



STATE ASSOCIATION LEADERSHIP TRAINING PROGRAM

March 17, 2024



Kelli Diemer, Director of Membership
kdiemer@acteonline.org



State Leadership Training Program

Sunday, March 17, 2024

8 am – 4 pm

ALEXANDRIA ROOM

Agenda

8:00 – 8:30 a.m.	Welcome – <i>Kelli Diemer, Director of Membership</i>
	Welcome - <i>LeAnn Curry, ACTE Executive Director</i>
8:30 – 9:00 a.m.	Get to Know You Activity
9:00 – 10:00 a.m.	Let's Talk Data – Digging into the State Chapter Module – Kelli Diemer with State Leaders Panel
10:00 – 10:30 a.m.	Table Discussion & Break
10:30 – 11:30 a.m.	Quality Association Standards
11:30 – 1:00 p.m.	Lunch Break (on your own)
1:00 – 2:00 p.m.	Conference planning – <i>Becky Cox, Utah ACTE Co-Executive Director & Pepper Poulsen, Utah ACTE Co-Executive Director</i>
2:00 – 2:30 p.m.	ACTE Conference planning – Jaime Alston, Senior Director, Conferences, Meetings and Events, & Glenda Paxton, Senior Director, Strategic Events
2:30 – 2:45 p.m.	Break
2:45 – 3:45 p.m.	Sharing Best Practices from State Leaders
3:45 – 4:00 p.m.	Hot Topics at ACTE, Reflection & Wrap up

Introductions –

- NAME
- STATE ASSOCIATION
- WHAT THREE WORDS WOULD DESCRIBE YOUR LEADERSHIP TEAM?

LeAnn Curry
Executive Director
lcurry@acteonline.org



Kelli Diemer
Membership Director
kdiemer@acteonline.org

Jaime M. Alston
Senior Director, Conferences,
Meetings and Events
jalston@acteonline.org



Glenda Paxton
Senior Director, Strategic Events
gpaxton@acteonline.org



Debbie Nelson

Debbie Nelson has been a member of Colorado ACTE since 1982, during her senior year at Colorado State University. She believes passionately in the power of professional association involvement! Benefits such as networking, leadership development, sharing/learning, and personal growth are myriad. When she's not doing CACTE work, she likes to swim, hike, scrapbook, travel the globe, read and spend time with her nieces/nephews.

Debbie has been CACTE ED since 2017. You may contact Debbie at cacte@cacte.org.



Becky Cox

Becky began her teaching career in 1989 as a Family and Consumer Sciences Teacher in Utah. She has been actively involved in FCCLA, Student Government and ACTE. She served on the ACTE Board of Directors as the FCS Vice President, on the National FCCLA Board of Directors, and as the ACTE President. She is currently serving as the Co-Executive Director for Utah ACTE. Becky is passionate about CTE and what it can offer students.



Pepper Poulsen

As a 26-year educator, Pepper has been a dedicated force in Career and Technical Education (CTE), holding roles such as CTE Teacher, Work-Based Learning Coordinator, Guidance Counselor, and currently serving as a CTE Coordinator. In her role as a CTE Coordinator, Pepper is committed to enhancing classroom experiences and committed to ensuring that all students receive a hands-on learning opportunity. Pepper has been actively engaged in Utah ACTE for 26 years, with 21 years on the Executive Committee, Pepper has also contributed nationally as the National Awards chair for ACTE. At the Region level, she has served as the Awards Chair and on the Policy Committee. She is currently serving as the Co-Executive Director for Utah ACTE and president of the National Executive Director Association, Pepper's involvement has

built friendships and partnerships across the nation, enriching her ability to draw on diverse experiences and expertise.

Get to Know You!

Share a success story about your state association.

Take notes on others' successes to gather more information.



Let's Talk Data – Digging into the State Chapter Module

State Chapter Module (SCM) Manual – The State Chapter Module (SCM) is a portal for state leaders to login and see their state-ACTE membership. There are a variety of reports available in the SCM which will improve your ability to interact with members by having access to all the data.

Notes section -

Table Questions –

#1 – 10 AM

State Chapter Module

Do you use the SCM? Do you know who from your association has access to the portal?

Quality Association Standards

Criterion Six: Membership Development and Retention

The association must demonstrate that its current membership/potential membership ratio is reasonable. It must have an effective and continuing program of membership retention and recruitment.

1. A system is in place for maintaining member records which is responsive to member needs.
2. The association maintains and updates a prospect list of potential members.
3. There is a membership development/retention plan, including specific strategies and measureable goals.
4. There is a follow-up procedure to determine why members drop membership, and an attempt is made to re-recruit members.
5. There are adequate funds for membership development and retention contained within the budget to maintain an active program.
6. Periodic progress reports on the objectives and effectiveness of membership development/retention programs are prepared, analyzed and reported to the board.
7. Association programs, services and activities are appropriately communicated to the membership so there is continued awareness of the value and benefits of association membership.
8. Changes in membership attitudes, needs and interests are regularly monitored (e.g., surveys, etc.) and considered in all appropriate planning activities.
9. Volunteer members as well as staff resources are utilized in membership development and retention efforts.
10. There are established procedures for the proper and timely handling of routine membership inquiries and/or requests.
11. There are clearly defined categories of membership and appropriate safeguards are in place to assure compliance with membership criteria.

Quality Association Standards

Criterion Four: Programs, Services and Activities

There must be evidence that the association's programs, services and activities meet member and other targeted groups/needs, are formally planned, funded, coordinated, implemented, monitored, and evaluated, and that sufficient human resources are available to implement, maintain and evaluate these programs, services and activities.

1. The association has taken into consideration the fiscal resources, time available and available volunteer time necessary to implement its programs, services and activities.
2. The allocation of responsibility for action on programs, services and activities, and the determination of the allocation of resources is clear and understood by the governing body, the committees/staff, and the other appropriate components of leadership.
3. The association assesses, on a regular basis, whether formal or informal, programs and services it delivers to members, to ensure they meet members' needs.
4. The association has mechanisms in place to respond quickly to emerging opportunities for projects, programs or activities.
5. The association regularly evaluates the use of technology in the delivery of its programs, services, and activities.
6. At the annual conference, the association provides professional development for membership that includes opportunities for networking and sharing.

Quality Association Standards

Criterion Six: Membership Development and Retention

State Leader

The association must demonstrate that its current membership/potential membership ratio is reasonable. It must have an effective and continuing program of membership retention and recruitment.

	GUIDELINES	YES	NO	In Process
1	A system is in place for maintaining member records which is responsive to member needs.			
2	The association maintains and updates a prospect list of potential members.			
3	There is a membership development/retention plan, including specific strategies and measurable goals.			
4	There is a follow-up procedure to determine why members drop membership, and an attempt is made to re-recruit members.			
5	There are adequate funds for membership development and retention contained within the budget to maintain an active program.			

	GUIDELINES	YES	NO	In Process
6	Periodic progress reports on the objectives and effectiveness of membership development/retention programs are prepared, analyzed and reported to the board.			
7	Association programs, services and activities are appropriately communicated to the membership so there is continued awareness of the value and benefits of association			
8	Changes in membership attitudes, needs and interests are regularly monitored (e.g., surveys, etc.) and considered in all appropriate planning activities.			
9	Volunteer members as well as staff resources are utilized in membership development and retention efforts.			
10	There are established procedures for the proper and timely handling of routine membership inquiries and/or requests.			
11	There are clearly defined categories of membership and appropriate safeguards are in place to assure compliance with membership criteria.			

Creative Conference Planning

Member Value and Engagement		
Advocacy and Awareness		
Professional & Leadership Development		
Teacher Pipeline Shortage		
Strategic Partnerships		
Inclusion, Access, Equity & Diversity		

Please provide feedback from the State Leadership Training Program by **Friday, March 22.**

https://www.surveymonkey.com/r/SLTP_NPS2024



Thank you! Kelli Diemer, ACTE Director of Membership