmore. Thanks to everyone for coming to SD; it's been a labor of love by the committee and they are pleased the conference has been a success, despite a few challenges. Question comes from the floor on travel time from brunch to the airport; Coleen estimates 45 minutes by bus, probably 25-30 by car. If you have a 12:30pm or later flight, you should be okay.

Update on Region V 2018 Conference Colorado Springs: Sarah Heath says that she is a defector from Region II (Georgia), and Dodie is correct that Region V is great, and every other region is jealous. The conference is amazing; everyone gives a round of applause. Sarah says that CO is blessed to be sandwiched between two great conference locations, and thanks both of them plus the Policy Committee for their help, particularly Mark, who is the most organized and helpful person in the universe. The conference will be April 11-14, 2018 in Colorado Springs. A brochure was distributed yesterday. She reviews sites such as Garden of the Gods with hiking and geological marvels, and other physical activities embedded in tours. Registration is \$425, down from the \$450 proposal given at Vision to try and get good programming but still allow some budget flexibility and still make a good profit for mini-grants and first-timer activities. There is the local Pro Rodeo Hall of Fame, and may have tours end and have a dinner event there. The room rate is \$144 per night, available before and after the conference. Knowing that April is generally spring break, there is Great Wolf Lodge, an indoor water park to enjoy with families. A couple of other activities are included in the brochure, such as Cheyenne Mountain Zoo with the unique giraffe feeding area and elephant experience - the hotel has a direct shuttle for guests. They hope to do an interactive tour of the USAFA, industry-education partnerships, etc. The Pikes Peak Cog Railroad is a unique experience with a very windy road to drive up. A video about the property is shown

<https://www.youtube.com/watch?v=DNvgl7aooTI> . Most meals will be included; there is a package deal for thematic buffets to provide more options that they are looking at, and other opportunities at the resort. On the CO State CTE website, the call for proposals has been posted, and there is also a planning committee sign-up form to fill out. The team stands up: Kayley, Shelly Goerd, Mimi Leonard, Jay Moore, Victoria. There are some content areas that are being focused on for sessions, including a PBL strand, association leadership, high quality CTE including work-based learning and CTSO's, and business partners and beyond. Sarah expresses the hope that many will join them in Colorado Springs next year; she does a drawing for a complimentary conference registration - Debbie Cano was not present, so another is chosen, with Sandy from MT wins. Coleen asks if the call for presenters is on the Colorado ACTE website, and Sarah says it's not, but she will provide it to Mark or whoever. Mark says he will post anything pertinent on the Region V website upon request.

Update on Region V Conference MT: Mark reports the 2019 conference will be in Bozeman at the Grand Tree, with \$98 room rates. The planning committee has some members present, and they are doing great things; they are looking at doing a Pitchfork Fondue, some entertainment including by the Ringling Five group – if anyone has had a chance to hear them, some industrial tours. There is lots of industry in Bozeman, so there is lots to choose from. A tour to Museum of the Rockies is another possibility. The dates are April 10-13, 2019, and Mark invites all to attend.

Region V Conference Proposals: Dodie inquires if any states are considering submitting a proposal for future Region V Leadership Conferences; Pam Ferguson says AZ is looking at 2020, and Rick Ross that ND has an interest in 2021. Craig Statucki reports that NV may look at Tahoe in 2020, also. We are trying to look three years out to see where conferences will be held.

First Timer Stipends Region V: Moved down in the agenda per Dodie.

Region V Hall of Fame Award: Coleen Keffeler reminds the group about recognition of Mike Roeber, Mark Branger, and Pam Ferguson as 2017 inductees yesterday. The information and rubric for the nomination are all on the Region V website. Please get nominations for next year done early; don't wait until the deadline and get them in late. If there is someone in your state you would like to nominate, please get the information soon and e-mail it to Coleen this summer. Dodie says that if someone was submitted for this year and not selected, the person stays in the queue for three years. Dodie also emphasizes that while it is great to be active in your state, the nominee needs to be very active at the region, also, since it is a region award.

Region V Mini-Grants: Rick Ross states this last year we were able to reinstate the mini-grants, and there were four recipients, so we are asking each to give a very brief summary about their grant. There will be a discussion by the Policy Committee in May on the next mini-grant, with applications due July 15<sup>th</sup>. Keep an eye out for an e-mail. Get your applications in ASAP for review and recognition at Vision.

- Mark Roseberry from AK, Pres-Elect of Alaska ACTE, reports that they have had a number of challenges due to funding cuts on oil which drives the state economy, resulting in organization cuts of positions - couldn't have a past president for the current year. They looked at membership, as they unified in 2015-16, and reviewed bylaws to make them more consonant. They used the grant to set membership categories, put together social media or a website, with a contractor, and are promoting it. The goal was 200 members, but now have 216, so they intend to move that up. A lot of members came from PD conference, and want to expand membership to industry and other supporters of CTE. They thank Region V for the grant. Rick thanks Alaska for their work.
- Pam Ferguson from AZ, Exec. Dir of Arizona ACTE, thanks Region V with getting their brochures done; it has been a board goal to get out info on state association and Region V with the theme of service, style and success. They continue to work on their branding over the last four years, with a similar theme across all publications. When they started, they worked on membership brochure, example displayed, which is layered on different benefits and contacts. Then their goal is to - 113 fellows graduate the program - attend Region V and national - get out more info about it, and got money to work on that brochure and completed it this year. Then they are working on Premiere Series – Mary Anne is working on 26 classes tied to AZ Dept. of Ed PD - over one or two days per session; they wanted to do a brochure - did a couple and now need more to finish printing of the series. Pam is happy to share any of these items with anyone who is interested. Rick thanks Arizona for their report.
- Sarah Heath, CO - Their mini-grant was received by their Guidance Division to address the individual academic and career plan for K-12 to expand to post-secondary, plus increasing membership in that division by reaching out to community colleges and technical centers. They created an adult ICAP which extended the high school version with a similar-looking tool. They developed an ICAP repository with infused curriculum, help faculty to increase enrollment, develop FAQs for policy makers, develop a web-based portfolio portal, create a student services conference to report out and have some training for post-secondary counselors. There are examples and websites, plus cards for the guidance folks who put it together, at the CO table to review. Thanks for the support; Rick thanks Sarah for the report.
- Pepper Poulsen, UT - Thanks to the Policy Committee for expanding the mini-grants beyond only membership. UT expanded their “Day on the Hill” opportunity where CTSO officers and state advisors are invited for advocacy training to work with local and state representatives. They come in for 1.5 hours with breakfast, then move into the capital rotunda during legislative session to contact legislators when they come out, and meet with students. There is great excitement. This year they had 50 CTSO officers, Governor, Lt. Gov., and four state reps involved in the training. The Governor and Lt. Governor took time with the kids to help them understand the importance of government and what they are doing, and how advocacy for programs and involvement in the program is critical. Watching the students participate with field trips going through and CTSO advisors working, then coming back to the board meeting and asking questions, was very rewarding. It is a full-circle project to the board, then to the state

conference, and then they work with teachers on advocacy for CTE. They worked with the State Board of Education on the pamphlets (forgot to bring). Thanks for the funding to help with this publicity and training; it's been a boon to them. Rick thanks UT.

- Rick reminds the group that the mini-grants are matching funds, and remember to apply for the next round, if interested.

**Region V Website Update:** Mark Branger reports that the Policy Committee has worked hard to make sure the site is updated, so please let Mark know if anything needs to be changed. He is responsible to get things put on and will do so in response to actions at this conference. Dodie says that if anyone sees something outdated, please let a member of the Policy Committee know so that it can be changed as needed.

**Membership:** Dodie says Region V and ACTE membership are both doing very well, however, she was disappointed that she had to give up both of the trophies to Dave Keaton, Region I VP, for CT for their 1500 new members (the entire state). UT has had a big surge in membership, as had OR, so other states should also move ahead to help out Region V.

**State of the States:** Craig Statucki reports that 10 states turned in reports. The form is a bit different from QAS, looking for information regarding membership, advocacy, marketing, and new/innovative ideas. With the exception of ID, KS, OR and SD, there are folders with the reports provided (one per state). Each state will report for no more than 2 minutes (on the clock), and Craig will announce who will be reporting and who is on deck.

- **AZ** – Pam Ferguson reports that they had the 42nd anniversary of conference with 260 sessions. In 1999-2000, they started giving away free membership for attendance, and it still is going on. Most members come from the conference, and it was expensive to program with new technology they use, so now people just sign up. Mary Anne finished her time on the national Audit committee, Shelly will be new chair and NEDA Secretary, and they have 113 fellows grads. They give eight \$1000 scholarships to graduating seniors. Last year, the state lost \$30 million in CTE funding, and got \$29 million back. They are back up to 31 attendees at NPS, saw all 11 Congress members. Tina Norton, their lobbyist, continues her good work as a volunteer. They are doing CTE 101 presentations for superintendents and principals.
- **CA** - Cliff Adams-Hart says that it was a pleasure to host the Region V conference and provide a good profit. We've had a good financial picture the last few years, with CTE Incentive Grant providing \$900 million in the second year, but looking to see if any will be pulled back by legislators; programs are growing as a result. CACTE is revamping our fellowship program and will be working with AZ on strengthening through their input.
- **CO** - Sarah Heath reports on behalf of the new Exec Dir Debbie Nelson, who is also a part-time tax preparer, so not present. She went to NPS and she is excited to work with everyone. They are in the throes of planning summer conference with a Smith-Hughes Act 100<sup>th</sup> anniversary focus, highlighting veterans of CTE and honoring them. They have

an integrated CTSO training through state office being added to summer conference, and state officers will run some sessions to prepare them for their conference and competitions. They had their first Day at the Capitol unified across CO ACTE with 300 students - they did a great job representing the group. There is a large focus on reaching out to college faculty and counselors; it is a low hanging fruit for membership because they don't have another avenue. They are also looking at providing more oomph in PD and credentialing classes.

- MT - Landon Stubbs –announces that ladies are passing out pamphlets on membership benefits and legislation brochure from mini-grant 2014-15. MT is the lowest-funded state for CTE to have an increase last year, with about the same this year. Legislators are speaking about CTE, which is promising, and are very excited about the concept. If you love the outdoors and sports, come to the conference in Bozeman in 2019. The mountains are just outside, with a slight chance of snow to June, then 89 degrees. Everyone is invited, and great things will be happening. Landon will tell great stories.
- NE - Marie Bellinger, Exec Dir of Nebraska ACTE; the association works to promote membership, leadership, officers attended conferences and brought back ideas to improve and promote CTE. There is a January board retreat to discuss association and school challenges on program advocacy, member recruitment and retention, awards, address teacher shortage, update strategic plan. They have created a post-card to send to non-members giving \$25 off dues at conference, split the pot fundraiser with leadership opportunities. Copies of flyers are provided. There is a NE Career Education Office bootcamp for new teachers. The board voted to suspend their newsletter this year, and to substitute by sending out quarterly articles on the association, policy, and spotlight on a school program.
- NV - Christina Moore, President. For their member recruitment and retention, in their second year as unified state, they have seen no drop. Legislative session year; Craig and Christina met with state legislators and met with national legislators at NPS. The Governor has committed to supporting with \$10 million plus \$2 million next year to promote CTE programs in NV. They want to invest those funds well and encourage legislators to continue support. They are working to build a relationship with the very new state CTE Director to help with legislative session this year. They are expanding their social media outreach during CTE month, and developing a new membership brochure. They are expanding the annual state conference in Lake Tahoe by adding a day, and offering more sessions for admin and counseling, plus moving division meetings to the second day to encourage them to stay longer.
- ND - Paul Zettler, VP NDACTE – there are some issues with oil revenue drops; the legislation is in session and 17% cuts proposed. The biggest marketing and membership drives occur at their August conference, including offering \$50 to existing members to get a new signup (losing money for lost members, so looking for new ideas). Advocacy and marketing and innovative ideas is the CTE Town Hall Tour (thanks to Rick Ross) with national ACTE which went to 12 cities in 5 days to have legislators visit programs. Nineteen TV stations and media outlets picked up the event, so it was a huge success.
- SD - Tracy Kern, President, reports that voters passed Constitutional Amendment R in November, which acknowledges that there is a separate governing board for CTE not by



the regions. Another item is the Build Dakota grant of \$50 million for high-need areas in CTE. They share their state conference with the Dept. of Ed, and anyone can attend, regardless of membership. They decided to add benefits for members so that people understand why they should be members of the association, including drawings for cash awards, free membership for a year, etc.

- UT - Katie Silcox reports that they are a unified state, with increased membership and growth, with the 3rd largest in ACTE. Most of their members sign up in February at an annual Friday afternoon/Saturday morning conference. All are invited, but there are member perks. Their theme was “growing their own” to encourage students to go into education. There is great national recognition, as the new ACTE President-Elect and two division VPs (Admin and FACS) are all from UT. They have saved money by using an online registration and program for their conference, and up to date changes. They do not have a paid Exec Dir in UT, and all Board members are volunteers, so it’s great to have high membership numbers.
- WY - Toni Decklever, reports that their legislative session just finished, and, as others do, their Dept. of Ed. is having issues with a \$1.8 billion deficit projected by 2020 if things don’t change, and CTE may be on the chopping block in certain districts. Legislators and the Governor came to their summer conference in June, and they make themselves well-known. Prior to the last conference, they decided to have five standing committees, reduced from 14 in the past. They hope to have more involvement by colleges to cover the conference tasks, etc.
- WA - Tim Knue and Gene Wachtel – There are lots of issues before House and Senate; last year they had the highest number of participants at the summer conference in Spokane, being able to accommodate everyone at one hotel. They invited the counselor association this time, and there was good participation. They started a small shelter for the homeless, which will be built in Olympia while legislators are in session in February. There is a display of the- "CTE Showcase of Skills" - 20 of the shelters, one of which has a mural on the ceiling to integrate arts and sciences with the round dome. They had over 50 legislators and staffers visit, plus budget writers; it was very well-received.
- Craig thanks all of those who submitted their reports, and state leaders should please share or get copies from Craig after the meeting.

Region V Policy Committee Thank Yous/Vacancies: As Annika Russell pointed out earlier, there are two upcoming vacancies for Rick Ross and Sherilyn Senef going off the committee this year. If you are from either ND or WY, you may not apply for this cycle (need one year off), but do welcome any others who want to serve. Get the form from the Region V website or from Annika. The key thing is that you must have your administrator’s support and signature for your participation. There are monthly conference calls, not lots of travel; members get an annual \$800 stipend, attend region conference and Vision. Dodie's term will be up as VP next year, and that application process is through national ACTE, with information on the national ACTE website. If you are thinking about applying for the Region VP position, it would be extremely helpful to have prior Policy Committee experience, although not required.

Dodie was telling Coleen that she went through the registrations, and discovered we have representation from 15 of our 16 Region V member states this year, which is exceptional (we also have folks from KY and NC and Steve from DC in attendance).

Dodie presents thank you gifts to Sherilyn and Rick for their time and perspective; she explains how dependent she has been on them in the past and will continue to be in the future, and what a family has been formed within the committee.

First-Timer Stipends: Dodie explains that we are providing a \$250 stipend to 14 first- year attendees, and \$250 to six second-year attendees (\$500 stipend divided into two halves). We try to make sure that every state is represented in the awards. Sherilyn will give checks to the first-year attendees, and Coleen to the second year who received confirmation e-mails; please come up to them at the conclusion of the meeting.

No other questions, business, or items for the good of the cause are offered at the end of the agenda.

Wrap-Up/Adjournment: Coleen Keffeler moves to adjourn the meeting at 4:42pm Mountain time, Dodie adjourns and reminds everyone to come to the dinner/auction this evening.

Respectfully submitted, Diane L. Walker, Secretary