**Report to the Board**

**NEW AND RELATED SERVICES DIVISION**

**Submitted By:** Sherry Adrian

**Date Submitted:** 10.03.2014

|  |
| --- |
| ***Region/Division Goal(s) for FY15: Increase participation in NRS activities.*** |

1. **Division/Region Accomplishments since the last report:**
   1. Communicated with section leaders weekly via email
   2. Served as a resource for section representatives
2. **Division/Region Accomplishments in the area of Membership:**
   1. Encouraged membership in ACTE and NRS
   2. Worked with Lauren Lessels, Paul Asunda, and Jonathan Howard to research the possibility of creating a new Arts section either under NRS or ETED. The decision was made to pursue creation of an area of interest under ETED.
3. **Individual VP activities to support Division/Region and Board goals :**
   1. Attended Oklahoma ACTE Summer Conference
   2. Attended Leadership OkACTE conference
   3. Used lapsed membership reports to reach out to previous NRS members
   4. Updated information and resources on the NRS division website
   5. Continued following ACTE on Twitter and re-tweeted posts
   6. Participated in divisional conference calls
   7. Met with Michael Connet to discuss possible marketing avenues to increase participation in NRS activities.
4. **Potential candidates for future Board of Directors Elections:**
   1. **Region/Division Vice President potential candidates contacted:**

Kirk Edney, Texas

* 1. **ACTE President/Elect suggestions:**

1. Division/region Concerns for CTE/ACTE Board Report:

|  |  |  |
| --- | --- | --- |
| ***What are your concerns for CTE?*** | ***What are the implications for ACTE?*** | ***What should the Board do to address this issue?*** |
| ***Image*** | *Viewed as outdated and often still viewed as the academic alternative for students who are not eligible for college* | *Continue the marketing efforts showing the cutting-edge opportunities offered to students through CTE* |
|  |  |  |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| ***What are your concerns for ACTE?*** | ***What are the implications for ACTE?*** | ***What should the Board do to address this issue?*** |
| ***Membership*** | *Still seems to be a lack of awareness from potential members of the benefits of membership.* | *Continue marketing efforts to CTE professionals to stress the benefits of membership. Also continue social media campaign.* |
| ***This is a concern for the NRS division: Lack of coordinated effort among sections.*** | *Leads to an ineffective decision-making process for activities related to the division. Sections are often so differentiated that it is difficult to prepare programs to address the needs of all sections. This leads to a lack of participation.* | *NRS VP will continue to work with section leaders to determine strategies for developing a more cohesive division that effectively serves the needs of its membership.* |
|  |  |  |

1. **Items To Be Placed on Board Agenda for Discussion**

*(Only include items that require Board discussion or action. These will be placed on the Board meeting agenda.)*

*None*