

TO: KACTE Board

FROM: Mike Stone, Executive Director

SUBJECT: ***Board Revitalization***

DATE: July 14, 2010

EFFECTIVE NON-PROFIT Board management in the 21st Century must adopt new procedures to remain vital and relevant. These new practices recognize:

1. The essential role non-profit, educational, professional associations still play in advancing the professions they support. The professional association remains the best organizational route for:
 - Advocating for the profession,
 - Furthering non-biased continuing education opportunities,
 - Sharing knowledge and innovations,
 - Encouraging the development of new leaders, and
 - Securing additional personal benefits.
2. The demands of time and money, not only on the organization but also, and most importantly, on the individual volunteer. To make volunteer service meaningful, thus attracting individuals to participate, they must:
 - Believe they are making a contribution,
 - Believe their service is not a waste of time, and
 - Realize some form of benefit in personal satisfaction or professional prestige.
3. Professional association action plans must contain concrete and measurable steps, which in turn demonstrate relevance to members, potential members, and other organizations, groups or individuals the professional association wishes to influence.
4. The traditional Board activity/meeting model is not compatible with 21st Century communication and technology, which are driving streamlined processes in every facet of life. This does not impart a value judgment of right or wrong; it recognizes the current reality.

ACCORDINGLY, KACTE implemented during its 2006-2007 administrative year a new model for Board activity. This model does require a commitment from its volunteer officers, Board members and committee members, but the benefits will accrue in a professional association more responsive to its members and the profession, enhanced information and communication exchange, and less time spent in meetings on routine business. The most focus will be on relevant action. The model asks all volunteers to commit:

- To attend all meetings in which they are asked to participate – whether in person, by teleconference or electronically;
- To report on developments in their area at least two weeks in advance of meetings;
- To study all appropriate materials prior to meetings;
- To participate on committees as assigned or requested;
- To be representatives of their area, not representatives for their area (As a representative of an area, participants are charged with bringing forth news, information, ideas and policy suggestions from the area, but they recognize service is TO the professional association on whose Board they serve – once decisions are made, they are obligated to support and promote the agreed-to action); and
- To actively represent the professional association goals, objectives, plans and programs.

THIS MODEL WILL INCORPORATE:

- Development of e-mail communication among all members and among groups of members to speed information sharing;
- Posting of all appropriate documents and reports on the KACTE website, including Board and committee meeting agenda, minutes and reports at least two weeks prior to any meeting;
- Active involvement of committees, focusing initially on fulfillment of President Ken Talley's goals for the 2010-2011 year; and
- Restructured Board meetings to address action topics first, leaving routine reports for update and comment in a consent agenda.

THIS MODEL WAS A BIG CHANGE in the way KACTE conducted business, but it built on the association's traditions and continued the great work of KACTE's former leaders. The results were more efficient Board meetings and actions that led to membership growth and an increase in Summer Program participation. We ask for everyone's support in using this new organizational model, which will be facilitated by e-mail communication and website posts of study material. Assistant Executive Director Kris Stone will work to enhance and make accurate the KACTE member database, including accurate and preferred e-mail addresses.

KACTE CAN CONTINUE to enhance its standing in both the Career and Technical Education community and in the larger educational community by creating doable plans and implement real contributions to Career and Technical Education. With your participation and commitment, KACTE can set a new standard of professional action. Thank you for your dedication and support.