

ACTE AZ PURPOSE

To **CONNECT** all CTE professionals with the network, resources, and abilities they need to make a meaningful difference

ACTE AZ Board of Directors Meeting

Monday, October 21, 2024

4:00 PM – 6:00 PM

<https://us06web.zoom.us/j/83598999038>

Welcome	Jim Grieshaber
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Quorum Established & Call to Order	Jim Grieshaber
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Motion to Adopt the Agenda	Jim Grieshaber
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Welcome	Jim Grieshaber
<ul style="list-style-type: none">• President Updates• Board of Director Updates	

Motion to Approve Consent	Jim Grieshaber
<ul style="list-style-type: none">• Approval of September 14, 2024, Minutes• ACTE AZ WHY, HOW, & WHAT Draft for Input• Employee Goals• Executive Director Report	

* Per Robert's Rules of Order and parliamentary procedure, all items on the Consent Agenda will be taken with one vote. Board members can request an item to be removed from the Consent Agenda and considered separately.

Motion to Approve Treasurer's Report and 2023 Tax Return	Lori Luzier Shelly York
<ul style="list-style-type: none">• 2024-25 Budget Report• Balance Sheet• 2023 Tax Return	

AI Resources for Affiliates

Stephen Weltsch

- ACTE Slide Deck

Branding

Courtney Cook

- Social Media Eco System
- CTE Month Poster Contest

Summer Conference Preparations Discussion

Jim Grieshaber
Heather Webb
Stephen Weltsch
Shelly York

- Theme | **Connection Conference – EMPOWER LIVES**
- Counselor Track
- Feedback and Responses
- Sessions Training | 10.18.24
- **Motion** to Set Conference Registration | \$595

<u>Expense</u>	<u>Per Person (based on 1,087)</u>
Conference Meals	\$199
AV (we provide 30 prox)	\$124
App & Technology	\$28
Staff Overhead	\$249
	<u>\$600</u>

2024-25 Program of Work Updates:

Jim Grieshaber
Stephen Weltsch

- To create a unifying graphic to share ACTEAZ’s purpose.
- To strengthen the Premier Series through predictable offerings.
- To increase ACTEAZ’s outreach through statewide communication strategies (i.e. social media, newsletter, and direct email) and President travel.
- To recharge conferences by acting on member feedback.

Committee Reports

Lindsay Duran
Dennis Esparaza
Patrick Clawson
Lori Luzier

- Retirement Membership
- Financial Review
- Awards & Scholarships

ADE Report

Kevin Imes
Cindy Gutierrez

Premier Series Report

Amber Gloria

- Performance Metrics
 - Spring Schedule
 - Promotional Strategies
-

Affiliate and Special Group Representatives Reports

- Arizona Agriculture Teacher Association (AATA): Jim Kaltenbach
 - Arizona Business Education Association (ABEA): Hector Reyes
 - ACOVA: John Scrogam
 - Arizona Occupational Administrators Council (AOAC): John Morgan
 - Arizona Marketing Educators (AME): Francisco Ortiz y Davis
 - Arizona Technology Industry Education Association (ATIEA): Oscar Olivas
 - Arizona Health Careers Education Association (AZHCEA): Brandeice Garza
 - AZ CTE Curriculum Consortium: Jennifer Brooks
 - Business Partnerships: Michael Terrey
 - CTE University Liaison: Nicole Hampton
 - Career Technical Education District (CTED): Amy West
 - Family and Consumer Sciences (FACSED): Sara Lazar
 - Financial Review: Dennis Esparaza
 - Workforce Development: Jennifer Kaufman-Fourness
-

Motion to Adjourn

Jim Grieshaber

Up Coming Board Meetings

<p>Board Meeting Date: October 21, 2024 Time: 4:00 PM – 6:00 PM Location: Virtual</p>	<p>Board Meeting Date: December 16, 2024 Time: 4:00 PM – 6:00 PM Location: Virtual</p>
<p>Board Meeting Date: February 7, 2025, Midwinter Conference Time: 8:00 AM – 10:00 AM Location: Prescott Resort</p>	<p>Board Meeting Date: April 21, 2025 Time: 4:00 PM – 6:00 PM Location: Virtual</p>
<p>Summer Conference Annual Board Meeting Date: July 12, 2025 Time: 5:00 PM – 6:30 PM Location: Westin La Paloma</p>	

Future Networking Opportunities

ACTEAZ Mid-Winter, February 6-7, Prescott
Region V, May 1-3, Las Vegas

ACTE Visions, December 4-7, San Antonio

ACTE NPS, March 16-19, D.C.

ACTEAZ Summer Conference, July 9-17, Tucson

ACTEAZ Board of Directors Meeting
Saturday, September 14, 2024
12:30 – 1:45 p.m.
West-MEC Board Rooms

Welcome

Jim Grieshaber

Call to Order & Roll Call

Jim Grieshaber

Board Members Present – Jim Grieshaber, Patrick Clawson, Lori Luzier, Michelle Bohon, Patti Pastor

Affiliates Present – Jim Kaltenbach (AATA), Hector Reyes (ABEA), John Scrogam (ACOVA), John Morgan (AOAC), Francisco Ortiz y Davis (AME) Dennis Esparza (Financial Review), Brendeice Garza (AZHCEA), Jennifer Brooks (AZCTECC), Nichole Hampton (CTE University Liaison), Jennifer Kaufman-Fourness (WFD), Cindy Gutierrez (ADE), Hector Reyes (ABEA), Oscar Olivas (ATIEA), Sara Lazar (FACSED), Beth Francis (Pima JTED),

Fellows Present – Corinne Angello, Debbie Swiers, Jolesee Meadows, Kristen Coury, Lisa Weisnfluh, Marci Boettcher, Debbie MacKinney, Matthew Gilbert, Lisa Draper, Paige Quinn, Scott Fitterer, Taylor Sackett, Scott Fitterer, Mike Neu (Mentor Lead)

ACTEAZ Employees Present – Stephen Weltsch, Shelly York, Amber Gloria, Courtney Cook, Emeli Belloc

The meeting was called to order at 12:35 p.m. Quorum is established.

Motion to Adopt the Agenda

Jim Grieshaber

John Kaltenbach made a motion to adopt the agenda as presented and Michelle Bohon 2nd. The motion carries.

Welcome to the 2024-25 ACTEAZ Board

Jim Grieshaber

- ACTEAZ Board Roster
- ACTEAZ Calendar of Events

Motion to Approve Consent Agenda

Jim Grieshaber

- Approval of July 13, 2024, Annual Minutes
- Approval of the ACTEAZ Association Management Manual
- Personnel Report and HR Employee Manual
- Executive Director Report

Per Robert's Rules of Order and parliamentary procedure, all items on the Consent Agenda will be taken with one vote. Board members may scan request an item to be removed from the Consent Agenda and considered separately.

There being no discussion, Lori Luzier made a motion to approve Consent Agenda, Patrick Clawson 2nd. Motion carries.

Treasurer's Report

Lori Luzier

- Final P & L for 2023-24
- Balance Sheet
- July P & L
- Adopt 2024-25 Budget

Lori said the Association is healthy; bottom line is in the black. Fiscal year runs July 1 to June 30th so summer conference falls at an unusual time and affects financials. She drew our attention to:

- \$250,000 investment made at National Bank which has been a goal. Jim Kaltenbach interjected that perhaps we should look at changing fiscal year for a clearer financial picture.
- Some line items were condensed for a clearer picture. Stephen interjected that the balance sheet is very healthy and even though we are showing a big balance, contractually we save three years of contract fees.
- Every employee has moved from a contractual services status to a payroll item. It gives the Association more flexibility.

Motion to Adopt 24-25 Budget made by Brandiece Garza makes a motion to approve the Treasurer's report as presented and Nicole Hampton 2nd, Motion carries.

Motion to Acknowledge Board Governance & Signature forms – Jim Grieshaber Stephen Weltsch

Stephen went over each item in this section.

- Mission Statement for ACTEAZ
- Insurance Coverage for Board & Association
- Board Representation/Quorum
- Annual Budget Responsibility
- IRS Tax Forms Responsibility
- Contracts permissions on behalf of ACTEAZ and in the budget
 - Event and hotel contract and other contracts in relation to conferences
 - Conference exhibitor contracts
 - Service contracts (phones, printer, etc.)
 - Lease contracts (storage mailbox, offices, etc.)
 - Professional development contracts (Premier Series)

- Employee documents
- ACTEAZ can advocate for CTE policy not individuals
- Social Media: Association vs. Personal
- Media Release Forms
- ACTEAZ and Affiliates Signature for Board of Directors

Motion to Acknowledge Board Governance & Signature Forms made by Patti Pastor, 2nd made by John Morgan. Motion carries.

Motion to Create a 24/25 Program of Work

Jim Grieshaber

- To create a unifying graphic to share ACTEAZ’s purpose.
- To strengthen the Premier Series through predictable offerings.
- To increase ACTEAZ’s outreach through statewide communication strategies (i.e. social media, newsletter, and direct email) and President travel.
- To recharge conferences by acting on member feedback.

Motion to Create made by Lori Luzier, Jen Brooks 2nd, motion carries.
Stephen will have a draft at the October meeting.

ADE Report – Cindy Gutierrez

We continue the partnership with ACTEAZ. Role of ADE is supporting teachers across the state. Vacant positions within TSA, Grants and Cindy’s team are being filled.
Working with Shelly to open the window for summer session planning

Premier Series Report – Amber Gloria

- 15 PS courses delivered to date
- 4 Instructional Best Practice- 68 participants
- 3 Classroom Management-60 participants
- 1 Effective Demonstrations-29 participants
- 1 Lab Safety & Management-29 participants
- 1 Work-based Learning-28 participants
- Empowering Students Through Professional Skills-13 participants
- 1 Grading & Assessment-38 participants
- 1 Lesson Plan Writing-13 participants
- 1 Virtual-Technical Reading & Performance Literacy-8 participants
- 1 Virtual CTE Essentials-9 participants

- 282 participants since summer conference

October 1st will be release of summer conference content of classes. Patrick put a plug in for others to step up to teach

Affiliate Reports

AATA: Jim Kaltenback

- Of the 84 Arizona Chapters and 129 total teachers over 90% (117) are AATA members.
- FFA led by Mrs. Motoz and 13,000 students strong
- Our year has started strong as our members have taken students to the State Chapter Officer Leadership Training (COLT) and 5 SUMMIT/EMBARK/ELEVATE are in progress.
- The AATA Fall Conference will be in Clarkdale, AZ October 3-4.
- The National FFA Convention is expected to have 72,000 participants in Indianapolis October 23-26.

We are doing some historical research for the 50 anniversaries of ACTE_{AZ}.

- We know that NVATA (Nat. Voc. Ag Teach. Assoc.) began in 1948.
- AZ began having agriculture taught in high schools in the 1910's.
- The first Ag contests we know of were in 1926 (suggesting Ag teachers were working together).

ABEA & AME: Hector Reyes

- ABEA is working with AME to put on an excellent conference for all our state's business and marketing teachers.
- ABEA is also the host of the 2026 WBEA Conference. This means ABEA is working getting everything setup for the conference. We have an entire team of dedicated members working on exhibitors, sessions, program planning, possible business-related excursions, and much more. We just finalized the contract for the hotel. The conference will take place in Tucson, AZ at the Westward Look Wyndham Grand Resort and Spa.

ACOVA: John Scrogam

- We represent all CTE Administrators across the state.
- On 9/18 will be doing a mini camp M & M to help newer directors wrap their head around with policies.
- Advocacy session – We heard from members some of their concerns. A concern was brought up by a member asking for a zoom link to some of the meetings. ADE through EVIT is going to provide a virtual meeting link for rural areas who travel long distances.
- Call for Presentations went out September 1 and we need more presenters.
- ACOVA has a passion for counselors & rural areas. Fall conference will have a counseling session.
- Every month there is a mentoring session.
- Want to highlight administrators across the state but there is not a lot of CTE Directors focus, so we want to highlight Directors once a month in the newsletters.

AOAC: John Morgan

- Community College administrators – Group started at summer conference.
- Maricopa is hitting their expenditure limit which could result in two community college closures. Statewide 2 more could be closing in the near future. The severity of this legislation is on their radar.
- Inception of bachelor's degrees at community college level and Maricopa & Yavapai were 1st to do it. Explosive growth is happening. Straight economic issue. Folks are cognizant about college debt and so that is the reason for the tremendous growth.
- Three community colleges that are blowing up in CTE: Western, Yavapai & Mohave had double digit growth in that area. Growth of these three is due to company expansion.
- 8% of CTE students matriculate to the next level of education. They did not stay in their original program but changed their mind to participate in another Program of Study.

ATIEA: Dennis Esparza/Oscar Olivas

- Getting ready to meet as most members are teachers.
- Many challenges but a bright future.
- Phil retired and as a result a lot of historical knowledge left with him. Oscar is trying to piece together.
- Want to become a clearinghouse for programs. They have grown membership and are rebuilding the organization.
- Working to bring back some professional development for the group.
- All scholarships will continue for students moving forward in trades.

AZHCEA: Brandeice Garza (Brandy)

- Brandeice Garza AZHCEA President Elected at Summer Conference for a 2-year term, previously served as Secretary for last Two Years. We are an Association for Health Career Instructors, believing that often the answer is in the room. With that mindset, we offer support and collaboration to like-minded individuals. We work closely with AZHOSA, our meetings happen at AZHOSA FLC, AZHOSA SLC, and ACTEAZ Summer Conference.
- 2024-Summer Conference - Nine member speakers presenting 12+ sessions
- Recognized an Outstanding teacher from each of the 4 AZHOSA regions
- 2025-Summer Conference - Looking to minimally match speaker/presentations Recognize teachers for all AZHOSA which is now 5 regions
- Offer in partnership with ACTEAZ to sponsor a student scholarship
- I would also like to investigate an opportunity to sponsor a session where individual Health Careers can come and meet/collaborate with other instructors in their industry.
- Striving for continued Membership Growth
- Currently there are approximately 30 paid yearly members

- Looking to grow, currently with newsletters and Instagram as new platforms
- Membership money is reinvested into Teacher Recognition and Student Scholarship

AZCTECC – Jen Brooks/Deb MacKinney

- Proud to serve 130 member districts. Lots of new members.
- New resources have been published for over a dozen program areas and a few new Professional Skills lessons and announcements are made via the Program Group discussion forums.
- The CTE Curriculum Connection had over 60,000 page views between July 14 - August 31st.
- We currently have open positions for CTE Teacher Content Specialists and Teacher Curriculum Writers (part-time) as well as two full-time positions for a Staff Curriculum Writer and an Apprenticeship Coordinator.
- We are hosting a Scope and Sequence event for three program areas in September and appreciate all our member districts support in nominating and approving the CTE teachers to join us.

Business Partnerships

FACSED: Sara Lazar

- Summer conference was a recruiting time for new board members.
- Looking to connect all the moving parts that FACSED encompasses through collaboration.

CTE University Liaison – Dr. Nicole Hampton

- Arizona is a leader in the nation for coordinating college credit between community colleges and universities called AZ Transfer. ATF meets September/October. Meetings are organized by career cluster and there is an amazing matrix that shows how all coursework transfers to any other institution in the State. The meetings encompass the logistics of how transfer credit is applied. They are looking at how all 300 & 400 level classes will transfer. In CTE most credits are transferred at 100% rate.
- NAU would like to start to partner with Premier Series.
- Prior learning credit up to 9 hours will now be accepted at NAU for CTE Master's Degree. Not all graduate programs are open to this idea of prior learning credit.
- NAU is putting together an advisory board – Looking for a diverse group of individuals to volunteer. Any recommendations go to Nicole. Trying to have the first meeting by the end of semester.

Workforce Development: Jennifer Kaufman-Fourness

- Stephen is excited that Governor has linked a workforce development into CTE. Governor Katie Hobbs launched the Talent Ready AZ Initiative to effectively coordinate her cabinet's resources and leadership behind connecting Arizonans

to the education and training they need to secure good-paying jobs and fill growing industry needs.

Good of the Order

Jim Greishaber

- Next board meetings 10/21, 12/16 then Mid-Winter Conference
- Jim went over future networking opportunities

Motion to adjourn

Jim Grieshaber

John Kaltenbach makes a motion to adjourn, Lori Luzier^{2nd}, motion carries.

ACTEAZ Golden Circle

2024-25 ACTEAZ Board Retreat

DRIVER

Connecting CTE to **EMPOWER LIVES**

PURPOSE

To **CONNECT** all CTE professionals with the network, resources, and abilities they need to make a meaningful difference

WHY

ACTEAZ believes that all CTE professionals are driven by a shared commitment to make a meaningful difference in the lives of students and the broader community. At the heart of everything we do is the belief that CTE changes lives, equips students for success, and strengthens Arizona's economy by fostering career-ready individuals.

HOW

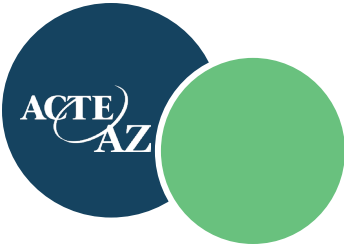
To ensure that CTE professionals truly make a difference, ACTEAZ has developed a multi-faceted strategy:

- Inspiring and Connecting CTE Professionals: Our dynamic teacher-led conferences offer real-world insights, collaboration, and professional growth, bringing together secondary and post-secondary educators and industry across Arizona.
- Enriching Instructional Skills: Through the Premier Series, we provide hands-on training to enhance instructional quality across all CTE environments.
- Supporting Affiliates: By fostering collaboration between affiliates, we create stronger pathway connections and a tighter-knit CTE community.
- Growing Future CTE Leaders: The ACTEAZ Fellows program is a pathway for cultivating tomorrow's leaders, equipping them with the tools and mentorship needed for long-term impact.
- Serving as the Voice of CTE: We amplify the voices of CTE professionals through Zoom happy hours, think tanks, social media, and newsletters—ensuring timely communication and a sense of community.
- Empowering Local Advocacy: We provide critical resources and tools that enable local advocacy, ensuring that CTE programs are recognized and supported at all levels.
- Celebrating Excellence: Our statewide awards program highlights the best practices in High-Quality CTE, showcasing Arizona's talent and innovation.
- Strengthening Industry Connections: We offer resources to build stronger ties with industry, creating career readiness pipelines that empower students to succeed.

WHAT

At its core, ACTEAZ is dedicated to supporting active membership of ALL CTE professionals. We ensure that members are connected by a common purpose and equipped with the instructional, leadership, and advocacy skills necessary to make a meaningful difference in the lives of students and Arizona's workforce.

9/25/2024



ACTE AZ PURPOSE

To **CONNECT** all CTE professionals with the network, resources, and abilities they need to make a meaningful difference

2024-25 Staff Goals

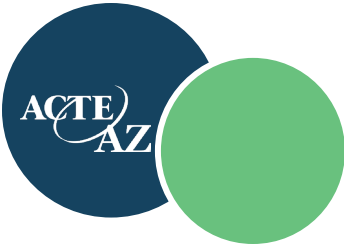
At ACTE AZ, our day-to-day efforts transcend any one individual or short-term objective. Our work is not about a single employee—it's about the legacy we are building together for the future. Every contribution, whether it's an innovative idea or a supportive gesture, plays a crucial role in something far greater. Together, we are shaping the future of CTE and workforce development, creating lasting impacts not only for today but for generations to come.

Stephen Weltsch:

1. **Enhance Association Partner Network and Foster Dynamic Board Communication:** Cultivate stronger connections with association partners by establishing clear feedback channels and ensuring responsive communication that adapts to the evolving needs of our membership.
2. **Amplify the Voice of CTE:** Lead the narrative of Career and Technical Education by curating compelling content through newsletter stories, engaging social media posts, and embracing speaking engagements that elevate ACTE AZ's visibility and influence.
3. **Strengthen Partnerships and Drive Revenue Growth:** Deepen collaboration with external vendors to boost sponsorship and exhibitor participation, strategically driving revenue growth and expanding ACTE AZ's impact in supporting CTE initiatives across Arizona.

Shelly York:

1. **Develop a Comprehensive User Manual for the ACTE AZ Management System:** Create a detailed guide to train new employees on effectively using ACTE AZ's Management System, tailored to meet the unique needs and operational requirements of our organization.
2. **Strengthen Partnerships with External Vendors to Boost Sponsorships and Exhibitors:** Continue enhancing collaboration with external vendors to increase sponsorship and exhibitor engagement, driving revenue growth to support ACTE AZ's mission and expanding its impact.
3. **Enhance QuickBooks Proficiency for Streamlined Financial Management:** Deepen your expertise in QuickBooks to streamline financial processes, reduce data entry time, and improve financial transparency in budgeting, as well as at board meetings, ensuring efficiency and clarity.



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Amber Gloria:

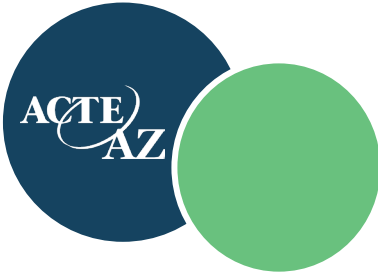
1. **Develop In-Depth Expertise in the Premier Series:** Build a comprehensive understanding of the Premier Series, identifying key stakeholders and fostering strategic collaborations to enhance statewide systems and elevate the program's perception.
2. **Optimize Homework Submission Process:** Design and implement an efficient, streamlined system for collecting participant assignments, reducing post-course communication between instructors and participants.
3. **Achieve Certification to Teach Four Premier Series Courses:** Attain certification to instruct four key courses—CTE Essentials, Classroom Management, Program Management, and Grading & Assessment—becoming a fully vetted and versatile instructor in the Premier Series.

Courtney Cook:

1. **Create a Unified Brand Asset Management System:** Establish a cohesive file structure for all ACTE AZ branding assets—including print, web, and slide deck projects—with standardized size dimensions for consistent and streamlined branding across all platforms.
2. **Develop a Comprehensive Social Media Content Calendar:** Design an online social media content calendar covering October 2024 through July 2025 to strategically plan, schedule, and optimize content across all ACTE AZ channels.
3. **Identify WordPress Templates for Website Redesign:** Conduct thorough research on WordPress websites to recommend two high-quality templates that align with ACTE AZ's branding and functionality needs for the upcoming website redesign.

Emili Belloc:

1. Gain deeper expertise in financial administration, such as completing courses in bookkeeping or financial software.
2. With the assistance of Shelly, develop comprehensive instructional guides/manuals for standard procedures and routine tasks.
3. Develop strategies to improve communication with association members, conference attendees, and sponsors, aiming to increase engagement and satisfaction.



ACTEAZ PURPOSE

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ACTEAZ Executive Director's Staff Report

ACTEAZ Board Meeting
Monday, October 21, 2024

METRICS	Completed	16 ACTEAZ Premier Series Courses 295 Teachers Trained
	Scheduled	7 ACTEAZ Premier Series Courses 5 virtual, 1 ACOVA, 5 MICTED
	August	1084 Opened Newsletter 242 engaged (9-minute average)
	September	987 Opened Newsletter 273 engaged (11-minute average)

SOCIAL MEDIA		<u>LinkedIn</u>	<u>Instagram</u>	<u>Facebook</u>
	Followers:			
	9.14.24	101	190	645
	10.21.24	134	211	660
Engagement:				
	10.21.24	14%	15	116
Impressions:				
	10.21.24	104	313	746

ACTE/NEDA Training & Meeting:

- ACTE State Leaders, 8.21.24
- ACTE New State Leader Webinar (QAS & Membership), 9.3.24
- NEDA Board Legal Training (9.9.24) with Paula Goedert, ACTE
- **ACTE New State Leader Webinar (Achieve 100 & SCM), 9.24.24**
- **ACTE New State Leader Webinar (ACTE Resources), 10.15.24**
 - <https://www.careeredlounge.com/pg/groups/world>
 - <https://www.careeredlounge.com/>
- **New State Director Training @ Visions, 12.3.24**

Sponsorships:

- ACTEAZ Conferences: Elevate EdAZ
- Summer CTE Conference: ADE, MCCCCD
- **Pipeline AZ Meeting 9.19**
- **MCCCCD Sponsorship Letter Mailed**
- **ADE Summer Conference Training 10.18**

Partner and Stakeholder:

- Exhibitor and Sponsors Thank You Email & Survey
- Sundt/Richard Condit Meeting, 8.6.24
- MCCCCD Meeting, 8.9
- Partnership Meeting with AZCTECC 7.29.24 & Annual SPIT Meeting 8.13.24
- ADE Feedback Meeting, 8.20.24
- ABEC Event 8.16 & Meeting, 8.22
- **ADE CTE Meeting, 8.18**
- **Pipeline AZ, 8.19**
- **Elevate EdAZ, 8.26**
- **AZ Coalition of Career Readiness (ACCR) monthly meeting 10.02**
- **AOAC Executive Meeting 10.14**

Newsletter:

- August Issue #1 - Ex Director, Awards, CTE in AZ, Fellows, Conference, Premier Series, Surveys, and Best Practices.)
- **September Issue #2 (Pam's Gratitude, introduce new Fellows, Save Dates for Conferences, In Depth IBP, MCCCCD/ACA ReadyTechGo., Introduce Courtney, Elevate EdAZ Dual Enrollment Incentive)**

Administration Preparations:

- Managed the re-launch of the Fellows, including welcoming a new cohort, planning, and facilitating the first Issue Day
- Planned, coordinated, and facilitated multiple retreats (Executive Officers (8.12) and Board (9.14))

- Planned and worked on the NCLA Best Practices Conference as NCLA President
- Championed conversations with leasing agent to secure more office space
- Managed ADE Premier Series grant to capture over \$7,000 of indirect cost from fiscal agent
- Analyze results from various surveys, including Association Satisfaction, Conference, & Sponsors
- Advertised, interviewed, and hired positions
- Developed an ACTEAZ Association Management Manual
- Revised the ACTEAZ HR Manual to include hybrid work policies
- Developed the annual budget
- Completed and submitted the ACTE Quality Association Award Application
- Met with the accountant to complete the 2023 taxes
- Finished planning, script writing, slide decks for the NCLA BP Conference
- Met with Cristian to provide team training for ACTEAZ's management system, including a preview of the revised communications tool.
- Self-reflected on job duties, created annual goals, and collaboratively processed
- Created and communicated call for presentations for the Midwinter Conference
- Created and finalized session management programming for the Midwinter Conference
- Reviewed and provided feedback for the conference app 1.0 mock-ups
- Moved into the new office space
- Developed a 1.0 draft for ACTEAZ's Golden Circle
- Created drafts for summer conference – exhibitors and session programming

Sub-Committees:

- Retirement Membership Study, Lindsay Duran (Chair) (9.29 first meeting)

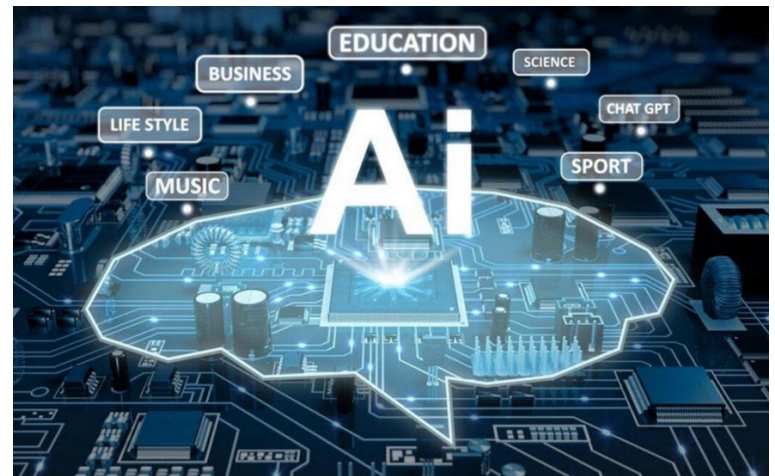
Attended:

- NCLA/ACTE Best Practices Conference, October 9-11. As NCLA President, Stephen served as the master of ceremony for the conference.

Registered:

- ACOVA Fall Leadership Conference, November 7-8
- ACTE Visions, December 4-7

Empowering State CTE Associations with Generative AI



AGENDA

- What is Generative AI?
- Use Case 1: Automating Member Communications
 - AI Tool: ChatGPT
- Use Case 2: Streamlining Member Data Management and Engagement
 - AI Tool: SurveyMonkey Genius
- Use Case 3: Event Planning and Marketing
 - AI Tool: Canva
 - AI Tool: Copy.ai
- Use Case 4: AI-Enhanced Customer Service

What is...



GPT stands for **Generative Pre-training Transformer**.

In essence, GPT is a kind of artificial intelligence (AI). GPT is an AI that's adept at understanding and creating human language. Think of it as a smart language assistant. Technically, it's a language model.

Use Case 1: Automating Member Communications

- **Automated Email Drafting:** ChatGPT can generate tailored email drafts based on member preferences, improving efficiency and relevance.
- **AI-Driven Newsletters:** Tools like Jasper AI enable automatic newsletter generation, incorporating recent updates to engage members effectively.
- **Personalized Communication:** Generative AI analyzes member data to customize communications, enhancing individual member experiences and participation.

AI Tool: ChatGPT



ChatGPT

- **Sign-Up Process:** Visit OpenAI's website, create an account, and verify your email to access ChatGPT.
- **Customizing Responses:** Provide specific context in prompts to guide ChatGPT for more relevant and tailored email drafts.
- **Drafting Emails Efficiently:** Utilize clear, concise prompts to generate focused drafts quickly, saving time while maintaining quality.



Use Case 2: Streamlining Member Data Management and Engagement



- **Survey Automation Tools:** Utilize SurveyMonkey, Genius and Google Forms to automate survey distribution, streamlining data collection processes.
- **Feedback Analysis:** AI can analyze feedback trends from surveys, delivering insights that inform targeted member engagement strategies.
- **Real-Time Reporting:** Integrate AI tools to provide real-time reporting on survey results, enhancing decision-making agility for associations.

AI Tool: SurveyMonkey Genius



- **Generating Survey Questions:** SurveyMonkey Genius utilizes AI to create relevant questions, ensuring comprehensive feedback from members consistently.
- **Analyzing Member Feedback:** The AI tool identifies trends in survey responses, helping associations adapt strategies based on data insights.
- **User-Friendly Interface:** SurveyMonkey Genius features an intuitive interface that simplifies survey creation and analysis for all users.

Use Case 3: Event Planning and Marketing



- **Event Material Automation:** AI tools like Canva automate the design process, significantly reducing the time and effort required.
- **Customizable Design Templates:** Canva offers a vast library of templates tailored to specific events, enhancing professional presentation effortlessly.
- **Collaborative Design Features:** Real-time collaboration in Canva allows teams to engage creatively, ensuring consistency in marketing materials.

AI Tool: Canva



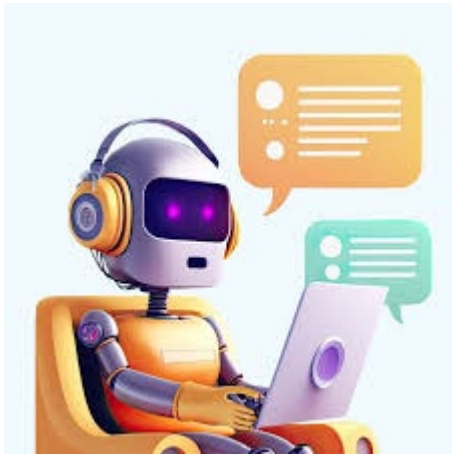
- **Accessing Canva's AI Features:** To utilize Canva's AI features, log in, then navigate to the template section for event promo.
- **Generating Promotional Content:** Select event type; Canva's AI generates tailored designs expediently, enhancing user experience and efficiency.
- **Editing and Customization:** Utilize Canva's intuitive editing tools for quick customization, ensuring promotional content aligns with association branding.

AI Tool: Copy.ai



- **Efficient Marketing Copy Generation:** Copy.ai generates engaging marketing copy, providing social media posts and advertisement text with bespoke prompts.
- **Prompt Examples for Social Media:** Utilize prompts like 'Create a post about membership benefits' to generate compelling social media content efficiently.
- **Ad Copy Creation Techniques:** Input specifications such as target audience and tone to receive tailored ad copies that enhance engagement.

Use Case 4: AI-Enhanced Customer Service



- **Member Inquiry Automation:** AI-powered chatbots like Tidio automate member inquiries, enhancing responsiveness and ensuring member satisfaction seamlessly.
- **24/7 Availability:** Chatbots provide round-the-clock support, addressing member questions anytime, thereby increasing engagement opportunities significantly.
- **Data-Driven Insights:** These chatbots analyze interactions to deliver valuable insights into member needs, informing strategic improvements effectively.

AI Tool: Tidio • **Tidio Setup Overview:** Implement Tidio by creating an account, integrating it into your website for member interaction automation.



- **Creating FAQ Responses:** Develop a comprehensive FAQ section within Tidio to preemptively address common member inquiries efficiently.
- **Monitoring and Optimization:** Regularly analyze interaction data from Tidio to enhance response quality and adjust communication strategies accordingly.

Wrap Up



- **Automation Benefits:** AI's automation reduces manual workloads, enabling focus on strategic initiatives and fostering operational efficiency.
- **Enhanced Communication:** Implementing AI tools enriches communication flow, ensuring timely and targeted interactions with association members.
- **Encouragement to Explore:** Attendees are urged to explore discussed AI tools, uncovering innovative solutions for enhanced member engagement.



THANK YOU!



TODAY'S
Presentation

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