



ACTE Administration Division Policy Committee Meeting Minutes

January 18, 2021, 3:00 - 4:00 PM (EDT) Virtual

Dr. Patrick A. Biggerstaff, VP
Mr. Eric Ripley, VP-Elect
Mrs. Jeanette Capshaw, Secretary

Attendees: Patrick Biggerstaff, Kim Gambill, Martin Hanley, Nancy Mulvey, Eric Ripley, Jeanette Capshaw

- I. Call to Order & Welcome
- II. Introduction of 2022 Fellows (pushed back from 2021)
 - A. Dr. Julianna Probst
 - B. Dr. Wendy Perry
- III. VISION 2020 Recap- Keynote speaker Principal Kafele was well received. Some members wished that we had met in person. Others were glad that the virtual conference expanded access to others.
- IV. Plans for NPS- NPS will be held virtually with hill visits scheduled via an online platform. The Policy Committee elected not to host a networking meeting online due to the challenges of engaging and introducing strangers through this format.
- V. The ACTE Administration Division is Seeking Volunteers to Review CareerTech VISION and Best Practices and Innovations in CTE session proposals. The evaluation process for both conferences takes place in mid-march. Please click [here](#) for more information or to volunteer.
- VI. Write 3+ new [SMART](#) Goals that [align with ACTE's Strategic Plan](#)
 - A. (Work with ACTE staff to) Secure one strategic partner/Corporate member/Affiliate member related to your Division or Region
 - B. Submit 1 application for an Impact Award candidate each year (Business-Education Partnership Award or Champion for CTE Award)
 - C. Ensure that the use of a digital marketing platform - employing superpixel code, and ad retargeting, email mapping and other digital ad campaigns - is a part of ACTE's annual marketing strategy and budget (generally, \$3,000 per year for the platform and then \$1,000-\$3,000 for all the ad placements/clicks)
 - D. Question for ACTE - Can the ACTE Administration Division nominate a partner directly to ACTE for an Impact Award, a Partnership Award, or a Champion for CTE Award or must the nominee be formally recognized by an ACTE Region?
 - E. Question for ACTE - Is the ACTE Administration Division permitted to pay the conference registration fees of members using designated or operating funds? For example, could the division support the registration of one or more first time attendees at National Policy Seminar?
- VII. ACTE Budget [Spending Suggestions](#)

- A. Identify 1st time members and consider sending them a welcome resource such as 10 Things to Know About Being a CTE Administrator.
 - B. Question for ACTE - How many first time Administration Division members have joined in each of the past three fiscal years?

- VIII. April 12 PC Meeting (Virtual)
 - A. Division Budgets/April Newsletter

- IX. Adjournment