

NCTEF Board of Directors' Meeting  
**Conference Call**  
January 6, 2016  
2 – 3 p.m. ET

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**Attendees:** Pradeep Kotamraju, Marie Barry, Jo Anne Honeycutt, Cheryl Carrier

**Absent:** Rod Duckworth, Tim Hodges

**Staff:** Kate Blossveren, Kimberly Green, Karen Hornberger

**NCTEF Rebrand Discussion:** Blossveren shared that the NASDCTEc Board of Directors approved a new organizational name: Advance CTE: State Leaders Connecting Learning to Work. The current plan is for the new name and the associated brand to go into place in February 2016. Before the new launch, it would be preferable to have the NCTEF Board of Directors approve a new name that aligns with the new brand.

Part of the initial impetus for rebranding the organization was to address the lack of clarity of NCTEF's role and how it might be better positioned to raise the visibility of CTE and attract more funding opportunities. While the final outcome of early work to refocus NCTEF was different than expected, we still see great opportunities in leveraging the rebrand to clarify NCTE's purpose and role within the broader organizational structure.

Blossveren stated that based on the discussion with the firm hired to help with our rebrand and the planning being undertaken to launch *Advance CTE*, we have developed a potential strategy for the NCTEF Board to consider. Ultimately, we believe NCTEF should be refocused around two primary functions:

- To bring critical external voices into our organizational strategic planning through the Board of Directors and future liaisons, and
- To advance the shared vision, with NASDCTEc, by amplifying the success of and lessons learned by the state CTE leaders, expanding capacity across the CTE community, and serving as a platform for fundraising.

**Recommended Strategy for Discussion**

- Rename the National Career Technical Education Foundation as The Center to Advance CTE. By bringing the new name under the same brand umbrella as the Association, we will reduce internal and external confusion and eliminate the possibility of competing brands
  - Given the number of branded initiatives we already have in place – CTE: Learning that works for America campaign, Career Clusters and Excellence in Action awards – we believe it is prudent to streamline our organizational names.
- The Center to Advance CTE will not have its own logo separate from the Advance CTE logo
- Align NCTEF's mission and theory of action to the two functional areas of described above.

- Create a page on careertech.org website with information on NCTEF/Center to Advance CTE to further reduce confusion and raise the visibility of the Board of Directors.

### **NCTEF's Vision, Mission and Theory of Action**

Blosveren shared that the current Vision, Mission and Theory of Action was slightly tweaked and updated with the new recommended names. The below Mission, Vision and Theory of Action include the recommendations from the NCTEF Board before the electronic vote.

- **Maintain Shared Vision Statement:** Through leadership, advocacy and partnerships, [Advance CTE/The Center to Advance CTE](#) support an innovative CTE System that prepares individuals to succeed in education and their careers and poises the United States to flourish in a global, dynamic economy.
- **Updated Mission Statement:** [The Center to Advance CTE Mission:](#) To foster the supports, resources and [perspectives](#) necessary to ensure high-quality CTE is advanced through the country, leading to a highly skilled workforce and productive economy.
- **Updated Theory of Action:** [The Center to Advance CTE supports](#) and promotes positive environment in which high-quality CTE policies, programs and practice can be developed, nurtured and sustained by:
  - [Amplifying the successes of an lessons learned by state CTE leaders,](#)
  - [Cultivating critical partners and perspectives,](#)
  - [Promoting and facilitating innovation, and](#)
  - [Expanding capacity across the CTE community.](#)

Blosveren asked for the NCTEF Boards thoughts and opened it up for discussion of the new name and updates to the Vision, Mission and Theory of Action.

**Discussion:** The overall consensus of the NCTEF Board was that they loved the name and it was easy to understand the relationship between Advance CTE and The Center for Advance CTE. Barry suggested that it should be noted that the center would not have its own logo but share the logo with Advance CTE. Blosveren agreed that have related but slightly different logos can help in showing that they support the work but are not the exactly the same.

It was recommended by the Board to show how the organizations connect through an infographic that shows how the foundation supports the association, rather than acts as a separate and distinct organization. This infographic can also help the members understand the relationship in how Advance CTE supports the state leaders and The Center provides opportunities for innovation as an incubator for ideas and work. It was also recommended that we show a history lesson with the members – sharing how it all started in this little bucket and how it has grown and the potential that it has.

Green shared that we would be sending out an electronic ballot before close of business to vote on the September 11, 2015 minutes, the new name presented for the foundation, and the modified Theory of Action that reflects today's discussion, including a focus on innovation.

**NCTEF Public Position:** Blossveren share that we have approached Don Henderson from Apple, Inc. to fill the position on the NCTEF Board. He is a strategic and outside the box thinker. He is working on getting approval to join the Board. Henderson is excited and hoping he will be able to join the NCTEF Board.

## **Meeting adjoined**

### ***NCTEF Board of Directors January 6, 2016 vote***

***Quorum present:*** 4 of 6 attended the January 6, 2016 conference call meeting

***Question to vote on:*** Approval of the September 11, 2015 NCTEF Board meeting minutes.

***Vote counts:*** (vote by electronic ballot)

- 6 yes
- 0 abstain
- 0 no

***Question to vote on:*** Approval to establish “The Center to Advance CTE” as DBA for NCTEF.

***Vote counts:*** (vote by electronic ballot)

- 6 yes
- 0 abstain
- 0 no

***Question to vote on:*** Approval of the updated mission, vision and theory of action for NCTEF as presented.

***Vote counts:*** (vote by electronic ballot)

- 6 yes
- 0 abstain
- 0 no

