

National Council of Local Administrators

July 1, 2008 - June 30, 2009

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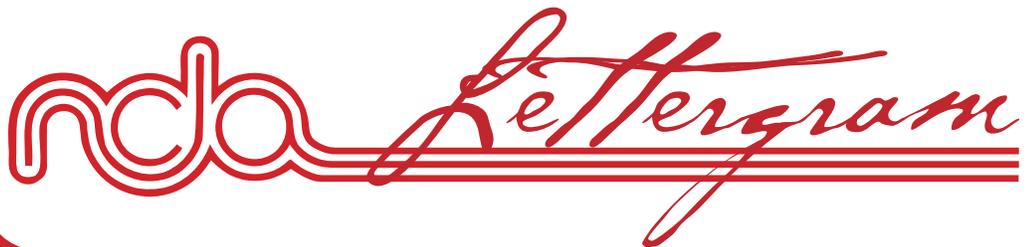
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Creating conversations that result in innovative change

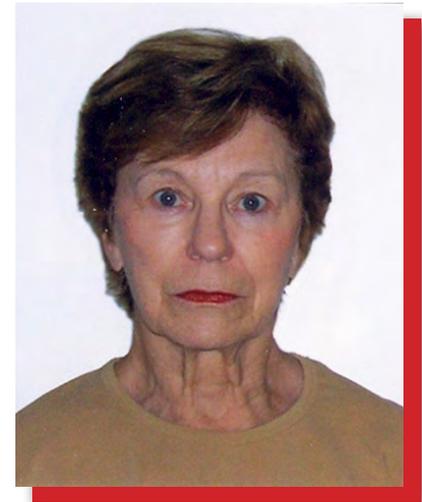
FEBRUARY 2009

CAN WE USE SOME OF THESE METHODS TO BOOST NCLA MEMBERSHIP?

By Marilyn Jenkins, NCLA President

Tipping Point in Membership Growth

The possibility exists that NCLA members can create their own epidemic of membership growth—a Membership Explosion!—According to ideas put forth by Malcolm Gladwell, staff writer for *The New Yorker* and author of *The Tipping Point* organizational epidemics are driven by a handful of exceptional people. Success in your organization depends on three specific types of people: connectors, mavens and salespeople. Because NCLA is comprised of outstanding CTE Directors, Superintendents and Supervisors whose talent and diversity is legion to the educational community there are a wealth of all three types.



Connectors Know Many People

Connectors know many people in the county, city and across the state they can form networks. While such is true of educators in general, connectors take their talent to the highest level. They find new administrators and directors and invite them to be a part of NCLA. The connector wants to connect NCLA at the local, state and national level.

Mavens Collect Knowledge

The maven is a second type of exceptional person who might contribute to a Membership Explosion. They are a virtual fountain of information, intelligent, curious and always collecting knowledge. They have no personal agenda other helping fellow administrators. Consider how educators new to their position, would appreciate knowing such an individual. Thus, Mavens, become a magnet; they seem to know exactly what others might need.

Salespersons Convince Others

The third exceptional person who might spark a Membership Explosion is the salesperson. No doubt, many of you consider yourself in this category; after all you are “selling” your school. However, the salespersons in this category can convince the unconvinced. The best salespeople have many and various answers to questions. They match their response to the specific person and their needs. The result is that each prospective member understands the benefits of NCLA membership as they relate to them. Salespeople are the best recruiters for new members.

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**ORGANIZATION
“EPIDEMICS” ARE
SENSITIVE TO THE
CONDITIONS AND
CIRCUMSTANCES IN
WHICH THEY OCCUR.
FOR INSTANCE,
MEMBERS HAVE
INVITED COLLEAGUES
TO JOIN NCLA, BUT THE
COLLEAGUES DECIDED
AGAINST JOINING AT
THIS TIME. THEY MAY
HAVE BEEN BURIED
UNDER OTHER RE-
SPONSIBILITIES AT
WORK OR AT HOME
OR BOTH. ALL MUST
REMEMBER THAT
CIRCUMSTANCES
CHANGE, AND A
COLLEAGUE MAY BE
MUCH MORE RECP-
TIVE TO MEMBERSHIP
AT A DIFFERENT TIMES.
WON’T YOU
CONSIDER BECOMING
PART OF THE
MEMBERSHIP
EXPLOSION?**

Continued

Other Membership Concepts

Another concept from the *Tipping Point* helpful in creating a Membership Explosion is the idea of the “stickiness” factor. What is the message of NCLA? How can members share the importance of what it does in the district, state and nationally. Could we say “Oh our organization is a cosponsor of the Best Practice Conference each year” In such a case, the stickiness factor relates to group that is interested in receiving best practice opportunities for their school and district. Many educators would enjoy being part of such a group because it feeds the very reason they entered the educational profession. Finally, the “Power of Context” is important when thinking about prospective members. Organization “epidemics” are sensitive to the conditions and circumstances in which they occur. For instance, members have invited colleagues to join NCLA, but the colleagues decided against joining at this time. They may have been buried under other responsibilities at work or at home or both. All must remember that circumstances change, and a colleague may be much more receptive to membership at a different times. Won’t you consider becoming part of the membership explosion?

BOARD CONTINUES WORK ON STRATEGIC PLAN

By Tom Friedemann, NCLA President Elect

During their October 1, 2008 meeting in Tucson, Arizona, your NCLA Board of Directors continued its work on a strategic plan that will map the scope and direction our organization will take in the future. With discussion centered on our mission which is “creating conversations that result in innovative change” as well as our purpose which calls for “advancing leadership, advocacy, and professional development for CTE administrators through a network of peers,” the Board set out to develop three goals targeted at keeping our organization focused on activities consistent with the plan. These goals are: 1) Mentorship; 2) Communication; and 3) Membership. Eight objectives were listed that were designed to achieve these goals and individual board members were assigned the responsibility to develop measureable time-bound steps as part of an action plan describing the process needed to implement each objective. A November 1, 2008 deadline was established to complete this assignment.

The Board will review these objectives and their related action plans at the next Board meeting which will be held in Washington, D.C. this coming February prior to the ACTE National Policy Seminar. Objectives that were assigned to each goal are as follows:

- Dave Berryman Scholarship (Mentorship Goal)
- Distinguished Service Award (Mentorship Goal)
- Online Message Board (Mentorship Goal)
- NCLA Lettergram (Communication Goal)
- NCLA Website (Communication Goal)
- NCLA Brochure (Membership Goal)
- Best Practices Conference (Membership Goal)
- Membership Growth (Membership Goal)

Your Board of Directors is committed to the hard work necessary to make our strategic plan an effective tool designed to make NCLA your “professional home” and the best \$20 you’ll ever spend on professional development.

KAY MARTIN RECEIVES NCLA DISTINGUISHED SERVICE AWARD



The NCLA Distinguished Service Award is given annually to an NCLA member who has exhibited exemplary leadership throughout their career and who have enhanced the profession of Career & Technical Education. Nominees are expected to have brought honor to themselves, their colleagues

and their profession; given exemplary service to their state or national professional association; and have made significant contributions to the field of Career and Technical Education.

This year's honoree was Dr. Kay Martin. Dr. Martin was presented her award at the ACTE annual conference.

Dr. Kay Martin, is the CEO and Superintendent of Francis Tuttle Technology Center. She is recognized as a leader in CareerTech education nationally, and was called one of the system's female trailblazers when she was appointed to her current position in 1997, as only the second female superintendent of an Oklahoma technology center district.

Martin earned degrees from Emporia (Kansas) University and The University of Central Arkansas prior to receiving her doctorate in vocational technology education from The Ohio State University and Oklahoma Superintendent's credentials from Oklahoma State University.

She taught high school and was an assistant professor before moving to Oklahoma in 1982, and held several positions with Francis Tuttle before being named CEO and Superintendent.

Martin serves on the advisory board of the Oklahoma Commission on the Status of Women, is a 2004 graduate of the FBI Citizen's Academy, a member of the Leadership Oklahoma City Alumni Board and the Oklahoma Business Roundtable. She is also on the boards of directors of the Science Museum of Oklahoma, Automotive Youth Educational Systems (AYES), and The Manufacturing Institute's Education Council, is Past board president of the National Council of Local Administrators and the Oklahoma Council of Local Administrators. Martin is also a member of the Academy for State Goals and the State Chamber of Commerce. Her involvement in the community is extensive, as well, serving on boards and commissions of several partner organizations.

Martin has received a great deal of recognition for her professional and community involvement, including being the 2007 recipient of the Francis Tuttle Career Excellence Award, the

highest honor given by the Oklahoma Association of Career and Technology Education, is a three-time honoree of The Journal Record's Fifty Making a Difference, earning induction into the Circle of Excellence, and she was inducted into the Oklahoma Women's Hall of Fame in 2007.

NCLA PROPOSED CONSTITUTION AND BYLAWS CHANGES

In accordance with Article VII of the constitution of NCLA, President Marilyn Jenkins is calling a special meeting during the ACTE National Policy Seminar, on Sunday March 8, 2009 at 1:00 pm in Washington DC for the purpose of a vote on amendments to the constitution and bylaws. The proposed changes can be viewed by clicking on the following links.

Constitution:

<http://ncla-cte.org/documents/NCLAConstitution2006withproposedchanges.doc>

Bylaws:

<http://ncla-cte.org/documents/NCLABylaws2006withproposedchanges.doc>



Opening General Session

cutting edge of Research and Development.

On Wednesday afternoon the tour was to the BIO5 interdisciplinary research center at the University of Arizona. BIO5 has brought scientists from five disciplines—agriculture, medicine, pharmacy, basic science and engineering. The facility is home to researchers studying a variety of ways to improve our quality of

2008 ACTE/ NCLA FALL CONFERENCE TOURS

This year's NCLA/ ACTE Best Practices Conference featured three tours focusing on cutting edge technology and technical training. Each of the tours offered are on the

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Jan Bray, ACTE Executive Director provides CTE national update



Arizona Welcomes the Conference Participants



Keynote Speaker Roger Crawford



Attendees at the Best Practices Conference

Continued

life; tests to identify deadly viruses like MRSA in newly-admitted hospital patients; improve drought-resistance in important food staples like rice; how to use light to spot pre-cancerous cells and many more. We visited working laboratories and heard from research staff about their latest findings. You can visit the web site at **www.bio5.org**.

On Friday afternoon the conference tour offered was to the Pima Community College Aviation Mechanic Program. Three programs are offered through Pima Community College: Airframe and Power plant (19 month A&P program is approved by FAA), Training is on Boeing 727 transports; Structural Repair (16 month) Includes basics of aircraft sheet metal and composite materials. Students receive the equivalent of 10 years experience in sheet metal and composites by graduation; and Avionics Technician (9 months).

Also, on Friday afternoon conference attendees had the option of touring the Cord Blood Registry Storage Facility. "Cord Blood Registry (CBR) is the world's largest and most experienced family cord blood stem cell bank. Accredited by the American Association of Blood Banks (AABB), CBR preserves cord blood stem cells for more than 230,000 newborns throughout the world. CBR is headquartered in San Bruno, California with the laboratory and storage facility located in Tucson, Arizona." Web site: **www.cordblood.com**.

NCLA/ACTE BEST PRACTICES, TEXAS STYLE SEPTEMBER 29- OCTOBER 1, 2009

By: Marty Thompson, Region 3 Director

The 2009 NCLA/ACTE Best Practices Conference will be hosted in Austin, Texas. The state capital offers a unique and historical atmosphere to meet everyone's taste. Whether you prefer to watch the nightly flight of Austin's famous thousands of fruit bats lift to the air at sunset or walk the legendary 6th Street and Warehouse entertainment district; all will experience a taste of Texas. Be sure and bring your cowboy hats, boots and a belt that you can loosen! We plan on showing "you-all" such a mighty good time in Austin that you will want to move here! So, come on down and bring colleagues; we love company in Texas, *you hear!!*

Planning is already underway to select the best of the best in Texas to share with the other attending states as well as showcase how other states implement best practices. Plans include the following:

- National discussion panels created around themes (teacher certification, funding, accountability, clusters, early intervention, etc.)
 - Hear how other states are addressing these issues with time for Q&A
- Breakout sessions include, but not limited to:
 - STEM middle school development (grant)
 - Energy Models
 - Early College Models
 - College Readiness (innovative design)
 - Ways to utilize CTE research data
 - ACTE Washington update
 - Working with school boards and legislators
 - Development of partnerships
 - Achieve Texas
 - T.E.A. - Texas Education Agency requirements
 - Career Counseling
 - Academic Integration
 - Much, much more!
- Tours! *To Be Announced*

**So mark your 2009 calendar, now!
2009 NCLA/ACTE Best Practices Conference
Austin, Texas
Sept. 29th – October 1st, 2009**

BAY STATE VOKE-TECH SCHOOLS ARE AN EDUCATION SUCCESS STORY AS I SEE IT

By Timothy P. Murray

High school graduation season is a good time to look at one of the strongest success stories in our public education system. I'm referring to high schools where admission is competitive, where mastery and not just time spent in class is the standard, where community and business partnerships augment school budgets, and where students are prepared for the challenges of the global economy. This is the reality of vocational and technical education in Massachusetts today.

Consider some data. For admission this September, the Worcester Technical High School received 821 applications for 400 spots. The Bristol-Plymouth Regional Technical School in Taunton received 588 applications for 346 spots. Blue Hills Regional Technical School in Canton got over 400 applications for 235 spots. Northeast Metro-Tech in Wakefield received more than 700 applications for 330 spots. Essex Agricultural and Technical High School in Danvers had 420 applications for 130 spots.

This year is not unusual, and the experience of these schools is not unique. Applications to Massachusetts vocational-technical schools have been roughly double the available openings. Students and their families are voting with their feet — beating a path to the vocational-technical schoolyards.

When asked what is driving this demand, school administrators across the state offer very similar reasons. They say students and their families see that the vocational-technical school model expands, rather than limits, a student's career opportunities. They see a highly structured, disciplined and safe school environment that helps students excel. Most telling is that today many parents, who are themselves vocational graduates and have done well in their professions and careers, now want their children to have the same opportunities.

This high demand for admission means students must demonstrate a competent academic record and a positive attitude to make it into a vocational-technical program today. It is not the high school of last resort, as some old stereotypes may suggest. Those fortunate enough to secure a spot in these schools almost always graduate. The dropout rate for all high schools in Massachusetts is 3.8 percent, while our vocational and technical high schools have

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**NINETY-SIX PERCENT
OF VOCATIONAL-
TECHNICAL STUDENTS
PASSED BOTH THE MATH
AND ENGLISH PORTIONS
OF MCAS — THAT BEATS
THE STATEWIDE AVER-
AGE OF 94 PERCENT.**



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an average drop-out rate of less than 2 percent, with many schools well under 1 percent. Furthermore, over 90 percent of students in vocational-technical high schools graduate on time, well above the 81 percent statewide average for all high schools.

In other words, students want to be at these schools where they are motivated to work hard and succeed. I've seen that motivation firsthand. When I was mayor of Worcester and chairman of the city's School Committee, I was directly involved in the Worcester Technical High School. As lieutenant governor, I've toured vocational-technical high schools across Massachusetts. These schools are dynamic places, where students are engaged and inspired. Learning is applied, not theoretical, helping students see the relevance of courses and project work to their future success.

In April, I had the pleasure of speaking at the Outstanding Vocational Technical Student Awards Ceremony at Mechanics Hall in Worcester, where 47 students from across Massachusetts were honored for their achievements. Those students are at the top of their class, but they are also reflective of their classmates. Vocational education is succeeding in Massachusetts, training young people for a wide range of careers. Many go right from school to work, while half go on to a two- or four-year college program before entering the work force.

Education experts say public schools today must teach students 21st century skills to prepare them to compete in a global economy. Beyond the basic academics, those skills include the ability to work in teams, to thinking critically and solve problems, to use technology and to be able to communicate effectively across many media. These skills are most effectively taught through project-based learning, with clear accountability standards and opportunities for students to hone their leadership and communication skills. That is the vocational model in Massachusetts.

This year marks the 100th anniversary of public vocational education in Massachusetts. As we move into the next century, we should take stock of the good work being done at these schools, and we should expand the availability of these programs so that all qualified students have the opportunity to pursue their passion.

We must also continue to strengthen the academic components of vocational-technical programs. In recent years, many of these schools have made noteworthy progress raising their MCAS scores. Ninety-six percent of vocational-technical students in the class of 2008 passed both the math and English portions of the MCAS — that beats the statewide average of 94 percent. Nevertheless, we must always strive to strengthen academics, and curricula should be adjusted or extended to better align the academic instruction with the rigorous expectations students will face both in college and in the work force.

Policymakers need to take note, however, that enhancing academics must not come at the expense of student time spent developing their skills or trade. Academics are vital, but equally important is learning how to work on a team, in a real-world environment, with technology relevant to today's economy while mastering the range of skills needed to complete a complex project. That's the core of the vocational experience, and it's a lesson the vocational schools could teach some of our traditional high schools.

*Timothy P. Murray is the lieutenant governor of Massachusetts.
Reprinted with permission from the Worcester Telegram*



**Dan Coffman, 2008 Berryman
Scholarship Winner**

OUR JOBS AS LEADERS IS TO MENTOR FUTURE LEADERS

THE BERRYMAN SCHOLARSHIP IS A WAY TO DO THIS!

By Celena Roebuck, Former Berryman Scholarship Winner

The Berryman Scholarship is an opportunity for any Career and Technical Education leader who has demonstrated success in being a dynamic innovative leader and wants to attend the annual NCLA – ACTE Best Practices Conference. The benefit to the scholarship recipient is to encourage membership in NCLA and attendance at the annual conference. The 2009 NCLA conference will be held in Austin, Texas September 29-October 1st. This year two applicants will have an opportunity to receive the Berryman Scholarship. The scholarship recipients will be awarded a \$500 travel stipend and receive a complimentary conference registration worth \$275. This is a National Leadership recognition that requires strong candidates to be nominated. Applications for the Berryman Scholarship are posted on the NCLA website. NCLA members are encouraged to widely share the information with administrative peers to encourage early submission. Applications will be accepted early but must be received no later than August 1, 2009 and will apply to the Fall 2009 conference in September 29, 30 and October 1, 2009.

The Berryman family gave money to NCLA upon Dave's death so that other administrators from around the country could benefit from NCLA activities.

Each NCLA member should tap into their mentoring skills and think of a staff member who possesses the leadership qualities to be a nominee for this scholarship. The application contains the following information: Personal and Present Employment Information, Teaching and Administrative Work Experience, Professional Responsibilities, Civic and Community Involvement, Leadership Philosophy, Honor, Awards, and Other Recognitions, Professional Involvement.

Nominate today...<http://ncla-cte.org>

**THE BERRYMAN
SCHOLARSHIP IS AN
OPPORTUNITY FOR
ANY CAREER AND
TECHNICAL EDUCA-
TION LEADER WHO
HAS DEMONSTRATED
SUCCESS IN BEING A
DYNAMIC INNOVA-
TIVE LEADER AND
WANTS TO ATTEND
THE ANNUAL NCLA –
ACTE BEST PRACTICES
CONFERENCE.**

DAVE BERRYMAN – NCLA LEADERSHIP DEVELOPMENT SCHOLARSHIP

APPLICATION FOR NOMINATION

Please print or type all information

A. Personal information

Nominee's Name _____

Home Address _____

Home Telephone No. (include area code) _____

B. Present Employment

Institution-Employer and Address _____

Institution-Employer Telephone No. (include area code) _____

Position _____

Duties and Responsibilities (curricular and extracurricular, including experience as career/technical education youth organization advisor).

C. Previous Experience as an Educator

(List chronologically, most recent first)

Institution	Location	Dates(s)	Position
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

D. Total Years as a Career/Technical Administrator

E. Professional Activities

Membership and offices(s) held in general education organizations and career/technical education related organizations:

Participation in conferences, institutes, meetings, seminars, and workshops. (Describe nature of participation).

F. Community and Civic Involvement (include leadership roles)

G. Honors, awards, appointment and other recognition not previously covered.

H. Statement of Philosophy of Leadership for Career/Technical Education

If selected for the Berryman Scholarship, I agree to attend the NCLA Leadership Conference and participate in all meetings as directed by the NCLA board.

Signed _____

Applicant

_____ will be released to participate in the NCLA Fall Conference and will be granted reasonable time to prepare for any duties associated with those activities.

Signed _____

Applicant's Supervisor

RETURN BY AUGUST 1, 2009 TO:

Dr. Doug Major, Superintendent/CEO
Meridian Technology Center
1312 South Sangre Road
Stillwater, OK 74074

405-377-3333 (office)

E-Mail: dougm@meridian-technology.com

NATIONAL COUNCIL OF LOCAL ADMINISTRATORS (NCLA) MEMBERSHIP APPLICATION



Please complete the following information:

ACTIVE AND ASSOCIATE MEMBERSHIP DUES - \$20.00

EMERITUS AND RETIRED MEMBERSHIP DUES - \$5.00

Check One: New Member Renewal

Date: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

School/Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail Address: _____

The **LETTERGRAM** is the official newsletter of the NCLA organization. It is distributed quarterly through electronic means; therefore, your email address is very important. Your email address will only be used for the purposes of communications from NCLA to you and will not be shared with other organizations for solicitation purposes.

Send NCLA Correspondence to: Home Address School Address

Mail to:

NCLA HEADQUARTERS
P.O. Box 2473
WESTERVILLE, OH 43086-2473

THANK YOU FOR YOUR INTEREST IN OUR ORGANIZATION.

TOP 5 REASONS FOR JOINING THE NCLA

1. OPPORTUNITY FOR NETWORKING ON A NATIONAL LEVEL WITH CAREER AND TECHNICAL ADMINISTRATORS.
2. ADVOCACY AT NATIONAL LEVELS FOR POLICY INITIATIVES THAT ADVANCE CAREER AND TECHNICAL EDUCATION.
3. A PROFESSIONAL NEWSLETTER DISTRIBUTED TWO TIMES A YEAR THAT SPOTLIGHTS KEY ACTIVITIES AND BEST PRACTICES.
4. A PROFESSIONAL ORGANIZATION RESPONSIBLE FOR LOBBYING AND DISSEMINATING INFORMATION AROUND KEY LEGISLATION FOR CAREER TECHNICAL EDUCATION.
5. SPONSORSHIP OF A FALL PROFESSIONAL DEVELOPMENT CONFERENCE THAT HIGHLIGHTS BEST PRACTICES ALONG WITH VISITATIONS TO EXEMPLARY CAREER-TECHNICAL CENTERS AND PROGRAMS.

***Mission: Creating conversations that
result in innovative change***