**Report to the Board**

**REGION \_\_2\_\_\_\_\_\_\_ / \_\_\_\_\_\_\_\_\_DIVISION**

**Submitted By:** Brian Law

**Date Submitted:** October 31, 2017

## A. Strategic Direction Contributions

Since the last Board meeting, what have you and your policy committee members done to represent and serve your Region/Division members in the following areas?

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| Member Value & EngagementEx. Growing Membership // Engaging Members // Recruiting New Leaders // Developing Leaders |
| VP sent several eblasts about joining ACTE and attending the Region II Conference* We offered a leadership strand at our Region II conference.
* Invited ACTE Staff to the Region Conference to share leadership opportunities and other membership values that ACTE has to offer
* A strategic planning exercise was held to promote membership at the Region II Policy Committee Meeting at the Region Conference (see attached).
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| Professional & Leadership DevelopmentEx. Sourcing Topics and Presenters (for Conferences & Online) // Evaluating Sessions  |
| At our Region II Conference we offered any strands of breakouts to have something pertinent to each attendee. * The two keynotes for Region II Conference were chosen because of their focus on CTE and the benefits of CTE to each one’s life and growth. They were not vendors to sale a product.
* An evaluation of the ACTE Region II Conference was provided to give feedback to improve the conference for next year.
* A strategic planning exercise was held to promote leadership at the Region II Policy Committee Meeting at the Region Conference (see attached).
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| Advocacy & AwarenessEx. Sourcing & Showcasing Positive CTE Stories // Advocating for CTE |
| Two Region II Newsletters focused on encouragement to CTE teachers and advocating new members and sharing what services are available. * Region II featured our region level winners in the last eblast. Their bios are available on the ACTE website.
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| Strategic PartnershipsEx. Identifying Potential Partners // Developing Relationships with Key & Potential Partners |
| At the Region II Conference we had 12 exhibitors to include ACTE to exhibit. * To recruit the exhibitors, the VP sent invites using a QR code that would take to the registration for exhibitors and sponsors for the conference. The contacts were made through last year’s exhibitors, the exhibitor list for GACTE from last year and face to face invites at the GACTE conference in July.
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| InnovationEx. Sourcing Models of Innovation // Identifying Emerging Trends, Industries, New Technologies |
| The policy committee brainstormed ideas during the strategic planning exercise used at the meeting at the Region II Conference.  |

## B. Succession Planning

Do you have any suggestions on future Vice Presidents for your Region or Division? Or any suggestions on future ACTE President-Elect candidates? N/A

## C. Region/Division Concerns

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| **What are your concerns for your Region/Division specifically?** | **What are the implications for ACTE?** | **In what capacity can ACTE assist in addressing this issue?**  |
| The region needs a clear definition of innovation and ways to bring innovation. | Without a clear definition of innovation for CTE this endeavor will not move forward.  | Discuss as a board how to define innovation and what steps need to be taken for the region to improve innovations.  |
| Many of the Region award nominees (and winners) were not present at the region conference. There were concerns that these winners were not present.  | It seems as though being a nominee for a Region award is not important.  | Work on the emphasis of being a region award nominee and encourage districts to support the member at the region level.  |
| Attendance at the region conference is around 100 which is a very small percentage (4%) of the total membership of the region.  | When members are not face to face at region conferences they are not going to get reenergized to get more involved in ACTE.  | Do more marketing at VISION for Region Conferences. Include Region Conferences in Eblasts from ACTE. |

## D. Items to be placed on the Board Agenda for Discussion:

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

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| Describe the Initiative/Goal:# 1: Region II will increase membership by 10% over the next year. |
| How do we currently address Need/Problem?Offer value for membershipPromote “all in” |
| Strengths* National Lobbying for CTE
* $1M liability insurance
* Techniques
* Networking
* Reduced Conf. fees
* Awards/Recognition
* Professional Development
 | Challenges* Recruiting young professionals
* Fragmented divisions
* What is in it for me? What do I get for my membership fee?
 | Barriers* Time
* Funds
* Getting people to be interested in joining
* Getting people face to face
 | Needs* Poll new members
* Personal contacts from members/leaders
* Target college and university education programs
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| Other Possible Solutions to Explore…* Bring a new educator with you to conference (leadership capacity)
* Social media releases
* Offer membership for a year or conference fee to a new member
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| Next Steps:* Make conferences and membership services relevant and fun
* Continue to discuss ways the region can provide member services and ways to “hook” professionals to come into our pool
* Discuss as a group at the Public Policy Region II Meeting in depth with solutions
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| Team Members:Mary, Rick, Bantley |

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| Describe the Initiative/Goal:#2: Region II will build capacity for leadership. |
| How do we currently address Need/Problem?* Programs for leadership
* Workshops
* Breakouts on leadership
* Highlight of strands to include leadership
* States encourage potential leaders to come to the Region Conference
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| Strengths | Challenges* Create awareness among the profession
 | Barriers* Get members to conference
* Money for professional development
 | Needs* Fresh, younger leaders
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| Other Possible Solutions to Explore…* Sponsor 1 or 2 potential leaders to conference (like Fellows)
* Contact each president/elect from each state to identify members who may be leaders
* Create better awareness through social media
* Market benefits to members to grow in leadership
* Provide more in leadership strand (ACTE Connect)
* Have a Leadership Manual (or a summit)
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| Next Steps:* Provide Leadership Training
* Start at state level
* Look to award winners as potential leaders
* Create a Task Force or Advisory Group
* Use Virtual Groups (Zoom) – less formal than in person
* Outline roles and have a clear description of roles of leaders in region
* Discuss further steps at Strategic Planning meeting at NPS and how to use reserve money for leadership
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| Team Members:Dexter, Matt, Mike, Rob, Becky |