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TO: NASDCTEc Board of Directors

FROM: Janet B. Bray, CAE  
Executive Director

RE: Update on ACTE Activities

On behalf of the Association for Career and Technical Education (ACTE) it is my pleasure to provide the NASDCTEc Board of Directors with a report on the strategic priorities and recent activities of the Association.

The ACTE Board of Directors identified four (4) strategic priorities and has aligned its program of work around these priorities.

*Priority-By June 2010 ACTE will be recognized as the source for data on the effectiveness of CTE*

- Performance Leadership Committee formed to develop a web based template for the collection and benchmarking of student data by institution.
- Profiles on all 50 states regarding CTE governance, programs and results posted on the ACTE web site.
- Customized one-page fact sheets on CTE effectiveness distributed to each member of Congress.
- CTE Effectiveness Fact Sheet updated based on current research.
- Paper published on *Joining Forces For Student Success: The Emergence of State and Local Policies To Support The Recognition of Academic Credit for CTE Coursework*
- Three (3) new Issues Briefs published: *CTE's Role in Energy and Environmental Sustainability*; *CTE's Role in Career Guidance*; and *The Role of Career Academies in Education Improvement*.
- Best Practices continued to be collected and posted on the web site.

*Priority-By June 2010, the ACTE brand will be integrated into all organizational activities and recognized by the CTE profession and external stakeholders*

- ACTE initiated a new tag line for its publications: *Educate. Advocate. Lead*
- The redesign of the ACTE web site was launched in December 2008. The new site allows for data collection and analysis of usage of the site.
- ACTE launched online community forums on topics of interest to members including career academies, how to promote CTE, academic integration, teacher education and certification and STEM education.

- Blogs have been initiated that cover public policy and key events such as the Annual Convention
- The daily *Career Tech Update* electronic briefing continues to be a popular member only benefit.
- A survey of ACTE state associations regarding perceptions of ACTE showed an increase in the satisfaction level from prior years. The survey results also showed an increasing request for ACTE to become engaged in public policy at the state level.

*Priority-By June 2010, career and technical education and CTE educators will be positively recognized and valued by the general public*

- Materials have been developed to solicit funding for a feasibility study to test messages and vehicles for an increased public awareness of CTE. The results of the study will be utilized to develop a comprehensive national public awareness campaign.
- SchoolTube hosted a contest for a video PSA for CTE Month and over 150 entries were received. The PSA received over 3,000 views.
- Approximately 30 stories around the country were published about CTE Month.
- Since December 2008, CTE received 361 placements in a variety of media as a result of ACTE efforts.
- ACTE conducted a Webinar for the Consortium for Entrepreneurship Education on how to build relationships with reporters and provided advice on how to increase coverage for their Entrepreneurship Week.

*By June 2010, ACTE will have in place a comprehensive leadership development program to ensure a diversified cadre of volunteers aligned with the brand and strategic direction of ACTE.*

- A new Fellowship Program was launched that will guide one member from each of the five (5) ACTE regions in a variety of leadership activities over the course of one year.

*By June 2010, ACTE and the affiliated state associations will have in place programs and policies that will enhance their respective effectiveness and increase the value of membership.*

- A workshop on legal and tax issues for not-for-profit organizations was held in Charlotte, NC and prior to the National Policy Seminar. ACTE State Associations and affiliated organizations were invited to attend.
- A new quarterly electronic leadership newsletter was initiated for ACTE state associations.
- ACTE continued to share information and guidance to state associations related to *The 7 Measures of Success: What Makes an Effective Association*.
- A Speakers Bureau is being launched to facilitate the sharing of information on effective speakers for state conferences.

Other activities of note include:

- ACTE is working with Western Governors University to develop an online CTE teacher education program.
- ACTE announced a partnership with Bill Daggett and the International Center for Leadership in Education to create the *Institute for 21<sup>st</sup> Century Leadership*.
- ACTE continues to work with Siemens Building Technologies to develop engineering career academies. Academies are being implemented in Austin, Texas and Fairbanks, Alaska.
- President Bryan Albrecht and Executive Director Jan Bray were one of eight (8) U.S. attendees at the BIG Skills Conference in Sydney, Australia. We presented a session on CTE and business partnerships in the U.S.
- ACTE is coordinating an effort by consultants and organizations to form a consortium to respond to RFPs posted by other countries and provide technical assistance.
- ACTE presented a free webcast on the economic stimulus legislation. The webcast is archived on the ACTE web site.

ACTE values the relationship with the National Association of State Directors of Career and Technical Education. We have especially appreciated the collaborative efforts working with Congress and the Administration. Our productive partnerships and collaborations have created a strong unified voice for CTE which has resulted in increased recognition by external stakeholders and the general public.