**Report to the Board**

**NEW AND RELATED SERVICES DIVISION**

**Submitted By:** Sherry Adrian

**Date Submitted:** January 21, 2015

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

1. **Division/Region Accomplishments since the last report:**

* Communicated with section leaders weekly via email
* Served as a resource for section representatives

1. **Division/Region Accomplishments in the area of Membership:**

* Encouraged membership in ACTE and NRS
* Worked with Lauren Lessels and LeAnn Wilson to transition the Special Populations division to a new NRS section.

1. **Individual VP activities to support Division/Region and Board goals :**

* Attended Oklahoma ACTE Summer Conference
* Presented at the 2015 Leadership OkACTE II conference
* Used lapsed membership reports to reach out to previous NRS members
* Updated information and resources on the NRS division website
* Continued following ACTE on Twitter and re-tweeted posts
* Participated in divisional conference calls
* Attended Special Populations Business Meeting at Vision 2014.

1. **Potential candidates for future Board of Directors Elections:**

**a) Region/Division Vice President potential candidates contacted:** Kirk Edney, Texas; Anesa Hooper

**b) ACTE President/Elect suggestions:**

Sherry Siler

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

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| ***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| ***Image*** | *Viewed as outdated and often still viewed as the academic alternative for students who are not eligible for college* | *Continue the marketing efforts showing the cutting-edge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* |

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| ***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**

None