

NASDCTEc/NCTEF Rebranding Update

Brand platform

Drivers

The distinctive features of the offering

Network of state CTE leaders

- Serves state leader needs
- Advances CTE broadly

National CTE champion

Trusted source of latest information

Federal and state policy advocate

Essence

The idea at the core of the brand

Providing visionary leadership and a national voice for the state-level CTE community.

Positioning

How the brand sets itself apart in the marketplace

Only X provides state CTE leaders with the network, resources and advocacy support needed to ensure CTE is a full partner in the movement to successfully prepare students and workers for a more competitive American workforce and economy.

Promise

Largest credible claim the brand can make to external audiences

X is the exclusive network of state leaders focused on delivering high-quality CTE.

Personality

Character of the brand defined in human terms

A Leader

Intelligent

Dynamic

Dependable

Engaged

Member Survey Results

- Very high response rate.
 - Over 90 responses within 24 hours.
- 38/55 self-identified State Directors responded (69%)
- 96/161 of Associate members (all categories of associate members in one category) (60%)

What we asked?

How well does this **name** convey the leadership, quality and ideals central to our organization's mission and vision to **you**?

How well does this **name** convey the leadership, quality and ideals central to our organization's mission and vision to **outside audiences**?

Response to the proposed names

Name	Average score of those who rated it very well/somewhat well
NASDCTEc	57%
CTE Works	48.5%
Advance CTE	40.75%
Learning that Works Consortium	33.75%
CTE America	31.5%

Response to the proposed names

Name	Not at all (Not at all + not very well)
NASDCTEc	3.75% (39.45%)
CTE Works	7.5% (45.9%)
CTE America	10.9% (60.6%)
Advance CTE	12% (53.75%)
Learning that Works Consortium	22.6% (62.2%)

What we asked?

How well does this **tagline** convey the leadership, quality and ideals central to our organization's mission and vision to **you**?

How well does this name **tagline** the leadership, quality and ideals central to our organization's mission and vision to **outside audiences**?

Response to the taglines

Name	Average score of those who rated it very well/somewhat well
State Leaders Connecting Learning to Work	57%
State Leaders Advancing CTE	48.5%
State Leaders Advancing Learning that Works	40.75%
State Leaders Advancing Excellence in Action	33.75%

Response to the taglines

Name	Not at all (Not at all + not very well)
State Leaders Connecting Learning to Work	1.9% (21.1%)
State Leaders Advancing Learning that Works	1.9% (31.2%)
State Leaders Advancing CTE	2.25% (21.8%)
State Leaders Advancing Excellence in Action	16.9% (68.4%)

Trends in the comments

- Important to keep a focus on:
 - States
 - CTE
 - Leadership
- No agreement on whether CTE should be in the name or not (and whether written out or not)

Lessons Learned

We should have:

- Presented the names with the taglines
- Provided more context with the presentation of each name/tagline
- Provided the names/tagline in the framework of the brand platform

Lessons Learned

There are different expectations of what an organizational name is:

- A definition or description of the membership (e.g. NASDCTEc)
- A word that succinctly communicates the organization's brand (e.g. Achieve)
- A word(s) that describe what the organization is trying to accomplish (e.g. Alliance for Excellence in Education)

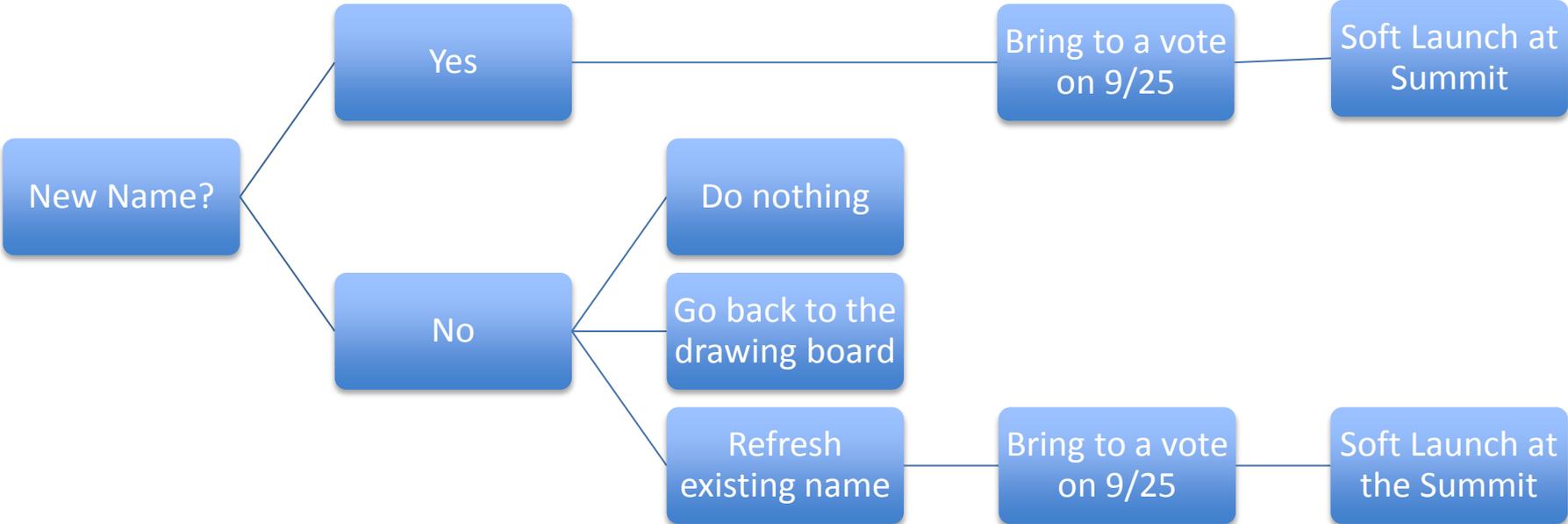
Recommendations

- Drop:
 - Learning that Works Consortium
 - CTE America
 - State Leaders Advancing Excellence in Action
- Conduct a second membership survey next week

Survey #2 Plan

- Offer two names plus taglines for feedback:
 - Advance CTE: State Leaders Connecting Learning to Work
 - CTE Works: State Leaders Advancing Career Technical Education
- Provide context for each name and how it and the tagline relates to the brand platform
- Members will:
 - Rate each name + tagline
 - Rate whether they like each name + tagline better or worse than the current name
 - Rank the two new names and the existing name, in order of preference

Options from the survey results



Timeline

Now – 9/4

- Survey open

Week of 9/7

- Analyze results
- Meet with Fratelli
- Meet with Executive Committee on 9/10
- If proceeding forward ...

Week of
9/14

- Develop informational packet/pre-recorded webinar explaining the new name and brand platform
- Encourage Board members to share with states in region/poll region states

September
25

- Board votes on proposed new name and tagline

Next Steps

- Electronic ballot to vote on the following:
 - Minutes from last meeting
 - Decision to proceed ahead with second survey of membership
- Ballot deadline: August 27
- Ballot results will emailed to the Boards on the morning of August 28