

Region V Business Committee Meeting – April 17, 2015 – Overland Park, KS

Meeting called to order at 2:35 pm Central Time by Region V Vice President, Chuck Gallagher

Roll Call of Attendees:

Alaska – 2; Arizona – 10; California – 5; Colorado - 1 (corrected to 4 by Darrell Green after the meeting); Kansas – 3; Montana – 5; North Dakota – 5; Nebraska – 1; Nevada -1; South Dakota – 5; Utah – 1; Washington – 6; Wyoming - 7

Policy Committee Introductions: Chuck Gallagher; Marianna Goheen; Diane Walker; Rick Ross; and Sherilyn Senef. Pepper Poulsen and Mike Brown had to leave early.

Motion to approve agenda with flexibility: Mike Rayburn moves to approve, Kraig Steinhoff of ND seconds, motion passes.

Approval of November meeting minutes from Nashville: Coleen Keffeler - Jim Kayl of SD moved acceptance - correction noted on the last page; Dodie Bemis moves to accept as corrected, Darrell Green of CO seconds, motion passes.

Ten first time attendees stood for recognition.

Region V Standing Committee Reports:

- Awards by Speranta Klees: The committee worked diligently to score 46 applicants. She recognized committee members Pam, Annika, Peter, Terry, and Sally. The publications were scored by the Fellows, under the leadership of Mary Anne Berens. The national deadline for nominees to upload is on March 1, then released about one week later by ACTE. Last year, there were 35 applications, and this year 46, which is a good increase from the states. The committee has approximately one month to score; everyone worked diligently over spring break. Fifteen finalists were interviewed here in Kansas, and the winners will be recognized tomorrow morning, along with state winners. As always, amazing people are in Region V, with great talents, and it is rewarding to get to know all of our members. One

committee member, Pam Stroklund, could not interview due to an accreditation visit at her school, but is at the conference today. We have a special award in Region V - "Innovative Program" state award - each award coordinator can choose to award for a special program, then move it forward to region for recognition. It is not a competitive award. There are two this year, but the committee hopes to have one for each state next year. Speranta recognizes Rick Ross and Pepper Poulsen for their invaluable assistance with plaques. She appealed to a business partner, who donated to cover the cost for printing of program - McCarthy Building Committee, and she recognizes that group.

- Marketing by Dodie Bemis: The committee has a great group this year. Some of the accomplishments are the ribbons for different attendance levels, and committee members, as well as first-timers. The committee met yesterday, and came up with some great ideas for marketing. The first-timer stipend process is not clear enough, so the committee wants to make sure to explain and market it better to all members to avoid issues in the future. They will coordinate with Diane and Sheryl.
- Nominations: Chuck Gallagher notes we can also use more committee members. Dodie Bemis explains that both Awards and Nominations need more members, especially, according to Annika Russell. Please make sure to contact Annika or Policy Committee members to volunteer for a committee. Encourage members who were not here to also participate. The form is on the Region V website.
- Legislative/Resolutions by Lyn Velle: Lyn informs the group that the committee met yesterday with Marianna, Linda, Carrie, Susan, Diane, Madonna, Cathy, and Lyn. The committee discussed the latest developments with Perkins, and reviewed resolutions proposed in Nashville by committee members. Ten prospective ideas had been presented, and each member wrote a draft. The drafts were reviewed and re-written, then determined which were to go forward to ACTE. Three were selected, and Lyn read the "resolved" clauses:
 - 1) alternative certification - move acceptance, second by Doug Meyer (WA), question by Sheryl Ryder of what type of alternative certification might be included, to which Lyn notes it might be such as industry certification. The process is that this would go to ACTE, and the board determines whether it would go on to Assembly of Delegates; Region V is generally one of the only ones to submit resolutions - motion passes;
 - 2) CTSO's - move, second Eric Ripley (ND), questions whether this is for Perkins future re-authorization. Lyn replies that the committee determined that this would be required, rather than permissive. Coleen Keffeler mentions that expenses can be used to cover advisor travel, looking at it for student travel or dues (currently not allowed); everyone cannot address all 9 mandatory funding areas, so if no other funding method is available, states would have Perkins as a way to cover expenses (must address the issue, not required to use it to pay). Pam

Ferguson (AZ) clarifies this means that it would provide federal language that Perkins funding may be used for these expenses - this would provide items for discussion by Steve DeWitt, Alisha Hyslop, or other ACTE staff members. Sheryl questions the use of the word "required"; Lyn states that this would mean that CTSO's would be a required area, not permissive, so that if there were no active CTSO's, it doesn't mean that the state couldn't use Perkins. Mark Branger (MT) says that it's required at the state level, than local. The general intent is to allow Perkins money to be used for CTSO travel, but not required to do so - an option, if that is a local idea. Upon a vote, there were two no's, and two abstentions.

- o 3) Work-Based Learning opportunities - move, Pam Ferguson (AZ). Sheryl Ryder (CA) says there are ways to work out liability issues such as making local districts to cover liability and have community college assist, and Coleen Keffeler adds that local districts cover for unpaid experiences. Darrell Green notes this is being addressed in CO, and the key word is "unpaid," because as long as that is the case, then it falls under the district insurance. Diane Walker explains the reason for the resolution being proposed, in that work-based learning opportunities are becoming more difficult to obtain for students due to the weakened economy, particularly in California, as well as issues raised by unions and displaced workers. A question arose about incentives, and it is noted that the incentives could be in the form of a tax break for employers in high need industries, e.g., in WY - Larry says it's clear in the contract that it can't replace an employee, resolution passes. 4) appreciation resolution for Kansas ACTE Region V Leadership Conference planning committee for their work, sessions, tours, networking, food, heartily thanks for a home-run conference where everyone stepped up to the plate - move, Brandon Cohn (WY) second, all in favor - passes. Full resolutions will be submitted to the Policy Committee in writing.

- Fellows by Mary Anne Berens (AZ): Mary Anne introduces the fellows in attendance – Lou Hart from AZ in second year, Eric Lustig from CO, and Dr. Ken __ from CO. Jennifer Vandermeer moved to WI and could no longer serve in the program. They did an outstanding job with the publications award, and also did a wonderful presentation on advocacy after a book study which the fellowship team did on "Advocacy" by John Daly. The experience was an opportunity to show their movement forward in leadership. Lou Hart provides an oral report: she will be finishing in July of 2015, and thanks Region V for opportunity to attend NPS 15 and Vision 14. Without that support, would not have been able to attend. The fellowship program needs to continue to grow as a program to help develop leaders and advocates. Lou was a state fellow for 3 years, which was a major learning experience in her role at high school to tech post-secondary at Region V. Some of the highlights were judging the publications award

every year; it was fun to see the submissions from each state and what they are doing for their students. She would encourage states to send in publications, whether newsletter, membership, or website, etc. Lou extends her thanks to Mary Anne for her leadership; from application through presentation at the conference, she was always there to encourage and help to figure out challenges, she was "the wind beneath my wings." Lastly, the group heard from Chuck Gallagher, Dodie Bemis, and Doug Meyer admonishing everyone to step up into leadership. The experience is not only for fellows, but for everyone. Please mentor other members with your knowledge; many need guidance on where and how to go, even though they are eager to work. Finally, Chuck expresses that he remains passionate about CTE and wants to continue to serve, as CTE is the hope for students, economy and the nation. Chuck encourages states to have fellows. He suggests Mary Anne to work with national leaders on tasks, such as interviewing previous VP's on issues. Mary Anne will also provide a written report.

Region V Leadership Conference in 2016 in San Diego: Sheryl Ryder from California reports that 15 volunteers have stepped up to the plate to help plan the conference. The group has begun promotions, with meetings held monthly working on the venue, meals, 8 breakout sessions per slot. Registration will include breakfast and lunch each day, and a paddlewheel cruise for limited numbers. There will be pre-conference sessions including tours of CTE programs; some may be free, with others requiring a fee. The call for presenters and registration will be open by Vision in New Orleans. The committee is also exploring single day options. The California CTE Director has been asked to speak, with other sessions on leadership, advocacy, Common Core State Standards, Perkins, post-secondary, programs of study, counseling, and STEM. Naviance has offered to sponsor a breakfast. Students will be hospitality ambassadors and have the opportunity to take a behind-the-stairs culinary tour. Rates are \$149 per night for rooms with free internet access and parking, available Monday through Saturday for the week of the conference. Flights currently run approximately \$400 from Kansas City. There will be a graduated registration fee, with an early bird rate through December, increasing in January. Extra flyers will be out on the table. The weather in San Diego is usually great. Spring activities include rides on Mission Bay on the Bahia Belle, dolphins, sea lions, refreshments, activities for kids. Take the opportunity to make it a wraparound vacation for your family. Chuck Gallagher suggests putting in cards to state conference bags. The "save the date" card posted in PDF format on the website. Everyone is welcome! Ghirardelli chocolates were distributed to all in attendance.

Region V Conference Proposal for 2017: The team from South Dakota passed out information to one person per state. Coleen Keffeler reviews different attractions, including Wahl, SD, which the Husted family founded in 1931. Proposed dates for Rapid City would be April 5 through April 8, as they had to work around Easter, CTSO dates, and another conference. The conference hotel would be the Rushmore Plaza Holiday Inn; it is

being remodeled and has updated rooms since the last conference, and will be completed by Dec. 2016. There is a courtesy shuttle from the airport and around town. There are 205 sleeping rooms from \$89-119 per night Monday thru Saturday, with 13 breakout rooms. The proposed budget is based upon 2011 figures, with a \$400 registration fee, including 7 meals. They reviewed possible tours for the event, including Wahl, Prairie Edge, Ellsworth, DC Booth Fish, Sturgis Industrial Park, etc. None of the airlines have provided price info so far out, however, the cost is estimated to be between \$400-\$700. There will be social and networking opportunities, evening meals, some sightseeing options - can provide further information later. When Coleen called the hotel, they expressed great excitement at having the group back. Doug Meyer moves to approve, Carrie Hansen (MT) seconds, approved.

Future Conference Proposals: Nevada is considering bidding for 2018, as is Montana. Chuck suggests getting that dialogue going early, as it takes time and planning. Dodie also says that states must make sure to have a budget to present to the board with projected costs and break-even number and profits based upon potential attendance. It is great to have more than one state bidding each time - competition is good.

Mini-grants: Marianna Goheen explains that mini-grants were awarded last year to Arizona and Montana, who updated at Vision, and requests a report as a result of receiving the funding. Pam Ferguson (AZ) expresses appreciation for the mini-grant, and shows an example of a membership brochure they created; their website is branded now, with another brochure being done, to be completed in a couple of weeks. She explains their "Premiere Series" - business people getting certifications, increasing national membership, approval of structured English immersion program is the final piece. A second item of match is a fellows program (15 years) - taking it from activities to a much more sophisticated structured program for each of three years of the fellowship, and moving on to national membership and region fellowship. They will have 2 more to display at Vision. Arizona is getting more fellows at the state level, and 2 at the national level. They are working to increase business partners to join ACTE, also. Montana reports, by Mark Branger: it is their second year, and they have focused on membership; the state association saw a 15% increase in the first year and an 8% increase in the second year - now up to 383 members, with a goal of 400. The state has been focusing on the Career Guidance Division the last few months, with a competition among different divisions to increase their number of members; the incentive is to receive a reduced conference cost and a drawing for a new Chromebook.

The Policy Committee requested additional applications this year, with up to \$8,000 allocated, and only received 2, with \$3425 awarded to Nevada (\$2000) and Montana (\$1425). We look forward to an update in November and again next spring. Documents for the mini-grant are in the Policy Manual on the Region V website.

Pin Design Contest: Brittany Terry of UT won the contest. This year had the largest number of entries, and the competition was good. It used to be designed by construction students. Brittany Terry's teacher, Derek Smith, is here; he had 4 students submit. Chuck Gallagher will provide pins to Derek to take back, and the winner's check is in the mail.

Membership update as of 12-14: Region V has 5310 members, which is a decrease of 136 members. The Policy Committee received a list of lapsed members, which Chuck will also send out to the Membership Committee; he requests that they follow up to see about getting renewals as well as new members. Chuck's goal is to get Region V membership to 6000. Every state in the region has members except Micronesia and Marshall Islands. We all need to catch up with UT which has 1206 members.

State Association Reports: Rick Ross asks for representatives of each state to give a brief summary of their report, all of which were put into the Dropbox. Presentations were limited to two minutes each.

- Alaska: budget woes but the new Governor has education as a top priority, although legislators don't necessarily follow that plan; they have worked on 3 goals this year, including more professional development to members - conference changes, advocacy, and membership survey - looking at unification soon.
- Arizona: Pam Ferguson reports that membership is now free, increasing members, outreach to rural areas, advocacy push due to dismal funding year. The Circle of Distinction business partners helped save some CTE funding; they are building lists of supporters and lobbying. Teacher certifications are a focus, from provisional to standard with Premiere Series of professional development. The amount of scholarships awarded this year has risen to \$16,000 from \$12,000 in the past.
- California: Sheryl Ryder extends her thanks to Kansas for their assistance with conference planning. California ACTE has been strategizing on increasing membership, including follow-up with members, presentations at conferences throughout the year, and collaboration with community college CTE Leadership. There have increased contacts with the state Department of Finance and Legislative Analyst's Office, an alliance with other CTE associations in the state, including CAROCP, legislative visits and letter-writing campaigns. There is re-igniting interest in CTE statewide, including the State Superintendent of Public Instruction's Career Readiness Initiative and CTE Fact Sheet, new funding opportunities, Twitter campaign, tours and news articles. We are working hard preparing for 2016 Region V Leadership Conference April 20-23 in San Diego, and more details will be coming soon.
- Colorado: Darrell Green - the summer conference will be held on July 13-16 in Loveland at the Embassy Suites. It has been a positive year in the legislature - CTE is the hottest thing around; a

manufacturing bill was passed 3 years ago to create pathways due to 27,000 unfilled jobs on the Front Range. There is planning on to develop all other sectors going forward, from \$2.8 million in marijuana tax. Another bill is in place to develop apprenticeships. The CTE Workforce Development Caucus has 15 legislators attending monthly. The association is doing credentialing classes at the summer conference to increase membership. Scott Stump no longer with them, and the new state director is Sarah Heath. The full report is in the Region V Dropbox.

- Kansas: CTE is taking a front row seat, with the Governor's priority being the Kansas Excel in CTE initiative. The September 2013 issue of Techniques had an article by Martin Coleman of the Board of Regents about SB155. The challenge is ensuring that critical programs continue to be a priority even though the block grant removes weighting. Post-secondary public tech colleges and Washburn University - TEA was established by the legislature, under the auspices of the Board of Regents for coordination and planning for post-secondary; they approve programs, funding, accountability indicators, making it a seamless system with secondary. KACTE received the ACTE Quality Assurance Award. Gov. Brownback declared February CTE Month. The KACTE state conference will be held July 26-29 in Overland Park.
- Montana: There is continuing support at the state level, for example, through House Bill 356. Billings School District submitted to increase funding for CTE - only \$1m allocated - and that passed today (doubles current allocation). Posters have been created for career counselors "Fast Track to Your Career", and a bus tour was provided in the fall for counselors to 2 year colleges. They have focused on math and literacy - presented at this conference. They are excited about a CenturyLink partnership - innovative teachers in technology grant up to \$5,000 for their classrooms, and it has received many applicants.
- Nebraska: Mike reports that there is a new governor, but no big changes. Fourteen schools want to start or expand ag programs, as there have only been graduates. Mike Riley, the new football coach for the Huskers, is a Tom Osborne clone; there were 78,000 at practice last week.
- Nevada: They are seeing great things from policymakers, including an extra \$20 million in the Governor's budget for College and Career Readiness, with some allocated directly for CTE. The two largest counties are expanding CTE programs. Clark County is known for academies; there are an average of 14,000 students who apply, but don't get in, so programs are expanding to traditional high schools. Nevada ACTE is currently at 238 members and there are plans to expand. They are at a new hotel venue for their summer conference, with fees donated or covered, and hotel expenses at a per diem rate. Core academic teachers in academies are joining, and they are working with CTE teachers; twelve will be presenting at the summer conference on integration. Advocacy is another focus; there

was a legislative visit with 13 Education Committee members, and many new members on the Board. One national concern is with the “hold harmless” clause in Carl Perkins legislation, with potential 40% cuts back to 1997 levels. Southwest Tech had a field hearing for Perkins, including testimony by administrators and students. A closed-door roundtable was held by their Congressman to address CTE growth in Nevada. There is an increase of manufacturing, and gold mining in Elko. They will be offering a one-day pass to Wednesday and Thursday of their conference with keynote and industry panel offerings for those who live too close to stay over.

- North Dakota: It was a productive year, with last year’s Region V Leadership Conference, and they also extend their thanks to Kansas. Their legislature meets every 2 years; with the recent drop in oil prices, there is a lower level of funding for CTE than desired, but the association continues to work with the Department of Education. North Dakota is a unified state, and they encourage that for everyone due to the benefits available to members. The state has experienced a lack of qualified instructors; there are few teacher preparation programs, so they are very interested in alternative certification. There has been strong attendance at ACTE conferences (Region V, Best Practices, and Vision). All three national legislators are members of the Congressional caucuses. Their summer conference will be held in August, and will include a riverboat cruise activity. The full report has been submitted.
- South Dakota: Echoes the above. A CTE data brochure has been created the last 7 years, which was devised by Coleen Keffeler and used as a model. She and the committee update it each year; they will share the template (it is on the SDACTE website). They plan to include more graphs and reduce the density of text. This is a valuable tool to share with legislators, and they do so on the Opening Day of the legislative session. There is a scholarship for CTE teachers with \$50 million for students who go on to high-skill, high-demand occupation areas; \$25 million was from a single businessman (Stanford) and \$25 million from the Governor’s South Dakota Future Fund. You don’t have to be a South Dakota citizen to be eligible, but do have to be employed in South Dakota for a minimum of 3 years after completing the degree.
- Utah: They have had success with advocacy, and have invited CTSO’s to their Day on the Hill, including legislator talks; they trained students in advance in October before visits about elevator speeches and use of social media. They bring business leaders and legislators to luncheons to meet with the students, and as a result, legislators are asking to participate. The association now wants to expand training to teachers and board members. The annual conference is a good product, and there is lots of support from CTE Directors, which allows for more membership growth. Utah also appreciates ACTE and Region V work.

- Washington: Home of the ACTE President-Elect. Membership is at 1469 (up 6%, national 463 up from 419). The Washington Industrial Tech group unified with WACTE and other sections work toward unification with national one at a time; they appreciate the benefits of membership flyers from ACTE. McCleary decision told state they don't put enough money into education, and that met with pushback. They want a more transparent funding method; one has been proposed and is under review, so it will be coming in the future. The association's full report is in the Dropbox. With respect to marketing, CTSO instructors had a legislative civic engagement day in the capitol, including the Superintendent of Public Instruction and legislators, training sessions, and students are eagerly received. In the area of innovation, for the fall conference, all sessions will be on the web for those who couldn't attend, and they are testing a one-day option.
- Wyoming: Brandon Cone reports that there has been lots of support from the Governor and legislators. There is a picture of the board on the home page with the Governor's assistant at the annual meeting. The Hathaway Scholarship, which is performance based, now includes CTE due to efforts of Wyoming ACTE; a bill was proposed to create a CTE-only scholarship fund for community college students, and although it died, there has been increased interest as a result. Falling oil prices have effected funding.

National Committee Reports:

- Support Fund: the national committee representative, Brandon Cone, is now the chair - on for 3 years. Sean Lynch was the liaison and had been working to re-brand the fund to increase knowledge throughout the association, including a new logo; he's now in another position, and Kevin Oshinskie took over. They are moving ahead even more boldly. The fundraising goal last year was \$10,000; they broke \$11,000, with Region V making the largest contribution. Their goal of \$11,000 this year also had Region V making the largest contribution - \$9300 without Region V and II conference contributions yet. Other states are beginning to provide donations to the Fund through auctions, etc. There will be increasing communication to members about operations and uses of funding. A Support Fund page is on the website with lots of information, and members can donate online.
- Awards - Pepper Poulsen had to leave, however, the report was that Region V award winners would move on to national competition, and everyone is reminded to register for the awards banquet at Vision.
- Audit: Mary Ann Berens indicates there is no new report, as they only hold one meeting per year.
- Bylaws: They need members - no report.

Budget:

- 2014-15: \$7519 operating budget from ACTE based on membership; \$8031 from designated budget with \$35,000 budgeted. \$4500 for Policy Committee expended, fellows \$4000 - additional \$500 spent for one from last year's unused. Fellows coordinator \$750. Award winners to nationals \$3500. Mini-grants \$8000 budgeted, but only \$3425 used, balance returned. Congrats to the winner for pin design \$100. Pins used, with little return. National fellows \$1000 with additional \$1000. First timers, with balance back to designated. Membership - received no expenditures, Awards - will get receipts. VP travel expenses - Region V conference only - other covered by ACTE - will go in, with some not expended. Region V basket - \$195 return - possible correction due to ACTE covering that. Hall Of Fame \$75 returned to designated. Web admin \$1000 expended. Additional printing costs. Conference calls through 6-30-15, additional expenses will be accrued. Conference Committee gifts, balance, Policy Committee plaques slightly over. There will be some balance returned to designated.
- Projected 2015-2016 budget: \$6489 operating budget, with estimated \$26,769 expenses. Clarification requested by Nebraska on Nevada and Montana mini-grant approval amounts (\$3425 total). Kraig Steinhoff asks about 24% reduced budget for upcoming year, to which Chuck Gallagher explains that not all designated funds were used, and there was low conference attendance this year, so we don't want to over-budget until we see where the numbers are at. If there is a large increase in funding, then we could look at increasing expenditures. We need to strengthen states to strengthen the region. A question was posed regarding the reduction of the amount of travel to award winners to \$395 to cover cost of registration (district should cover, it is not an award); costs to the district are actually increased because of additional travel to Vision, and since award winners are our pride and joy, that shouldn't take a hit. Chuck says it will be considered. Speranta Klees notes that the Awards budget should be \$500 per an email she sent, not \$350; she explains that it is difficult to get plaques and programs for less than \$500 (minimum). Chuck said there is some discussion about getting plaques in bulk and then just printing name plates - this will be discussed. In addition, there are costs for telephone interviews, plaques for 7 awards, plus publications, plus innovation awards. Marianna notes that we want to have a minimum carryover to cover unexpected eventualities or losses (e.g., bad conference numbers). If membership goes up, then there should be increased funding. Marianna thanks Chuck for his work to make the budget process more transparent so that members can see where money comes from and where it goes; this has been the subject of long Policy Committee discussions. Chuck says input to the Policy Committee regarding budgeting is appreciated.

Remarks by ACTE President-Elect: Doug Meyer thanked Chuck Gallagher for his three years of service to Region V, and also thanks the Policy Committee for their work for the association. He appreciates the frequent communication from Chuck for Region V. Doug also reminds everyone about the Vision conference New Orleans in November and hopes to see all there.

Dodie Bemis reminds those in attendance that there will be Leadership Networking in room 909.

Doug Meyer moves to adjourn, Kraig Steinhoff seconds, motion is approved. The meeting is adjourned at 4:39pm Central time.

Respectfully submitted, Diane L. Walker