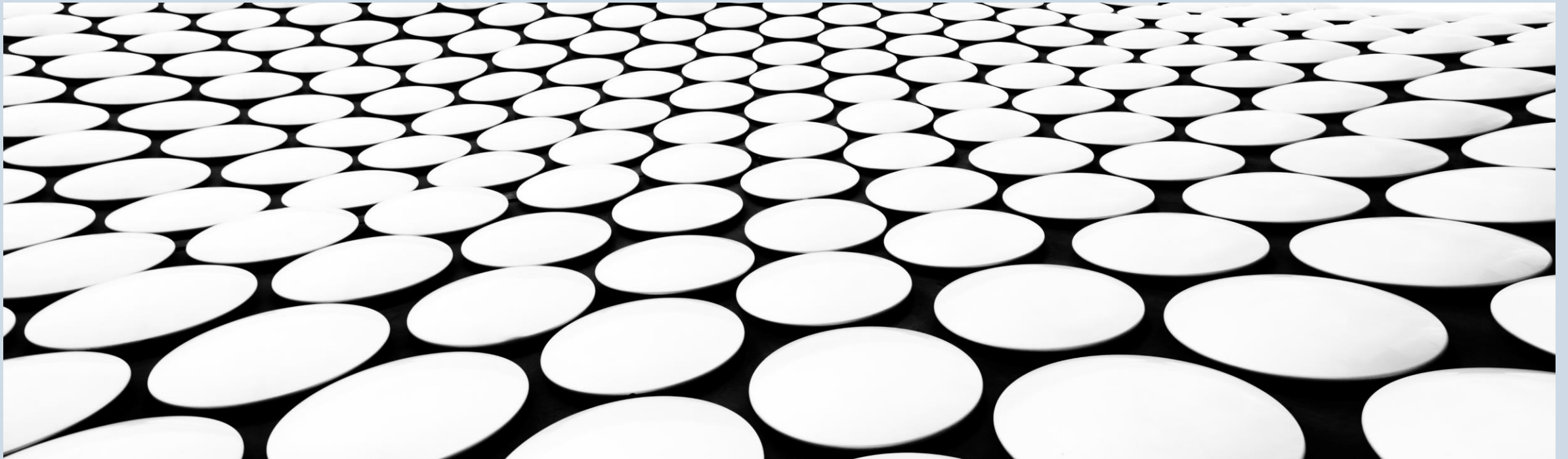


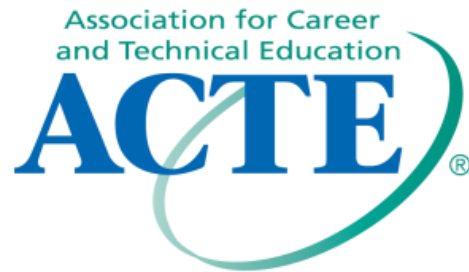


# STATE LEADERSHIP TRAINING PROGRAM

MARCH 20, 2022 8 AM – 4 PM

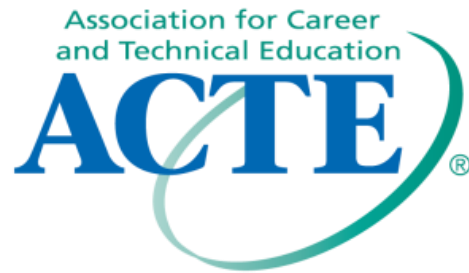


# WELCOME



- Kelli Diemer, Director of Membership
- [kdiemer@acteonline.org](mailto:kdiemer@acteonline.org)

# WELCOME



- LeAnn Wilson, ACTE Executive Director
- [lwilson@acteonline.org](mailto:lwilson@acteonline.org)



8 am - 12 pm

- Welcome
- Fellowship
- Membership
- Leadership
- Conference Planning



BREAK

- 12 pm Lunch
- 1 pm QAS & Membership Celebration



2 pm - 4 pm

- State Leadership Resources
- QAS
- Reflection/Wrap up



**FRAMEWORK OF  
FELLOWSHIP PROGRAMS –  
*LAUREN FILLEBROWN, SENIOR  
MANAGER OF LEADERSHIP  
DEVELOPMENT***





# **NEW MODELS OF MEMBERSHIP**

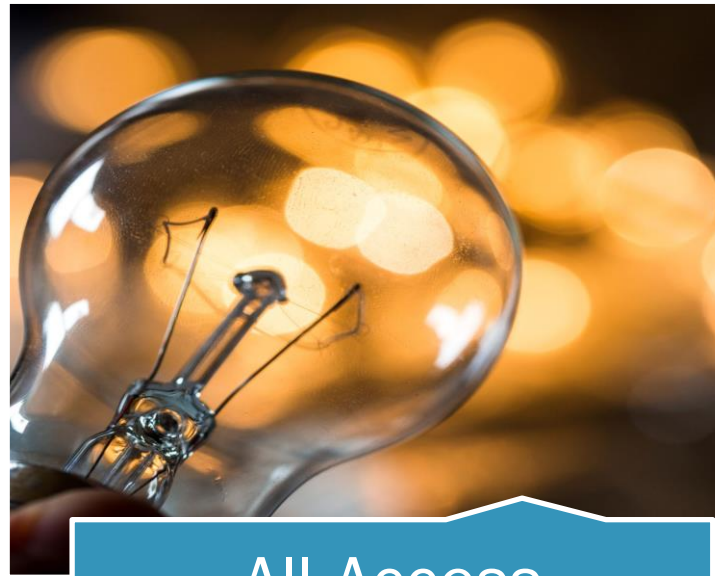
KELLI DIEMER,  
ACTE DIRECTOR OF  
MEMBERSHIP



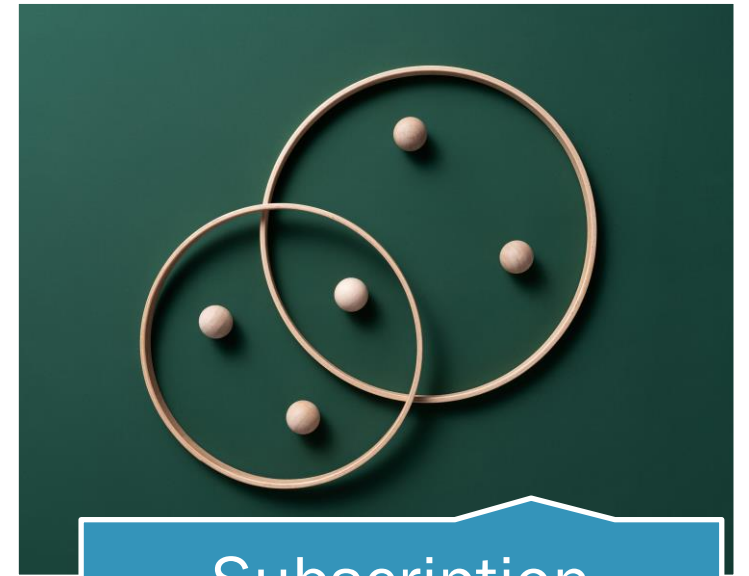
# EMBRACE NEW MEMBERSHIP MODELS



Free Trial  
Membership



All-Access  
Membership



Subscription  
Membership Model

## MAKE PURCHASING EASY



Auto-Renewal



Installment  
Payments



Saved  
Payments



## PRIORITIZE THE MEMBER EXPERIENCE



Amazon-like  
shopping  
experience



Predictive  
Analytics

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**AUTOMATE AS MUCH AS POSSIBLE**



## BUILD A FUTURE CULTURE



Encourage  
Constant  
Change



Listen to Your  
Members

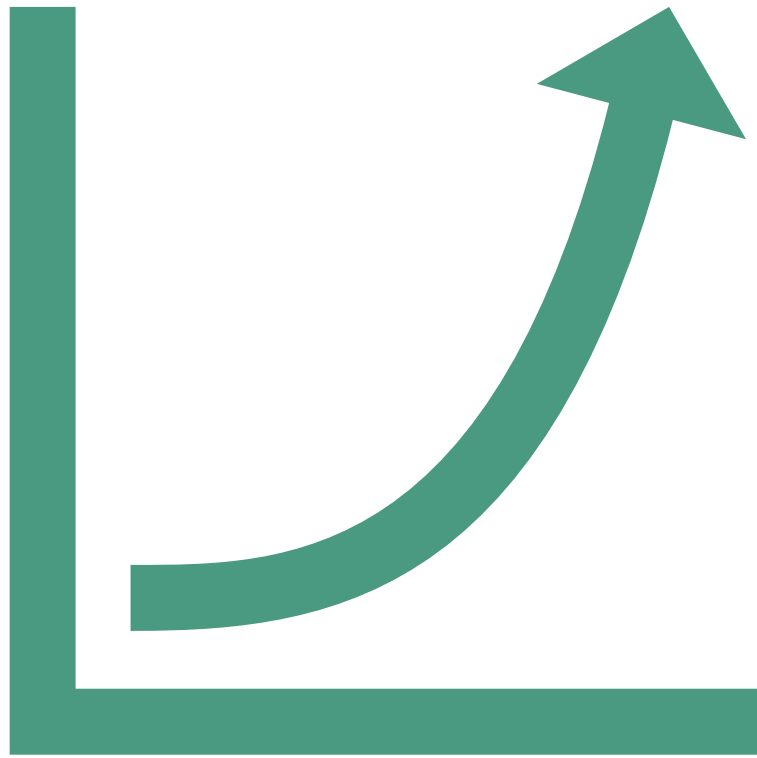
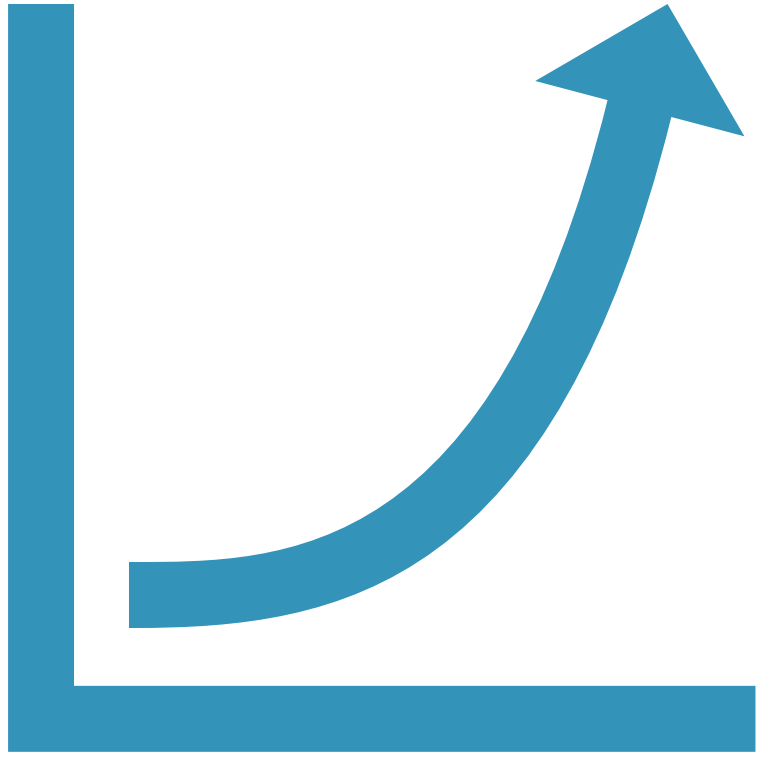


Collaborate  
Across  
Departments



Develop  
Partnerships





---

**now**  
associations

**Source:**

**The Classic Membership Model Is Dead—and That’s a Good Thing. Here’s Why.**

Five ways forward-thinking associations are evolving.

Community Brands Jan 08, 2021



**IDENTIFYING & GROWING LEADERS –  
*NANCY TRIVETTE, ACTE PAST  
PRESIDENT***

# **CONFERENCE TIPS & TRICKS–**

***LAURA DINARDO, SENIOR MANAGER  
OF STRATEGIC PARTNERSHIPS***





Go to [www.menti.com](https://www.menti.com) and use the code **9217 3572**



# ACTE'S CONFERENCES AND EVENTS FOR 2022



## State & Regional Conferences

- Regions I – V
- States

## Content-specific Events

- National Policy Seminar
- ★ • Work-Based Learning
- Good Trouble
- Best Practices & Innovations
- Postsecondary CTE Convening

## National Conference

- CareerTech VISION & Expo



# LESSONS LEARNED : *IDEAS FOR BUILDING VALUE FOR ATTENDEES*

Take advantage of "FOMO"

Utilize your membership!

Consider fresh formats or session concepts




# ADDITIONAL EXAMPLES: BUILDING VALUE FOR ATTENDEES

## TOP 5 REASONS to Attend In-Person

1. Face-to-face connections & increased sense of camaraderle
2. Reduced virtual distractions & interruptions
3. Renewed focus, motivation & guidance
4. Live exhibitor workshops & product demonstrations at CareerTech Expo (happening In-person only)
5. Access to both 200+ In-person-only sessions and all virtual sessions during and post-event

## Marketing your Program

SUCCESSES CURIOSITIES RESOURCES

Partnerships with Community College, Economic Development, Social Media, Website, News Paper	<b>Student Success Stories</b>	Create a student marketing internship to harness their ideas and connection to the student community.	<b>GET SCHOOL BOARDS INVOLVED</b>	Our Senior students that are completed with their WBL placements present to the Jr. class and business partners about what they learned and why next years students should participate	Create a "Now Hiring" Board in High Traffic student areas	What is the best way to get administration and academic staff on board?	Link to the "Now Hiring" board: <a href="https://drive.google.com/file/d/15h1mmK_NtYMyBTP7UyHwLQZJM-uBa/view?usp=sharing">https://drive.google.com/file/d/15h1mmK_NtYMyBTP7UyHwLQZJM-uBa/view?usp=sharing</a>
School Morning Announcements	<b>RECRUIT EMPLOYERS FIRST</b>	Regional collaboration to showcase programs by talking the same language. Changing the perception of CTE from what it "was" to what it "is". Then vs. Now and the opportunity!	it helps in Louisa Va since I'm a board member on our chamber	We had a presentation at a school board meeting which was being live streamed as well	Use the employers not just as employers or hosts for WBL, but also as promoting these opportunities to their employees who are parents in your school district to increase parent buy-in	When is the best time to post the now hiring poster? How close to enrollment for the next term?	
Collaboration with Business and Industry Partners. Strong connections with Advisory Boards.	<b>IDENTIFY THE CARROTS</b>	Getting our message about our programs into the home	I created a WBL video with student perspective	<b>DEVELOP MARKETING CAMPAIGN THAT'S RELEVANT TO YOUNG PEOPLE</b>	We ask individual teachers to come into their classes & do a presentation about internships, sharing a student's video & telling other students how to apply.	I'm coming back to coordinating a WBL program and wonder if you've found it helpful to have an Advisory Board?	
Leverage Employer/Student Successful Partnerships to recruit new partners/employers	<b>GET A TIK TOK ACCOUNT</b>	Cater a lunch for counselors and present the vision for the WBL/YAP program. This helps get them on board.	WBL Video from Employer Perspective, addressing misconceptions	<b>FAB SEQUENCE: FEATURES - ADVANTAGES - BENEFITS</b>	Have students present at school board meeting that have been in program	Get your local Chamber of Commerce involved - get on one of their meeting agendas to promote the program and ask for their help.	

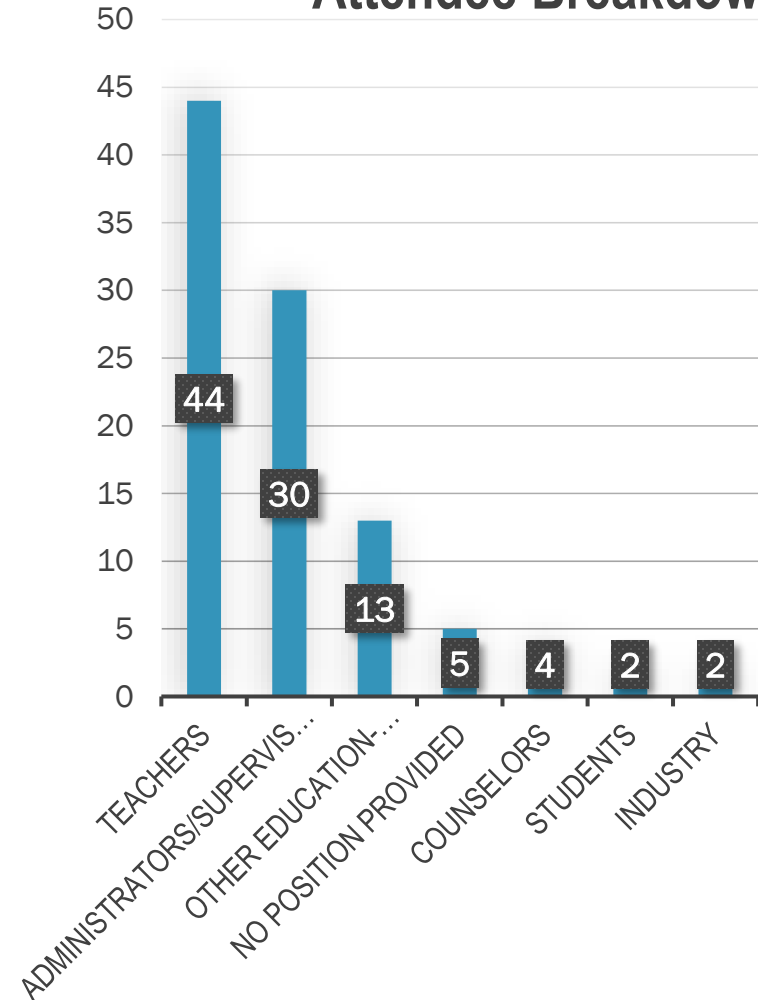
# LESSONS LEARNED : *IDEAS FOR BUILDING VALUE FOR PARTNERS*

Know your attendee audience

Think outside of the box

Be intentionnal with vendor sessions

### Attendee Breakdown



# ADDITIONAL EXAMPLES: *BUILDING VALUE FOR PARTNERS*

**NKBA** NATIONAL KITCHEN+BATH ASSOCIATION

## FUTURES

**THE NEED**

**OVER 2 MILLION**  
NEW JOBS WILL BE ADDED IN DESIGN & CONSTRUCTION FIELDS THROUGH 2020.

THERE'S A GROWING DEMAND FOR UNIVERSAL DESIGN AS BABY BOOMERS REMODEL TO AGE-IN-PLACE.

**THE SOLUTION**

JOIN A GROWING INDUSTRY... RESIDENTIAL KITCHEN AND BATH MARKET REPRESENTS 26% OF ALL RESIDENTIAL CONSTRUCTION (\$600 BILLION). THE K&B SEGMENT IS PROJECTED TO GROW AT 10% ANNUALLY.\*

**\$147 BILLION INDUSTRY**

**DETERMINE A DEFINED CAREER PATH.**  
79% OF 2016 COLLEGE GRADUATES CONSIDERED JOB AVAILABILITY BEFORE SELECTING THEIR MAJOR.\* 2016 GRADUATES HAD A HIGHER PLACEMENT RATE, DEFINED JOB SELECTIONS, AND BETTER SUCCESS BY SURVIVING THE JOB MARKET BEFORE DETERMINING THEIR PATH OF STUDY.

**HOW TO GET THERE**

- 1. Research your field of interest.
- 2. Gain hands-on experience through internships, job shadowing, or volunteer work.
- 3. Develop a portfolio of your work.
- 4. Network with professionals in your field.
- 5. Consider continuing education or certification.

**THE BENEFITS**

- 1. Gain hands-on experience through internships, job shadowing, or volunteer work.
- 2. Develop a portfolio of your work.
- 3. Network with professionals in your field.
- 4. Consider continuing education or certification.

*"It was the student chapter of the NKBA and my student membership that took me outside the comfort zone of the classroom, meet people in the industry, attend NKBA events, network, and really get to know my peers (and potential future colleagues...)." My student membership drove me to learn more about the NKBA, what it has to offer, be familiar with the accreditations process, get a jump start on my continuing education through NKBA offered CEU's, attend KBIS as a student, and so much more."*

**Rebecca Sutton, AKBD, Virginia Tech**

In Partnership with **eWORKING WONDERS**

Letting Interests Drive: Real World Learning  
 Presenter(s): Wilson Platt (Big Picture Learning / ImBlaze)

As districts, non-profits, and foundations rush to scale work that focuses on students outside-of-school learning, questions remain: How do schools find the capacity to build these programs? How do educators build the mentor networks needed to provide these opportunities? What distinguishes high quality and low-quality Real-World Learning? Participants will choose from 3 pathways and walk out of the session with easy next steps to start -- or improve -- their school's Real World Learning program.

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## **PLANNING TIME**

### **Part 1 – Start your planning process**

On paper or using the Google Doc template provided, start to sketch out ideas for your next conference or event. If you are not planning a professional conference, consider how you might utilize these same prompts to plan an event for students.

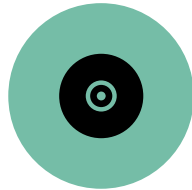
### **Part 2 – Share your challenges and provide feedback to others**

Using the Jamboard, share the challenges or struggles you encountered during your brainstorm. Then, read and reply to what others have written with comments or suggestions.

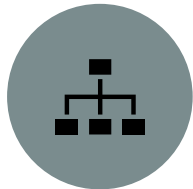
# PROMPTS TO START YOUR PLANNING PROCESS



Why are we planning this event?



Who is the target audience?



Does it align with our organizational priorities?



When and where should we have the event?

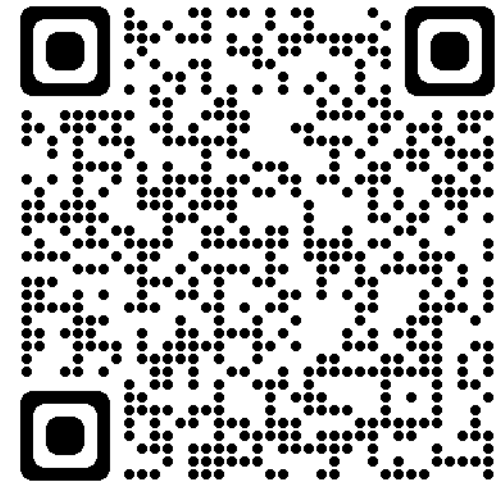


What are the budget and pricing models?



What does success look like?

Scan the QR code for a Google Docs copy of these prompts



10:00



**Scan the QR  
code to join the  
Jamboard**





## THINK, PAIR, SHARE

Take 2 minutes to read through the comments on your challenges.

Turn and talk with a table partner about your challenge(s) and the feedback you received.

After 5 minutes, I will ask you to share out what you took away from the planning session.

### Wheel of Names



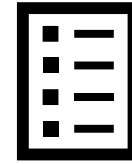
## ADDITIONAL RESOURCES

### Interaction



- [Poll Everywhere](#)
- [Mentimeter](#)
- [Kahoot!](#)
- [Wheel of Names](#)
- [Jamboard](#)
- [Padlet](#)
- [Miro](#)
- [Mural](#)

### Conference Planning



- [ConferenceDirect](#)
- [Freeman](#)
- [Eventify](#)
- [Attendify](#)
- [eShow](#)

### Articles



- [10 ways to create event fomo and encourage members to attend](#) ([asaecenter.Org](#))
- [Tips for branding and marketing a new event](#) ([asaecenter.Org](#))
- [Guide to conference jargon](#)



# **STATE LEADERSHIP RESOURCES**

KELLI DIEMER,  
ACTE DIRECTOR OF  
MEMBERSHIP



**QUALITY  
ASSOCIATION  
STANDARDS  
ROUNDTABLE  
DISCUSSIONS**



Association for Career  
and Technical Education

**ACTE**®

The logo for the Association for Career and Technical Education (ACTE) features the acronym "ACTE" in a bold, blue, serif font. A green swoosh, resembling a stylized "C" or a protective shield, curves around the letters from the bottom left to the top right. A registered trademark symbol (®) is located to the right of the swoosh.

**FAQ, REFLECTION & WRAP UP**

