December 9, 2025

State Association Leadership Training

1

Introductions –

- NAME
- STATE ASSOCIATION
- LEADERSHIP POSITION

2

www.acteonline.org

Network: ACTE2025

Password: Nashville25

3

ShopACTE

4

Ryan Hagedorn CEO

Pathful

Melinda Spivey, VP of Sales

5

6

Let's Get to Know Each Other 1

Find someone who has authored a book or significant publication.	Meet a leader who has attended every CareerTech VISION for the past five years.	Locate a leader who has implemented a successful statewide initiative.
Find someone who plays a musical instrument or is part of a band.	Meet a leader who has run a marathon or completed a major athletic challenge.	Find someone who has been in their leadership role for over 10 years.
Find someone who has worked in multiple states during their career.	Find someone who has experience in both the public and private sectors.	Find someone who volunteers regularly in their community.

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Welcome To Nashville

State Leaders Team Challenge

15 Rapid Fire Questions Testing Your Knowledge Of ACTE's New State Leader Guide

Work with your team members to locate the answers.
You must answer correctly and reference the page number.

8

Welcome To Nashville

Good Luck!

Here We Gooooo!

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Welcome To Nashville

Question #1

What year was the ACTE National Leadership Fellowship Program established?

10

Welcome To Nashville

Question #1

What year was the ACTE National Leadership Fellowship Program established?

Answer

2009
Location: Page 4

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Welcome To Nashville

Question #2

The Coalition for Workforce Development partners ACTE with what entity to provide learners with career-ready skills.

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Welcome To Nashville

Question #2

The Coalition for Workforce Development partners ACTE with what entity to provide learners with career-ready skills.

Answer

Ford Next Generation Learning
Location: Page 22

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Welcome To Nashville

Question #3

What date annually marks the deadline for Quality Association Standards Award applications to be submitted?

14

Welcome To Nashville

Question #3

What date annually marks the deadline for Quality Association Standards Award applications to be submitted?

Answer

October 15th
Location: Page 20

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Welcome To Nashville

Question #4

What time do the New State Leaders Webinar Series events take place if you currently reside in the Central Time Zone?

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Welcome To Nashville

Question #4

What time do the New State Leaders Webinar Series events take place if you currently reside in the Central Time Zone?

Answer

6:00 PM
Location: Page 3

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Welcome To Nashville

Question #5

What is the current renewal rate for an ACTE membership for retirees?

18

Welcome To Nashville

Question #5

What is the current renewal rate for an ACTE membership for retirees?

Answer

$31.00
Location: Page 6

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Welcome To Nashville

Question #6

What year was the original High-Quality CTE Framework released?

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Welcome To Nashville

Question #6

What year was the original High-Quality CTE Framework released?

Answer

2018
Location: Page 22

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Welcome To Nashville

Question #7

The 200-page resource that covers topics including governance and structure, legal and tax considerations, financial management, membership, public policy, media relations, programs and services, and more is known as what?

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Welcome To Nashville

Question #7

The 200-page resource that covers topics including governance and structure, legal and tax considerations, financial management, membership, public policy, media relations, programs and services, and more is known as what?

Answer

State Association Management Manual
Location: Page 2

23

Welcome To Nashville

Question #8

Who sponsors ACTE's Postsecondary Leadership Success Program?

24

Welcome To Nashville

Question #8

Who sponsors ACTE's Postsecondary Leadership Success Program?

Answer

ECMC Foundation
Location: Page 4

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Welcome To Nashville

Question #9

What are the 3 C's that ACTE Region Conference attendees can expect to experience?

26

Welcome To Nashville

Question #9

What are the 3 C's that ACTE Region Conference attendees can expect to experience?

Answer

Connect - Collaborate - Celebrate
Location: Page 12

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Welcome To Nashville

Question #10

Who is the primary ACTE contact for CTE Learn?

28

Welcome To Nashville

Question #10

Who is the primary ACTE contact for CTE Learn?

Answer

Michael Connet
Location: Page 21

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Welcome To Nashville

Question #11

How much time does it take for members of the CTE For All Mentorship to complete the program?

30

ACTE State Association Leadership

Welcome To Nashville

Question #11

How much time does it take for members of the CTE For All Mentorship to complete the program?

Answer

One year
Location: Page 5

ACTE's CareerTech VISION

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ACTE State Association Leadership

Welcome To Nashville

Question #12

Who sponsors ACTE's efforts and activities during CTE Month (February) each year?

ACTE's CareerTech VISION

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ACTE State Association Leadership

Welcome To Nashville

Question #12

Who sponsors ACTE's efforts and activities during CTE Month (February) each year?

Answer

National Association of Home Builders
Location: Page 13

ACTE's CareerTech VISION

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ACTE State Association Leadership

Welcome To Nashville

Question #13

The Educational Institution Membership (EIM) currently offers how many benefit levels?

ACTE's CareerTech VISION

34

ACTE State Association Leadership

Welcome To Nashville

Question #13

The Educational Institution Membership (EIM) currently offers how many benefit levels?

Answer

Three
Location: Page 6

ACTE's CareerTech VISION

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ACTE State Association Leadership

Welcome To Nashville

Question #14

What is the current toll-free phone number for the ACTE Headquarters in Alexandria, Virginia?

ACTE's CareerTech VISION

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ACTE State Association Leadership

Welcome To Nashville

Question #14

What is the current toll-free phone number for the ACTE Headquarters in Alexandria, Virginia?

Answer

800-826-9972
Location: Page 23

ACTE's CareerTech VISION

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ACTE State Association Leadership

Welcome To Nashville

Question #15

What are three types of marketing support for membership growth that ACTE provides to state associations?

ACTE's CareerTech VISION

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ACTE State Association Leadership

Welcome To Nashville

Question #15

What are three types of marketing support for membership growth that ACTE provides to state associations?

Answer

Recruitment and Retention Support, Design and Print Services, and Email Blast Services
Location: Page 7

ACTE's CareerTech VISION

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ACTE State Association Leadership

Welcome To Nashville

Thank You For Participating! Enjoy The Rest Of Your Week at VISION 2025!

ACTE's CareerTech VISION

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Quality Association Standards (QAS)

- **Purpose of the QAS:**
  - Provide benchmarks for state associations to assess performance levels.
  - Help evaluate the quality of service offered to members and prospective members.
- **Key Objectives:**
  - Aid states in assessing their organizational structure.
  - Determine whether leadership is delivering minimum, average, or superior programs for members.
- **Clarifications:**
  - QAS is not a competition between states or a tool to create a "class system" of associations.
  - It is not designed to evaluate the performance of a state's executive director or volunteer leaders.

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CRITERION EIGHT: PUBLIC POLICY

The association must demonstrate that it has established a list of clearly defined issues which are monitored regularly through analysis and reporting, and whose findings are communicated to the members and the outside public in a timely way. The association must show that there is adequate funding for a public policy program at all levels, that it is successful in gaining access to key decision makers, and that it has shown success in achieving its goals.

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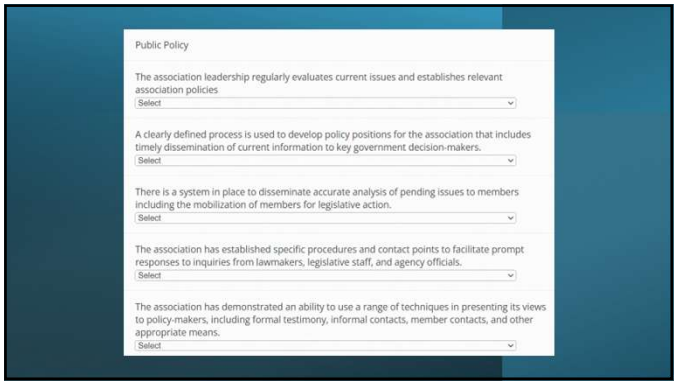

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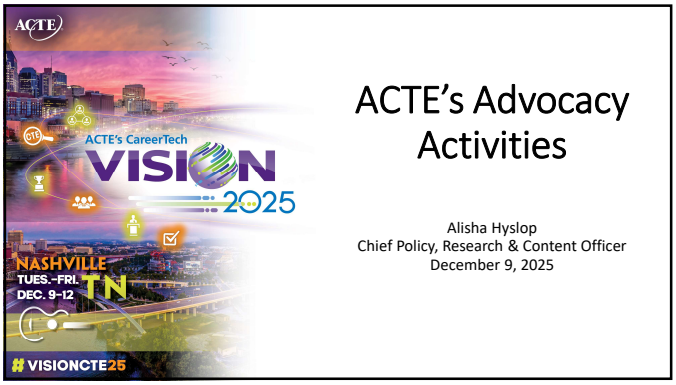

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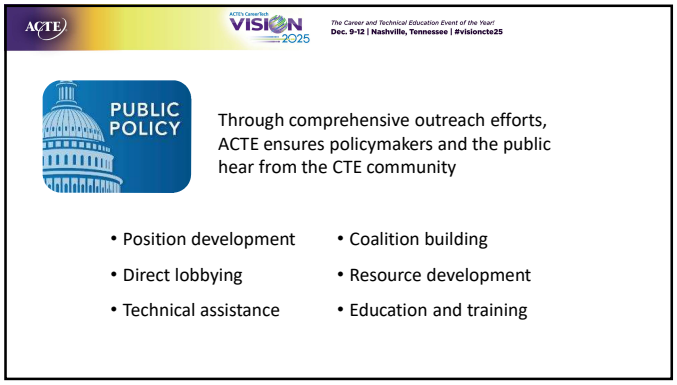

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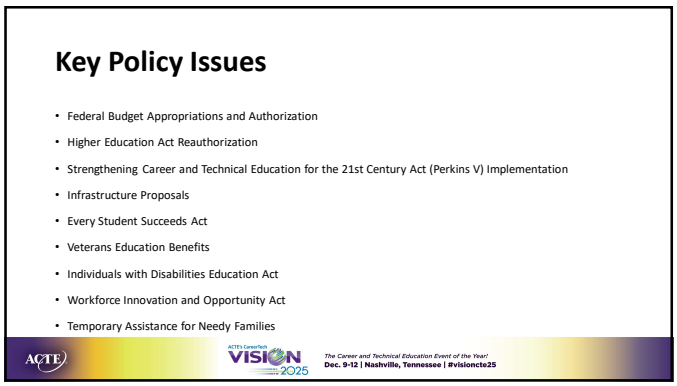

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Definition of Lobbying

- LOBBYING ACTIVITIES .—The term "lobbying activities" means lobbying contacts and efforts in support of such contacts, including preparation and planning activities, research and other background work that is intended, at the time it is performed, for use in contacts, and coordination with the lobbying activities of others.

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- LOBBYING CONTACT.—
  (A) DEFINITION.—The term "lobbying contact" means any oral or written communication (including an electronic communication) to a covered executive branch official or a covered legislative branch official that is made on behalf of a client with regard to—
  - (i) the formulation, modification, or adoption of Federal legislation (including legislative proposals);
  - (ii) the formulation, modification, or adoption of a Federal rule, regulation, Executive order, or any other program, policy, or position of the United States Government;
  - (iii) the administration or execution of a Federal program or policy (including the negotiation, award, or administration of a Federal contract, grant, loan, permit, or license); or
  - (iv) the nomination or confirmation of a person for a position subject to confirmation by the Senate.
- Exceptions include mass communications; a request for a meeting, a request for the status of an action, or any other similar administrative request; testimony given before a committee, subcommittee, or task force of the Congress; information provided in writing in response to a request

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Working with States

- We are here as a resource!
  - Providing federal updates
  - Sharing tools/resources
  - Brainstorming strategy
  - Connecting you to other states
  - Collecting info from you

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State Policy Year-in-Review

Report Archives
https://www.acteonline.org/state-policies-impacting-cte-year-in-review/

Policy Tracker

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Celebrating 100 Years of CTE Advocacy!

- Engage on key federal education policy priorities
- Influence federal policies related to CTE advocacy, research and messaging
- Participate in Capitol Hill visits

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Region V ACTE
Region IV ACTE
Region III ACTE
Region I ACTE
Region II ACTE

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Pathful

Ryan Hagedorn CEO

Melinda Spivey, VP of Sales

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CTELearn

Lisa Stange
Special Projects
Lstange@acteonline.org

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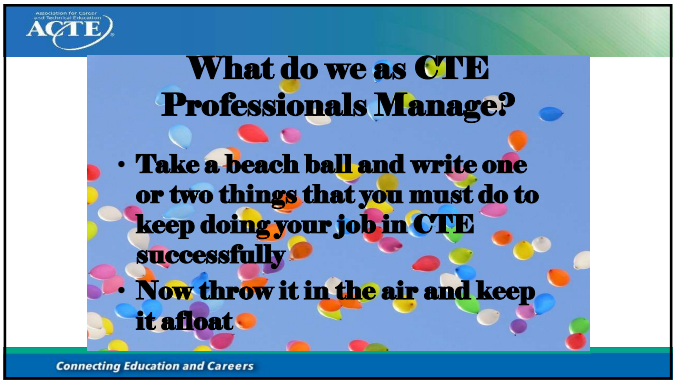

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CTELearn

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Professional Development Access Anytime, Anywhere
CTE-Focused Content
Affordable, Scalable Training
Consistent Quality Across the State
Support for New and Veteran Teachers
Leadership Development
Micro-Credentials and Certificates
Equity and Access
Aligns with Perkins V Goals
Data and Reporting
Support for Student Outcomes

ONLINE LEARNING NETWORK

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- Online learning platform in partnership with ACTE
- 200 online courses (fee-based/CEU's)
- New courses launched monthly
- **Free** CTE specific lessons/learning modules
- Opportunity to create/share specific learning resources via State portals

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Career Ed Lounge Online Community Groups

COMMUNITIES of PRACTICE

NETWORKING GROUPS

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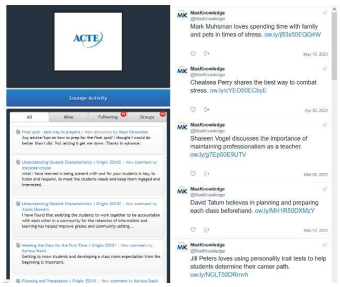
Professional Networking

CAREER ED LOUNGE
A Learning Community of Career Education Professionals
Join a community of over 150,000 career education professionals



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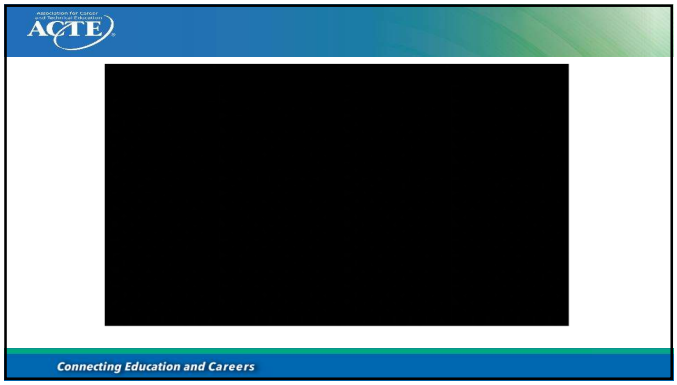

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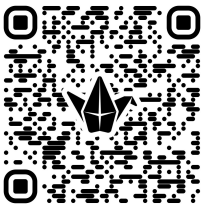

Name the biggest challenges you or your team has as state leaders.

https://padlet.com/lgstange1/message-board-1kpfuq0866qbc430

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- Designed specifically for CTE professionals
- Free of charge/*registration required*
- Variety of formats (multimedia, webinars, text-based)
- Complete lessons in about 15-20 minutes
- No CEU's; Digital badging is available to document completion

CTE Lessons | Workplace Skills Tutorials | LOUNGE | IDP

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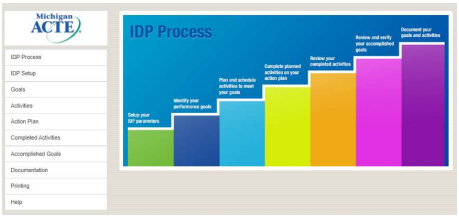
Individual Development Planner (Free)



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Free Lessons

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Credit Courses

- Courses have 4 Modules/~4 hours to complete
- Courses require 70% pass rate
- Categorized for
  - CTE Teachers
  - Leaders/Administrators
  - Career Services Staff
- Courses are transcripted through an Individual Development Planning (IDP) tool.
- Individual courses $129/ea for NV ACTE members (bulk or institutional pricing is also available)

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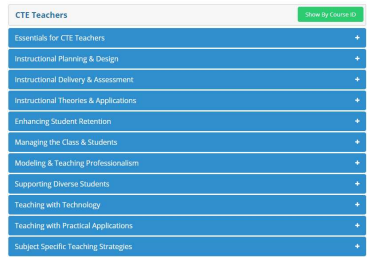
CTE Teacher Courses



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CTE Leaders/Administrator Courses

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High Quality CTE Courses

Each Element of the Quality Framework

- Standards-Aligned & Integrated Curriculum
- Sequencing & Articulation
- Student Assessment
- Prepared & Effective Program Staff
- Engaging Instruction
- Access & Equity in CTE
- Facilities, Equipment, Technology & Materials
- Business & Community Partnerships
- Student Career Development
- Work-Based Learning
- CTSO's
- Data & Program Improvement

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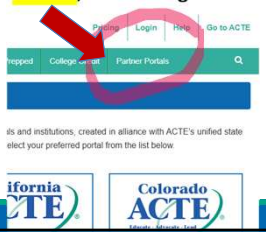
Let's try out a course!

1. Go to the CTE Learn portal at:

2. Move to Partner Portals, state & login



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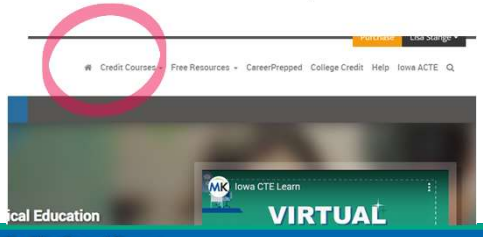
We are doing a High Quality CTE course today



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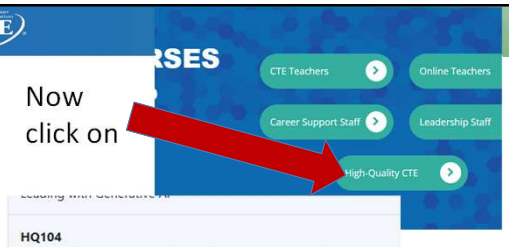
Now click on



HQ104
High-Quality CTE: Prepared and Effective Program Staff

And enter code MK094532

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Click through the course. Comment on the padlet how this course (or others) might help you with your challenges.

https://padlet.com/lgstange1/message-board-1kpfuq0866qbc430

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Become a CTE Learn Course Author!

Are you passionate about Career & Technical Education? Do you want to share your expertise and help shape professional development for educators nationwide? Join us as a CTE Learn course author!

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Why Author a CTE Learn Course?

- **Make an Impact:** Share your knowledge with educators across the country.
- **Recognition:** Be acknowledged as a subject matter expert.
- **Support:** Receive continuous guidance from the MaxKnowledge team—from topic selection to course completion.
- **Royalties:** Earn royalties for your accepted courses.

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Authoring Steps

- Referral or invitation to become an author
- Review course template, authoring guidelines and sample course.
- Phone call or zoom meeting with Gary Meers
- Finalization of course topic
- Submission of course outline and objectives
- Signing of authoring agreement
- Completion of the course
- Submission of course
- Revision of course if needed.

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Ready to Get Started?

- **Contact us today** to learn more about the authoring process and how you can contribute!
  - Gary Meers: garym@maxknowledge.com
- **Resources available:** Authoring guidelines, templates, and dedicated support. Our team is here to help you every step of the way!

For more information, visit the CTE Learn portal.

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Three additional Quick Reasons to use CTE Learn

ONLINE LEARNING NETWORK

1. CTE Learn Royalties
2. List of leads
3. State Courses

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Gaining State Support for Your CTE Learn Platform

- Elevate your professional development offerings
- Connect educators with customized learning
- Drive member engagement and retention

86

The Power of State Agency Support

- Legitimacy
  Official endorsement increases credibility
- Integration
  Embed in certification requirements
- Alignment
  Connect with state CTE policy goals

87

Partnering to Develop State-Specific Courses

- Co-branded leadership
  Position your association as a PD leader
- Local standards
  Align with state frameworks
- Customized content
  Address state-specific needs

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Website Presence

- Navigation
- Dedicated Space
- Link to your Online Learning Site

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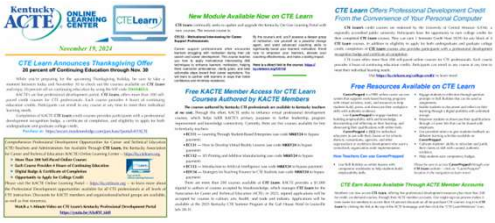

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Email Marketing

- MaxKnowledge streamlines the email marketing process for you.
- Utilizes Constant Contact to manage email distribution to your mailing list on behalf of your Online Learning Center.
- Sends a monthly email for your review, approval, and preferred sending dates.
- Schedules the email after receiving your approval and date selection.

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Webinars

- Conduct webinars focusing on topics covered in CTE Learn courses. Motivate participants to complete the course beforehand to facilitate discussions on best practices and peer collaboration.
- Post these webinars directly on your state portal.

ACTE WEBINAR

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Intentional Efforts

- State Continuing Education Clock Hours (SCECH)
- Michigan Categorical Funding Section 61i – FY 2023
- Conference Presentations

Michigan ACTE

Brian L. Pyles, Ph.D.
Executive Director
Michigan ACTE
brian.pyles.mi@gmail.com
517-599-7495

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MI CTE Project

The Michigan Department of Labor, Economic & Opportunity-Workforce Development (LEO-WD) has partnered with CAST on a 3-year initiative to increase access to quality professional development (PD) for postsecondary career technical education (CTE) programs statewide.

- Year 1: Program Gap Analysis, Literature Review, Statewide Advisory Board
- Year 2: Free PD courses, tailored PD, monthly webinars
- Year 3: Promote a central repository for CTE instructional modules and best practices

- Conduct a gap analysis & literature review
- Form a state-wide advisory board
- Collect the PD needs of post-secondary CTE teachers in MI (from educators/instructors)
- Create 4 free online courses for MI CTE
- Create an addition 5 courses designed and developed by Post-secondary Educators in MI
- Publish on findings and approaches
- Promote a centralized repository for MI CTE specific instructional modules and best practices

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MI Findings Align with National Findings...

Most post-secondary CTE educators report little or no appropriate on- boarding and do not truly understanding their responsibilities (Thierer, 2021)

"... so overwhelming [,] like drinking out of a fire hose" - CTE faculty moving from industry to academia **(**Thierer, 2021**)**

Faculty training on disability is limited and disability training designed for CTE faculty specifically is nearly non-existant (Carballo et al., 2021; Moriña & Carballo, 2017).

@CAST_UDL

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CTE Learn offers a free student career success platform

CareerPrepped

CareerPrepped Update

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CareerPrepped
A CTE Learn Service

NEW reporting features built with Nevada DE

- Creates report of students w/ Nevada-defined WBL experiences
- Reports students who earned Nevada-designated IRCs

Ready for any other state-wide adoptions

- These same reports can be tailored to any state – at no cost.

State CTE Directors can email roberts@mail.ctelearn.org to discuss.

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Sunday, March 22
State Association Leadership Training (SALT) at National Policy Seminar

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State Association Leadership Training Survey

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