



**State Leaders Institute
June 2-3, 2019**

#AACTEWW19

*Renaissance Arlington Capital View Hotel
2800 South Potomac Ave., Arlington, VA 22202
Salons 5, 6, 7*

SUNDAY, JUNE 2

8:00 – 8:30 a.m.	ACSR Executive Committee Meeting
8:30 – 9:00 a.m.	Breakfast
9:00 – 9:15 a.m.	Welcome <i>Kim Metcalf, Chair, AACTE Board of Directors, University of Nevada Las Vegas</i> <i>Michael Maher, Chair, ACSR, North Carolina State University</i>
9:15 – 9:30 a.m.	Ice Breaker: Bingo <i>Michael Maher, Chair, ACSR</i>
9:30 – 10:00 a.m.	Good To See You! <i>Regional Sharing and Connecting Facilitated by the Region Representatives</i>
10:00 – 10:30 a.m.	State of the States: The Political Landscape and Trends in State Policy on Educator Preparation <i>Ward Cummings, Director of Government Relations, AACTE Includes a Q & A session</i>
10:30 – 10:45 a.m.	Region Conversation <i>Discuss the State of the States and what's unfolding in your states & regions.</i>
10:45 – 11:00 a.m.	Break

11:00 – 11:45 a.m.

Dimensions of Chapter Leadership: Challenges and Opportunities

Like so many things at the state level, AACTE state chapters come in different “flavors”; some are deans only, some include faculty, staff, and students; some have all the institutions in the state, some do not; some are incredibly active, some are not, and so forth. For this session, we’d like you to get together and talk of some of the challenges and opportunities your state chapter faces with other similar state chapters:

- *Deans Only*
 - *Claudine Keenan, NJ, NE Region Representative*
- *Small number of Institutions in the state overall*
 - *Stacey Duffield, ND*
- *Large engagement, but want to do more*
 - *Mary Murray, Past Chair, ACSR, OH*

11:45 a.m. – 12:15 p.m.

Share Out & Conversation

Now taking the small group discussions to the entire group give an opportunity for the sharing of ideas and actions to move to opportunities, and to facilitate lunch conversations – connect and converse!

12:15 – 1:15 p.m.

Lunch & Table Conversations

Get to know each other a bit more and build connections while enjoying lunch.

1:15 – 2:00 p.m.

ACSR Business Meeting

Michael Maher, Chair, ACSR

2:00 – 3:00 p.m.

2018-19 State Chapter Support Grant Recipients

This session will provide an update on the 2018-19 State Chapter support Grant Recipients

Arizona Patty Horn

Indiana Shawn Shriver, Deb Lecklider

Iowa Nadene Davidson, Jeffrey Haverland

New Jersey Claudine Keenan, John Henning

Facilitator: Mary Murray, Past Chair, ACSR

3:00 – 3:45 p.m.

Building a Chapter Leadership Pipeline

Has your chapter suffered from the challenges of finding people to run for leadership positions? Are you actively cultivating your state’s next generation of educator preparation leaders? This session will share ideas on how to build or strengthen your leadership pipeline.

Facilitator: Deborah Koolbeck, Senior Director, Government Relations, AACTE

3:45 – 4:15 p.m.

Share Out and Conversation

3:15 – 4:30 p.m.

Wrap Up / Close Out the Day
Michael Maher, Chair, ACSR

4:30 – 5:30 p.m.

Informal Gathering in Hotel Bar

Meet your ACSR leadership and regional representatives, get questions answered or just get to know them better

MONDAY, JUNE 3

8:00 – 9:00 a.m.

Breakfast

9:00 – 10:00 a.m.

Media Engagement 101

As leaders of AACTE or ATE state chapters, you may need (or want) to comment on something unfolding at your institution, with the school districts you serve, the governor, the state legislature, or other part of the accountability structure for educator preparation. This session will provide you tips on developing productive relationships with the media and designing effective messaging to support your positions.

Presenters:

*Sue Stott, Director, Branding and PR, Verasolve
Nadia Singh, Marketing & Public Relations Manager,
Verasolve*

10:00 – 11:00 a.m.

Social Media Engagement 101

AACTE contracted with Verasolve to explore the association's social media presence and resulting engagement. In this session, you will acquire tips for what could work with your state chapter, based upon what AACTE learned from examining the effectiveness of its social media engagement.

Presenters:

*Sue Stott, Director, Branding and PR, Verasolve
Nadia Singh, Marketing & Public Relations Manager,
Verasolve*

11:00 – 11:15 a.m.

Your Chapter - A Web Presence and Social Media Assessment

Take this time to fill out the social media assessment document.

11:15 – 12:00 p.m.

Share Out & Conversation

This time is for all attendees to talk about two ways to engage: your chapter's web page and via social media. Share out your lessons learned and best practices to elevate the presence of your state chapter via your webpage and Twitter. Who has hired a person to update their webpage & what did that process look like? Does your state chapter have a person responsible for tweeting regularly?

Facilitator: Michael Maher, Chair, ACSR

12:00 – 1:00 p.m.

Lunch / Break

1:00 – 2:00 p.m.

Communicating Member Benefits & Recruitment of New Members

What are the benefits of membership in your state chapter? How do you communicate this with current and potential members? What are some basic steps to recruiting new members?

Facilitator: Meghan Grenda, Director of Membership, AACTE

2:00 – 3:00 p.m.

AACTE State Chapter Support Grants & Other Funding Opportunities

Ready to engage on funding opportunities? The AACTE State Chapter Support Grants are a specific opportunity, but what might you need to seek out other funding opportunities for your state chapter?

Facilitator: Caitlin Wilson, Director of Programs and Professional Development, AACTE

3:00 – 3:15 p.m.

Break

3:15 -4:15 p.m.

Partnering with the National Office

There are many ways that AACTE can support you as state chapter leaders, and your membership. Learn of some opportunities and hear specifically of the work of one chapter with AACTE in advocating for the profession. Share ideas that are emerging as this session unfolds.

*Ward Cummings, Director of Government Relations, AACTE
Judy Beck, South Carolina
Alan Jones, California*

4:15 - 5:00 p.m.

Group Discussion and Reflection

5:00 – 5:15 p.m.

Closing Out / Onward to Day on the Hill
Michael Maher, Chair, ACSR

5:30 – 7:00 p.m.

**SLI & Holmes Scholar Summer Policy Institute Joint
Reception**
Studio F