

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



**NCTEF BOARD OF DIRECTORS  
FY 15-16**

**NASDCTEc President**

Mr. Rod Duckworth  
Chancellor  
Division of Career and Adult Education  
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**NASDCTEc Vice President**

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**NASDCTEc Secretary / Treasurer**

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**NASDCTEc Past President**

Ms. Marie Barry  
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Gallup  
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**Term:** July 1, 2014– June 30, 2017

Ms. Cheryl Carrier, Executive Director  
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Phone: 313-248-8028  
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**Term:** July 1, 2013 – June 30, 2016

**Public position to be determined**  
**Term:** July 1, 2015 – June 30, 2018

**NCTEF Board Liaisons**

**Associate Member Liaison:**

Dr. Dennis Harden  
Coordinator, Career Education  
Missouri Department of Education  
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**OVAE Liaison:**

Ms. Robin Utz  
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**Cluster Leader Liaison:**

Vacant

**DOL/ETA Liaison:**

Ms. Jennifer Troke  
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Administration (ETA)  
Business Relations Group  
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**Commitments and Responsibilities of NASDCTEc and NCTEF Board Members**  
**Approved on November 4, 2014**

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DUTIES, RESPONSIBILITIES AND AUTHORITY:

Each Board member is an individual functioning part of the unit known as the Board of Directors. The position calls for leadership qualities of the highest degree. The Board member must have a good working relationship with NASDCTEc/NCTEF staff and the NASDCTEc members. In addition, the Board member must be aware of the importance of public opinion and have the ability to promote the process and value of Career Technical Education. The Board member must have the ability to delegate authority while retaining responsibility. The Board member must have the ability to represent all members of NASDCTEc and not just a region or state that he or she represents.

1. Planning & Organization

- Support NASDCTEc/NCTEF's written mission and vision statements, and furthermore, satisfy itself that everyone connected with the organization understands its reasons for existence.
- Ensure that NASDCTEc/NCTEF has an up-to-date statement of what it is, represents, and does, including a periodical review of the mission and vision statements' adequacy, viability and accuracy.
- Be actively engaged in the development, implementation and monitoring of NASDCTEc/NCTEF strategic plan.
- Determine how the organizations carry out its mission and vision through long-range and short-range planning and review.
- Review and approve NASDCTEc/NCTEF's long-range financials goals (see operations).
- Establish and approve policies that ensure best practices are followed internally and externally.
- Approve major policies and procedures guiding NASDCTEc and NCTEF.
- Establish, advance and promote the mission and vision of the organizations.
- Help acquire education, business, and industry partnerships; financial and organizational resources; and new members.
- Be assured management oversight and succession is properly being provided.

2. Operations

- Review the results achieved by management as compared with NASDCTEc/NCTEF's strategic plan.
- Be certain the financial structure of NASDCTEc /NCTEF is adequate for its current needs and its long-range strategy.
- Acquire and maintain resources.
  - Annually review and approve budget.
  - Provide ongoing fiscal oversight, including:
    - Engage auditor or initiate an independent financial review.
    - Review IRS Form 990 prior to its submission.
    - Annually review and approve the investment policy and investment advisor's recommendations.
  - Annually review and approve the amount of annual dues of the NASDCTEc members.

- Approve major actions of NASDCTEc/NCTEF such as:
    - Capital expenditures on all projects over authorized limits.
    - Major changes in programs and services.
  - Terminate the membership of a member, for cause, after an appropriate hearing; terminate the membership of any member who becomes ineligible for membership.
3. Fiduciary Oversight:
- Be assured the Board and its Finance/Audit Committee are adequately and currently informed through reports and other methods on the fiscal condition of NASDCTEc/NCTEF and its operations by management.
  - Ascertain management has established appropriate policies to define and identify conflicts of interest throughout NASDCTEc/NCTEF and is diligently administering and enforcing those policies.
  - Review compliance with relevant material laws reflecting the organizations.
4. Board Expectations/Qualifications
- The Regional Directors serving the eleven regions shall serve three-year terms. It shall be the responsibility of the Active Members in each of the eleven geographic regions to select, at the appropriate membership meeting or via electronic ballot, to elect their respective regional directors to serve on the Board of Directors.
  - The Director serving the representative of the Associate Members shall serve three-year terms. It shall be the responsibility of the Active Associate Members, at the appropriate membership meeting or via electronic ballot, to elect their respective representative to serve on the Board of Directors.
  - Attend all convened Board meetings. Minimal attendance is defined in the Board attendance policy.
  - Be responsive to communication and requests from NASDCTEc/NCTEF staff.
  - Review Board meeting materials before all meetings, being prepared to offer guidance and feedback.
  - Approve organizational policies, as well as carry out duties within the framework of the policies that are comprised in the Board Policy Manual.
  - Review the Board policy manual annually to ensure it is accurate and reflects the current Board priorities and preferences.
  - Annually sign Board policy acknowledgement, conflict of interest statement, whistleblower policy and Board commitment form.
  - Regional/Associate Representatives shall keep their regions or associate members informed as well as share regional concerns with the Board of Directors.
  - Serve as resources in areas of personal professional expertise.
  - Meet the requirements of the bylaws of NASDCTEc/NCTEF.

I acknowledge and accept the commitments and responsibilities listed above:

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Signature

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Date