DIVISION OF CAREER TECHNICAL EDUCATION

SUBJECT
Administrator Appointment

APPLICABLE STATUTE, RULE, OR POLICY
Idaho State Board of Education Governing Policies & Procedures, Section I.E.2.c.
Idaho Code §33-2205(1)

BACKGROUND/DISCUSSION
Board policy provides that the Board’s executive director shall have authority to identify candidates and make recommendations for the appointment of Agency Heads, which must be approved and appointed by the Board.

IMPACT
The current administrator for the Division of Career Technical Education (CTE) is leaving effective December 6, 2019. This appointment will ensure continuity of operations.

ATTACHMENTS
Attachment 1 – CTE Administrator Search Committee
Attachment 2 – Cover Letter, resume, CV and letters of recommendation – Clay Long

STAFF COMMENTS AND RECOMMENDATIONS
A Search Committee composed of a broad cross-section of CTE stakeholders was formed (see Attachment 1). The committee met on November 1, 2019 to review and discuss applicants. The committee identified five finalists. The finalists were interviewed on November 5, 2019 by an interview panel comprised of Debbie Critchfield, Dr. Linda Clark, Matt Freeman and Greg Wilson, Governor’s Senior Policy Advisor for Education.

BOARD ACTION
I move to appoint Clay Long as Administrator of the Division of Career Technical Education at the rate of $60.10/hr and to delegate to the Executive Director the authority to set the effective date.

Moved by __________ Seconded by __________ Carried Yes _____ No _____
Division of Career Technical Education Administrator Search Committee -- 2019

Matt Freeman, Executive Director, State Board of Education | Search Committee Chair
Dr. Linda Clark, Member, State Board of Education
Sen. Dean Mortimer, Senate Education Committee Chairman
Rep. Rick Youngblood, Co-Chair, Joint-Finance Appropriations Committee
Dr. Rick MacLennan, President, North Idaho College
Marc Beitia, American Falls H.S. CTE teacher and 2019 Idaho Teacher of the Year
Kelly Steely, President-elect, Career and Technical Educators of Idaho; and Dean, College of Western Idaho School of Business, Communication, and Technology
Jerry Keane, Superintendent, Post Falls School District
Trent Clark, Workforce Development Council Chair
Alex LaBeau, President, Idaho Association of Commerce & Industry
Wayne Hammon, CEO, Idaho Associated General Contractors
Scott Rasmussen, Dean, ISU College of Technology
Darcy Neidigh, President, DeBest Plumbing (representing Idaho Business for Education)
October 2, 2019

Alan Schoenwald
Idaho State Board of Education
304 North 8th Street
Boise, ID 83720

Dear Mr. Schoenwald:

It is with excitement I submit this cover letter and the supporting materials as my application to be the next Administrator for the Idaho Division of Career & Technical Education. I have spent my entire professional career working with the various aspects and stakeholders of Career & Technical Education (CTE). Not only is this position my career goal, I believe my education, experiences and successful track-record make me the ideal candidate to help move Idaho CTE forward collaboratively and effectively.

My journey with CTE began as a high school student enrolling in multiple CTE courses and being a member of several Career & Technical Student Organizations (CTSOs). This progressed to becoming a state and national CTSO student leader, state intern for Idaho CTE, CTSO manager for several of Idaho’s CTSOs, Board member and Chairman for a National CTSO, CTE classroom educator and local advisor, district CTE/CTS Administrator, and leader of both Career & Technical Educators of Idaho (CTEI) and the Idaho CTE Foundation. Each of these roles allowed me to see CTE from a different point-of-view. Currently, as Chief of Staff for Idaho’s largest full-service city, I see yet another unique perspective: the critical role CTE and a prepared workforce plays in allowing for economic development at the local level. In each of these capacities I continue to champion CTE. I am CTE!

Being a CTE teacher, or teacher of any content area is not easy. We expect teachers to work long beyond the contract time finetuning and changing curriculum based on new initiatives and state direction. Often, the decisions handed to implement or work around are made at the top without direct input from “the boots on the ground”. I believe change has its purpose and anytime we can improve practices, identify efficiencies, and learn benefits generations to come. However, what remains critical to ensuring change is smooth and transparent, is the need to have all stakeholders engaged in the conversations, helping identify the desired results, and understanding the why behind the change. As a CTE Administrator for Idaho’s 3rd largest school district, I worked tirelessly to advocate for our teachers and ensure their feedback was listened-to and used in the decision-making process.

In all my years working with education and industry, I’ve never heard someone indicate they didn’t want accountability, rigor in programs, and students to be the best prepared possible. However, oftentimes this message translates to more work, compliance, unnecessary change, or standardized tests. I’ve also never met an individual who is not 100% behind students being better prepared for future education and the workforce—the why behind accountability remains critical to get buy-in and support at all levels.

Serving as the Assistant Director of CTE for the Nampa School District, I worked to foster strong relationships with our local and state policymakers. I regularly attended the Association of Career & Technical Education’s National Policy Seminar in Washington, D.C. to share with Idaho’s congressional delegation the value and importance CTE plays within the state and local economies. In addition to attending conferences, I led Nampa’s efforts to start a CTE Month Proclamation Signing where we hosted school administration, students, business leaders, elected officials, and post-secondary partners to champion and support the ongoing efforts of advancing the image of CTE and growing and expanding its programming and offerings. Additionally, I launched the annual ICAT Industry Summit where we brought industry and policy makers to the table to discuss current challenges and how CTE could be a
solution. After a robust conversation we concluded the event by touring attendees through our three high schools which housed our 28 career pathways.

During my time with Nampa I was also charged with district-wide alignment efforts; ensuring courses offered throughout the district were vertically and horizontally aligned. As the individual responsible for our data and assessment of Capstone students through their Technical Skill Assessments and Workplace Readiness Assessments I worked with our teachers to understand the importance of pre- and post-assessments and leverage results and data to drive instruction and expanded support for student’s growth. We used go-on and attrition rates to help drive efforts and create promotional materials to better attract and retain the right students.

While serving as a local administrator, three years ago I was elected as president-elect for Career Technical Educators of Idaho (CTEI). CTEI is the state-wide member association representing CTE educators, administrators, and stakeholders. I did not have extensive involvement with CTEI prior to this position, however, I recognized an opportunity for improvement. To move the organization forward I led a strategic and long-range plan starting with stakeholder feedback on what should be the priorities of CTEI for the next five years. To kick-off my term as president the board adopted its first Strategic & Long-Range plan. To remain current, this roadmap is reviewed annually and has helped sequential leadership stay on course to what the membership identified as critical areas to focus on and improve. Because of this work, CTEI has seen significant improvement in the collaboration and partnership with the Idaho Division of CTE, a more visible voice and advocate at the state and federal policy making levels, along with membership growth to over 900 members state-wide. This work has been successful because of the collaborative and state-wide effort to collect input to make sure the change and movement forward supported everyone within the system.

Even though I served as an administrator and teacher for larger school districts, I have always kept in mind the implication decisions made at the state and federal level could have on the rural schools where one or two CTE programs are offered. Changes such as teacher certifications, funding, and classification of programs all remained very important to me even if the “big guys” wouldn’t see drastic change. It was important for me to not only advocate for the system I help administer but to also be a voice for those districts who are not fortunate to have the additional resources available to larger school districts.

In any position I hold I always work to ensure my stewardship of people is a top priority. I demonstrate this by caring-for, respecting, appreciating and empowering and engaging the team. I work to help others understand the return-on-investment when setting vision for culture. Recognizing that collaboration takes a significant investment of time, however, the result of high-moral pays dividends far beyond the initial investment. I believe this value has been witnessed by all I have worked and engaged with, evident through the enclosed letters of support and recommendation.

I believe in CTE and recognize the untapped potential for continued growth, partnerships and preparation towards Idaho’s future workforce. I hope this quick snapshot of my professional journey has sparked your interest in my abilities and desire to serve as a leader of Idaho’s CTE system. I look forward to the opportunity to meet you in person, further share how my experiences align with what you’re seeking in your next administrator, and answer any questions you may have.

Sincerely,

Clay Long

ENCLOSURES
**CLAY LONG**

**SCHOOLING**
- Education Specialist – Educational Leadership
  Northwest Nazarene University
- Masters of Education – Educational Leadership
  Concordia University
- Bachelors of Science – Business Administration
  Lewis-Clark State College

**SKILLS**
- Leadership
- Project Management
- Staff Training & Development
- Public Speaking
- Conflict Resolution
- Budgeting Development and Management
- Customer Service
- Exceptional Interpersonal Communications
- Marketing Management
- Team Building
- Conference Management
- Contract Negotiations
- Computer Literate
- Curriculum Development

**CERTIFICATIONS**
- Idaho Administrator Credential
  CTE Administrator
  Pre-K-12 Principal
  Pre-K-12 Superintendent
- Idaho Teaching Credential
  Advanced Occupational Certification
  Fire Control/Safety Technologies
  Business Management/Finance
  Microcomputer Applications

**VOLUNTEER LEADERSHIP**
- SkillsUSA Idaho, Board Chair
- National BPA, Board Chair
- LCSC; Treasure Valley Alumni, President
- Drug Free Idaho, Vice-President

**AFFILIATIONS**
- Association for Career & Technical Education
- Career & Technical Educators of Idaho
- Idaho Career & Technical Education Foundation
- Nampa Chamber of Commerce
- National Association of Secondary School Principals
- National Business Education Association

**EXPERIENCE**

**Listed Current to Past**

<table>
<thead>
<tr>
<th>CITY OF NAMPA</th>
<th>JULY 2019 – PRESENT</th>
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<tbody>
<tr>
<td>**CHIEF OF STAFF</td>
<td>MAYOR DEBBIE KLING**</td>
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<tr>
<td>▪ Provide strategic oversight of City’s Risk Management Program.</td>
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<td>▪ Provide leadership and foster collaboration for overall city assessment and strategic planning.</td>
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<td>▪ Provide oversight and serve as a liaison to all boards and commissions.</td>
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<tr>
<th>NAMPA SCHOOL DISTRICT</th>
<th>JULY 2015 – JUNE 2019</th>
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<tr>
<td><strong>ASSISTANT DIRECTOR, CAREER &amp; TECHNICAL EDUCATION</strong></td>
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<tr>
<td>▪ Deliver technical assistance and resources to teachers, building and district administrators, and counselors to support student learning outcomes within all CTE program areas.</td>
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<td>▪ Create and publish monthly newsletter, marketing collateral, and CTSO documentation.</td>
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<td>▪ Present CTE updates and spotlights to School Board and Superintendent.</td>
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<td>▪ Provide guidance on Technical Advisory Committees, CTSOs, course standards, teacher certification, and other components of quality program of studies.</td>
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<tr>
<td>▪ Collect, prepare, and produce all state and federal compliance data and reports.</td>
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<td>▪ Supervise Technical Skill Assessments/Workplace Readiness Assessments and provide resources and tools to assist in the increase of student outcomes (scores).</td>
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<td>▪ Develop, allocate, and monitor financial controls and policies for ASB, State, and Federal funds.</td>
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<td>▪ Create and maintain comprehensive marketing plan and branding of Nampa CTE and programs.</td>
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<tr>
<th>CAREER &amp; TECHNICAL EDUCATORS OF IDAHO</th>
<th>JULY 2017 – AUGUST 2018</th>
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<tbody>
<tr>
<td><strong>STATE PRESIDENT</strong></td>
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<tr>
<td>▪ Provide state-wide vision and leadership to foster stakeholder driven development of the Strategic and Long-Range Plan.</td>
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<td>▪ Promote positive working relationships between elected officials, State Board of Education, Career &amp; Technical Education state leaders.</td>
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<td>▪ Develop and update comprehensive membership and marketing platform.</td>
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<td>▪ Represent CTE at Regional, State, and National Meetings and Conferences.</td>
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<td>▪ Develop collaborative relationships with other States Associations, their staff, and National Staff which lead to increased recognition of CTEI programs and initiatives.</td>
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<tr>
<th>WEST ADA SCHOOL DISTRICT</th>
<th>JULY 2011 – JUNE 2015</th>
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<tbody>
<tr>
<td>**INSTRUCTOR, FIRE SERVICES</td>
<td>ADVISOR: SKILLSUSA &amp; STUDENT COUNCIL**</td>
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<tr>
<td>▪ Develop comprehensive program curriculum tied to industry standards and expectations.</td>
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<td>▪ Improve student participation in the classroom through integration of real-world experiences in leadership roles within the Fire Service.</td>
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<td>▪ Implement special outreach programs to increase interest from industry.</td>
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**REFERENCES**

Debbie Kling, Mayor
City of Nampa | 208-468-5555

Angie Neal, CTE Coordinator
West Ada School District | 208-350-5051

Jewels Carpenter, CTE Director
Nampa School District | 208-468-4600
Innovative leader dedicated to continuous process improvement in the face of rapidly evolving and changing expectations with a willingness to take on added responsibility to meet team deadlines. Dependable leader bringing experience in building and maintaining high quality programs, curriculum, resources, and extensive experience in CTE administration. Extremely results-oriented and proactive in addressing and resolving problems.

Extended Resume / CV

Education

Doctor of Philosophy (Ph.D.): Educational Leadership
Northwest Nazarene University – Nampa, ID (anticipated May 2020)

Education Specialist (Ed.S.): Educational Leadership – Superintendent
Northwest Nazarene University – Nampa, ID (2016)

Masters of Education (M.Ed.): Educational Leadership
Concordia University – Portland, OR (2013)

Bachelors of Science (B.S.): Business Administration
Lewis-Clark State College – Lewiston, ID (2010)

Municipality Leadership

Chief of Staff:
City of Nampa (2019-Present)

Educational Leadership

Assistant Director; Career & Technical Education | Nampa, ID
Nampa School District (2015-Present)

University Supervisor; INSPIRE
University of Idaho (2017-2018)

Principal Intern; Mountain View High School | Meridian, ID
West Ada School District (2013-2014)

Instruction

Instructor; Firefighting/Emergency Medical Services | Meridian, ID

Academic Credentials

Idaho State Department of Education

Administration
Career Technical Education Administrator
Pre-K-12 Principal
Superintendent

Teaching
Advanced Occupational Certification
Fire Control/Safety Technologies
Business Management/Finance
Microcomputers

Grants
2014 - $7,800; Education Foundation Grant Recipient
2012 - $187,000; Federal Emergency Management Agency
Non-Profit Engagement

Trustee; Business Professionals of America, Inc. (2007-2014)
  2011-2012; Chairman
  2010-2011; Vice Chairman (Personnel Committee Chair, Audit Committee Chair)
  2007-2010; Treasurer (Finance Committee Chair)

Ambassador; Nampa Chamber of Commerce (2016 – Present)

Director; SkillsUSA Idaho Board of Directors (2013 – 2016)
  2014-2016; Chairman
  2013-2014; Vice Chairman

Director, Idaho Career & Technical Education Foundation (2014 – Present)
  2017-Present; Treasurer

Director; Drug Free Idaho, Inc. (2013-2015)
  2014-2016; Vice Chair

Director; Buckle-up For Bobby, Inc. (2013-2015)

Director; Genesee Civic Association (2003-2006)
  2005-2006; President

Volunteer Service

Firefighter; Upper Deer Flat Fire Department (July 2018-Present)

Firefighter/Ambulance Crew; Genesee Volunteer Fire Department (2004-2011)
  2008-2011; Director
  2007-2011; Treasurer

Corporate Experience

Executive Management

President; LeaderBound (2015-Present)

Chief Financial Officer/Managing Investor; Mountain State Financial (2011- Present)

President/CEO; CBL Solutions (2009-2016)

Mid-Level Management

State Advisor / Corporate Member; DECA, Inc. (2008-2011)

State Coordinator; Idaho DECA (2008-2011)

Other

State Officer Coordinator; SkillsUSA Idaho (2013-2016)

Account Executive; Idaho Stampede (NBA D-League Team) (2010-2011)

State Officer Coordinator; Idaho Business Professionals of America (2006-2011)
Other (Corporate Experience cont’)
Teller/Member Services Support; Potlatch No. 1 Federal Credit Union (2008-2010)

Park Supervisor / Animal Control Officer; City of Genesee (2003-2008)

Magazine Article

Public Talks
2018 Hints and Tips to becoming an Administrator
Stop Overthinking! How to Leverage CTSO Resources
From Manager to Leader

2017 Curriculum Alignment and Assessment

2016 Career Technical Student Organizations

2016 Technical Advisory Committees

Awards
2018 Idaho CTE Administrator of the Year | Career & Technical Educators of Idaho
Hall of Fame; National BPA

2017 Rising Star Award | Lewis-Clark State College; Alumni Association
Idaho Business Review Accomplished Under 40

2016 SkillsUSA State Advisor of the Year; SkillsUSA Idaho
2016 Honorary Chapter Membership; Nampa FFA

2011 Outstanding Service Award; National BPA

2010 President’s Medallion; Lewis-Clark State College

Leadership
President | Career & Technical Educators of Idaho (2017-2018)

National Alumni President | Business Professionals of America (2014-2015)

Associated Student Body President | Lewis-Clark State College (2009-2010)

LC Communication Board Chair | Lewis-Clark State College (2007-2009)

Warrior Entertainment Board Chair | Lewis-Clark State College (2007-2008)

President | Idaho Business Professionals of America, Post-Secondary Division (2006-2007)

National Parliamentarian | Business Professionals of America (2005-2006)

Skills
Leadership • Project Management • Staff Training & Development • Public Speaking • Conflict Resolution
Budgeting Development and Management • Customer Service • Exceptional Interpersonal Communications
• Marketing Management • Team Building • Conference Management • Contract Negotiations • Computer
Literate • Curriculum and Assessment Alignment and Development

Professional Association Membership
Association for Career & Technical Education (www.acteonline.com)

Business Professionals of America (www.bpa.org)

Career & Technical Educators of Idaho (www.ctei.org)
Professional Statements

Pam White, Commissioner; Canyon County

“Clay has desire to make sure that students in his charge are given every opportunity available to excel in their chosen area of study. His vivid imagination and fearless approach to “outside of the box” learning methods have put the Career-Technical Education programs of the Nampa School District in the forefront of high school professional vocational learning. His infectious sense of humor and easy going attitude combined with the fact that he is just plain kind are the traits that make it so easy for students to relate to him and strive to succeed. He is a natural leader. He will be famous in Idaho education endeavors, leading the pack in cutting edge learning opportunities.”

Jean Mutchie, Service Line Manager; St. Luke’s Children’s

“As a natural leader, Clay is more than an educator and administrator, he is a champion for the kids he serves, the Nampa School District and our community. Everything Clay does is with excellence and with a heart to serve.

As an example of Clay’s commitment to kids, at Christmas this past year, Clay pulled together a team to provide lunch to 300 kids when school was not in session. This was outside of his role as Assistance Director, Career & Technical Education, this was as a volunteer and servant. As a visionary, servant leader, when Clay sees a need he brings others alongside to see that a solution is identified and the need is met. Clay’s commitment to our community and vision for an educational system that prepares students for life and a successful future is greatly valued and needed!”

Debbie Kling, Mayor; City of Nampa

“Clay is a visionary leader, influencing change across the state of Idaho. As a leader of change and influence, Clay has the ability to convene state, municipal and community leaders to identify solutions to complex problems that result in improving education for students. Additionally, he has a keen understanding of developing strategic partnerships that impact lasting change.

The unique leadership competencies that Clay possesses make him one of the area’s most influential young leaders. Clay sees opportunity where others see barriers. He has an unwavering commitment to shaping an education experience that enriches the future for students that is augmented by sound strategy and a focus on performance improvement.”
Debra Guinn, Chef; Idaho Center for Advanced Technology’s Culinary Arts Program

“Clay has brought more than just assistance to the CTE programs that he was charged with doing, but he has provided us as teachers a sense of belonging and a team of CTE teachers working together for the betterment of our students and helping prepare them for their endeavors after high school. While I often think it is impossible such a young individual can have these skills, Clay has proven me wrong time and time again—I am confident this would be a common theme from both teachers and administrators throughout the District. Watching Clay and learning from his innovative approach to challenges has allowed me to grow in my individual leadership capabilities.”

Kent Goldthorp, Ada County Highway District Commissioner

“I have seldom met and interacted with an individual with as many leadership, organizational and motivational skills as Clay possesses. I first met Clay when he was directing the DECA Conference several years ago. I was so impressed with the smoothness of the conference operation that my company, Konica Minolta became a large sponsor of that Conference, a relationship that lasts even today. We still support this organization and are huge proponents of Career & Technical Education but, I must admit, I’ve never seen the Conference run as well as when Clay was at the helm.

From that first meeting until today I have observed Clay simultaneously tackle leadership positions, mentoring relationships as well as his own education without breathing hard. He has succeeded above what I would consider any reasonable level of positive expectations in all of this.”

Lucretia Bollinger, Lead Teacher; Nampa CTE Health Professions Academy

“He has been a proactive administrator who is encouraging and supporting for teachers as well as students. Clay did an exceptional job at promoting growth in our CTE programs, including organizing and facilitating a professional video by the Nampa Chamber of Commerce that has been shown throughout the United States. We have had highly attended “Open Houses”, “Spring Flings” and other visitations of Advisory Board Members and others from various industries.

Clay is very dependable and I know that if I asked Clay for any kind of assistance, I would receive it in a timely manner. He has shared excellent information for us to conduct a productive Industry Advisory Committee meeting, and how to organize and increase student enrollment in our CTSOs and complete state forms. He holds a clear understanding of all CTE programs and has the ability to articulate in all industry settings.”
# Letters of Reference / Support

<table>
<thead>
<tr>
<th>Individual</th>
<th>Position</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Debbie Kling</td>
<td>Mayor</td>
<td>City of Nampa</td>
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<tr>
<td>Jewels Carpenter</td>
<td>Director</td>
<td>Nampa School District</td>
</tr>
<tr>
<td>Dr. Angie Neal</td>
<td>Coordinator</td>
<td>West Ada School District</td>
</tr>
<tr>
<td>Lex Godfrey</td>
<td>Agricultural Educator</td>
<td>Jefferson School District</td>
</tr>
<tr>
<td>Dr. Brenda Jacobsen</td>
<td>Associate Professor</td>
<td>Idaho State University College of Education</td>
</tr>
<tr>
<td>Peter McPherson</td>
<td>Chief Deputy Superintendent</td>
<td>Idaho State Department of Education</td>
</tr>
<tr>
<td>Courtney Santillan</td>
<td>Dean</td>
<td>College of Western Idaho</td>
</tr>
<tr>
<td>Colby Mattila</td>
<td>Director</td>
<td>Kootenai Technical Education Campus</td>
</tr>
<tr>
<td>Kirk Carpenter</td>
<td>Fire Chief</td>
<td>Nampa Fire Department</td>
</tr>
<tr>
<td>Mark Perna</td>
<td>Motivational Speaker/Author/Owner</td>
<td>Tools for Schools</td>
</tr>
<tr>
<td>Mitch Minette</td>
<td>President/CEO</td>
<td>Nampa Chamber of Commerce</td>
</tr>
<tr>
<td>Bob Solders</td>
<td>Superintendent Finished Products Maintenance</td>
<td>Clearwater Paper Corporation</td>
</tr>
<tr>
<td>Dr. Harold Nevil</td>
<td>Superintendent</td>
<td>Canyon Owyhee School Service Agency</td>
</tr>
<tr>
<td>Spencer Barzee</td>
<td>Superintendent</td>
<td>West Side School District #202</td>
</tr>
<tr>
<td>Jose DeLeon</td>
<td>Workforce Consultant Senior</td>
<td>Idaho Department of Labor</td>
</tr>
</tbody>
</table>
October 3, 2019

Alan Schoenwald
Idaho State Board of Education
650 W. State Street #307
Boise, Idaho 83702

RE: Administrator of the Idaho Division of Career Technical Education

Dear Mr. Schoenwald:

Please accept this letter of recommendation for Clay Long to serve as the next Administrator for the Idaho Division of Career Technical Education (CTE).

While serving as the President of the Nampa Chamber of Commerce, I had the opportunity to meet Mr. Long, which was approximately four years ago, while he served as the Asst. Dir of the Nampa CTE program. Mr. Long served as an important leader and catalyst to change in the Nampa CTE program. He has a passion for CTE statewide and has served in a number of leadership capacities during his tenue in education.

Today, Clay Long serves as my Chief of Staff for the City of Nampa. He is a gifted administrator and excellent leader. While I would prefer not to lose Mr. Long, I fully support his vision for CTE in the State of Idaho and his pursuit of the position of Administrator of the Idaho Division of Career Technical Education. Our state needs an excellent, visionary leader that understands the needs of our businesses and has served in a hands on position with CTE programs.

Sincerely,

Debbie Kling
Mayor
City of Nampa
To Whom it May Concern,

October 1, 2019

It is an honor for me to write this Letter of Recommendation for Clay Long to become the next Administrator for the Idaho Division of Career and Technical Education.

I have known Clay for 10 years. I met Clay when he was a college intern for the Idaho State Division of Career & Technical Education. Even as a college student, we, at the state level were extremely impressed with Clay's drive and determination. As the Nampa School District Director of Career & Technical Education (CTE) I supervised Mr. Long for the four years he was with us in his role as the Assistant Director of CTE. I have observed Clay as a district director, teacher, leader, and co-worker. Mr. Long is exceptional in all of those capacities. He has superior communication skills, whether it be one-on-one or in a large group setting. He excels in emergency and day-to-day situations. His energy and enthusiasm, optimism and grit, are contagious to all those around him.

His ability to develop relationships to advance the work of our school district, city and state are invaluable. Clay has been the lead as we pushed forward in our District-wide work with standards alignment, CTE State assessments, common formative assessments, purchasing processes, industry relationships, and teacher recruitment and retention, and teaching strategies to ensure highly engaged classrooms. Clay isn't afraid to question past practices and always has a solution to help his team and the district get better.

He has always sought out new ways to advance his level of efficiency and professional knowledge and skills, whether through research based pedagogy or planning and organization of skill development, Clay is always seeking out ways to better himself as well as his colleagues and any organization he works with. His drive and professionalism set him apart from his peers as he sets high expectations for himself, his peers, and his co-workers. In his incredibly busy schedule, Clay manages to continue to be a leader in education and in life!

Clay Long has to be the best candidate for the Administrator position.

Sincerely,

Jewels Carpenter
Director, Career & Technical Education
Nampa School District

Inspiring Excellence — Every Child, Every Day
619 S. Canyon St. Nampa, ID 83686
www.nsd131.org
September 25, 2019

Re: Recommendation for Clay Long

To Whom It May Concern:

It is my pleasure to recommend Mr. Clay Long for the position of Idaho Division of Career Technical Education Administrator.

I have known Clay for 15 years and have worked with him in my previous role as Idaho CTE Program Manager of Business/Marketing Education, State Advisor of Idaho Business Professionals of America (BPA) and Idaho DECA, and current role as CTE Coordinator at West Ada School District in Meridian.

Clay’s CTE experience includes:

- High School Member of BPA and FFA
- BPA State and National Officer
- Chairman of the National BPA Board of Trustees
- CTSO Coordinator of DECA
- High School Firefighting Instructor
- Assistant Director of CTE in Nampa School District

Clay graduated with a degree in business from Lewis Clark State College. He completed a master’s degree and will earn his doctorate from NNU in May of 2020.

He is a detail-oriented problem solver. Clay has exceptional skills in budgeting, managing events, branding, promotion. He has a deep understanding of CTE in Idaho. He also has a strong knowledge of budget development, financial management, and networking skills.

As a former Idaho CTE program manager, I have every confidence that Clay would be an asset to the Idaho Division of CTE as the Administrator. Clay is a product of Idaho CTE programs and is ready to take on the challenge of leading the organization. I believe he will always keep students and stakeholders in mind when making decisions.

If you have questions, or would like to discuss his qualifications in person, please feel free to call me at 208-350-5049 or email me at neal.angie@westada.org. I can also be reached by cell at 208-631-7130. Thank you for giving Clay your strongest consideration.

Sincerely,

Angie Neal, Ph.D., Curriculum Coordinator
Career-Technical Education
RE: Letter of Recommendation for Mr. Clay Long
Date: September 26, 2019
To: Selection Committee for Idaho Career and Technical Education Administrator

I am pleased to write this letter of recommendation for Mr. Clay Long. I have known Clay for many years as we have served together on the board of the Career and Technical Educators of Idaho. During this time Mr. Long has served as: the state president of Career and Technical Educators of Idaho, participated as a board member of the Idaho Career and Technical Education Foundation, and was employed as the Assistant Director of Career and Technical Education in the Nampa School District. Clay is a person I respect and admire. It is impossible in the limits of a letter to comment on all of the great qualities of Mr. Long as an administrator, educator, professional and person. I will comment on a few general areas that offer insight into the professional and personal attributes he possesses.

I have had the opportunity of working with Mr. Long as a board member of Career & Technical Educators of Idaho (CTEI). He has always been very professional, and honest while working to foster relationships, cooperate with the Idaho Division of Career and Technical Education (ICTE), working with business and industry, and seeking to cooperate with state legislators. In preparing for meetings and moving forward with well thought-out strategic plans, Clay works diligently to ensure cooperation, communication and lays the groundwork for a successful experience for the involved individuals and organizations. Clay is informative, compassionate, but firm while maintaining the level of excellence to ensure success in the profession. While fulfilling these responsibilities, I have witnessed professional organization, a willingness to listen with an open mind, the ability to present new ideas while fostering support from those affected, and a passion to do what is in the best interest of all. I have witnessed Mr. Long dealing with difficult situations, he remains composed and professional, and when dealing with situations he is very careful to not break trust. While working with Clay I have seen him spend countless hours to ensure that programs and responsibilities are properly prepared and handled.

It was under Clay’s leadership that CTEI was able to gather stakeholder input to develop a Strategic and Long-Range Plan. The tenants of the plan have been critical for the positive growth and impact of Career and Technical Educators of Idaho. Clay’s ability to pull people together in an organized fashion and gather their constructive insight to develop the plan was a demonstration of commitment and real leadership.

Clay is a talented; he shares his passion for technical education and students. His talents are to recognize the strengths of the people he works with and facilitate an environment where the individual can be successful, he also understands weaknesses and works to ensure the program can compensate and strengthen the individual weakness in order to sustain success. I believe that this talent is because he recognizes and values people. Through these skills and his level of commitment and dedication Mr. Long has established a great rapport with CTE administrators, CTE teachers, CTE stakeholders and CTE students. I respect Mr. Long and know that I will always be treated with dignity and respect in his presence; I believe others who know and have dealings with Mr. Long feel the same.

Clay Long is a professional; he lives and projects the part of extraordinary man both in his personal and professional life. Clay has served in many leadership positions, leadership comes with responsibility; Clay has accepted his role as a leader and been part of real and significant change. In his community he is involved in appropriate civic activities, where he is further admired and respected.

I have high personal respect for Mr. Clay Long and his many talents and personal character. I wish him the best. I highly recommend Mr. Clay Long; he is a valuable asset to any group of people or organization he is associated with. If I can offer further insight, please contact me.

Sincerely,

Lex Godfrey
Agriscience and Technology Instructor - Rigby High School
Career and Technical Educators of Idaho – Legislative Liaison
DEAR STATE BOARD OF EDUCATION,

I am writing this letter on behalf of Clay Long whom I believe would make an outstanding Career Technical Education Administrator for the State of Idaho. I have worked with Clay for the past 12 years, in several roles from colleagues on a National Board of Trustees to a partnership in supporting Career Technical Students Organizations in Idaho to supporting teachers through Career Technical Educators of Idaho and he has been instrumental at all levels in vision, collaboration, relationship building and professionalism.

Clay is a detail-oriented, highly accessible individual who has continued to encourage those he works with to think in alternative ways. From his work with business and industry to align secondary and postsecondary programs with workforce needs to developing and more importantly maintaining strong partner relationships, Clay understands and implements best practices within Career and Technical Education at every level.

I have witnessed Clay’s executive talent on many occasions. He is a highly approachable visionary with exceptional communication and networking skills. I have watched him listen to the ideas of others and use their experiences and his expertise to formulate successful strategies that have helped many areas that support industry, teachers and students. Clay has insight and perspective that surpass his years, with a competitive nature and determination he has earned the respect of those he has worked for and with.

It is my pleasure to recommend Clay Long for the position of Career Technical Education Administrator. His high level of expertise, healthy self-confidence and excellent leadership skills combine to make him the very best person for the job. I am happy to discuss Clay’s qualifications in more detail, and am available to meet with the Board if necessary. Please feel free to contact me at (208) 380-5663 or at jacobren@isu.edu.

Best Regards,

Dr. Brenda Jacobsen
October 2, 2019

Dear Sir/Madam:

I am pleased to write a letter of recommendation for Clay Long. I highly recommend Clay for the Idaho Division of Career Technical Education Administrator position. I have had the pleasure of interacting and working with Clay in his role as Chief of Staff for Nampa Mayor Debbie Kling and in his previous duties as an administrator for the Nampa School District CTE program. In addition, I have spent considerable time with Clay in NNU’s Doctoral Program cohort and have appreciated his intelligence, passion, and commitment to excellence in analyzing and improving both CTE and education in Idaho. I believe Clay to be a strong, charismatic leader who demonstrates remarkable dependability and a resilient work ethic. This can be demonstrated by his numerous achievements and awards that he has received. On multiple occasions, I have seen firsthand his ability to deal with challenges and problems and be willing to work long hours for the good of students, schools, and communities throughout Idaho.

Clay has a unique ability to connect with others and gain their respect and trust. In his duties at both his current and previous jobs, he has quickly forged strong relationships with community leaders, patrons, students, faculty, parents, and board members. Clay demonstrates a strong commitment and relentless persistence in working to help both CTE and education in Idaho be successful.

I have no doubt that considering Clay for your administrator position matches the criteria of the job requirements. He regularly demonstrates professionalism, leadership, mentorship, and community service in his every day responsibilities. Additionally, he is known for his passion and dedication to promoting education across the state of Idaho. If you have any further questions, please don’t hesitate to contact me.

Regards,

Peter J. McPherson
208.989.7136
pjim_49@hotmail.com
September 23, 2019

Re: Clay Long
ICTE Division Administrator

Search Committee,

It is with great pleasure that I write in support of Clay Long as a candidate for the CTE Administrator for Idaho. Over the last several years, I have had the opportunity to work beside Clay as a partner on a public safety program initiative that included secondary, post-secondary, and industry representatives. In working with Clay, I found him to be a reliable, consistent, and trustworthy professional. He leads with a creative and collaborative approach, partnering with industry and education professionals for input and feedback on all decisions.

I can attest to Clay’s skills as an innovative and visionary leader with a comprehensive understanding of K-12, CTE, and post-secondary educational systems. In the years I’ve known Clay, I have been impressed by his ability to create partnerships and foster a strong network of colleagues. He has a noteworthy and impressive list of career accomplishments which I feel makes him an ideal candidate to lead the State Division of CTE to success.

As a person, Clay is approachable, warm, and trustworthy. As an educator, I’m confident he will prioritize student success and look forward to working together to educate our upcoming workforce.

If you should need any additional details or have any questions, please feel free to reach out.

Sincerely,

Courtney Santillan
Courtney Santillan, MPA
Dean, Social Sciences and Public Affairs
College of Western Idaho
courtenysantillan@cwi.edu
To Whom It May Concern:

I am writing this letter to recommend Clay Long for the Idaho Career and Technical Education Administrator position. Clay would be a phenomenal choice for this position because of his extensive background in CTE.

Clay started teaching Fire Services for the West Ada School district in 2011. During that time, he worked on developing a robust curriculum that linked directly to industry. By linking his program to industry Clay was able to make lasting and meaningful relationships the community as a whole.

As the President of CTEI Clay met with all of the Career and Technical Education teacher associations in Idaho addressing issues facing them. This interaction helped bridge the gap between the state department and the teachers in the field. Also placing Clay in front of policy makers to help shape and change the face of CTE for Idaho.

I had the pleasure of working with Clay from 2015-2019 as a fellow Career and Technical School administrator. Clay’s experiences as a CTS administrator will be invaluable for this position. His interaction with legislators and policy makers gives him the resources needed to be very successful as a state leader. I would highly recommend Clay for this position.

Sincerely,

Colby Mattila
KTEC Director
RE: Letter of Recommendation for Clay Long for the position of CTE Administrator

Attention: Hiring Board

I am writing you today to recommend Clay Long for the position of Career Technical Education Administrator for the state of Idaho.

I have known Clay Long for many years and have experienced his leadership abilities in numerous capacities. I have witnessed him direct and gain buy-in for multiagency efforts and have watched as he formed and championed teams who accomplish goal oriented high-level tasks. This work has led to historic educational change. His ability to seek perspective and empower those around him to achieve success while staying focused on the goals and desired outcomes are talents I envy.

Clay’s accomplishments and success with the Structural Fire Program at Renaissance High School is one example of his ability to lead strategic change driven by industry’s need. In addition to his work in West Ada, he played a critical role in bringing together secondary, post-secondary, and several public safety agencies from across the Treasure Valley to start the development of a valley-wide Public Safety Training Academy Facility. I believe it demonstrates his ability to develop and grow relationships not only within the education realm but represents bridges to industry and business partnerships. I have always appreciated his drive to create programs that enhance the talents and rate of success of Idaho students while providing a positive investment for all communities throughout the Treasure Valley.

If there was only one thing that I could relay to the selection board about Clay Long above all things, it would be his character. I know Clay Long to be a man of integrity, compassion, and professionalism. His work ethic is second to none, and he is a leader for all people. He has an innate ability to find the gifts and talents of each team member while holding accountability and core value driven efforts that lead to success. I honestly believe that Clay Long is the exact person the State of Idaho is looking for to grow our state CTE programs. If selected, Clay will prove to be the innovative leader that will help guide the efforts in creating amazing opportunities for Idaho’s youth.

Thank you for your time and your dedicated effort in finding the right leader for Idaho’s future. I would be more than happy to answer any further questions the selection board may have and please do not hesitate to contact me personally if you should have any further needs.

Sincerely,

Kirk Carpenter
Fire Chief
Nampa Fire Department
208-250-3258
carpenterk@cityofnampa.us
To Whom It May Concern:

The purpose of this letter is to recommend Clay Long for the position of CTE Administrator for the state of Idaho. As an education and performance consultant, I have worked closely with Clay for over four years. He is a true professional focused on delivering an exceptional student and teacher experience.

During the time I have known Clay, I’ve watched him become one of the driving forces in the success of career and technical education (CTE). As a mainstay advocate on the national stage, he is leading the charge with local, state, and national legislators and policymakers to revolutionize the nation’s perception of CTE. He is proactive, effective, and a tremendous communicator who builds consensus as a true leader.

Clay’s firm grasp on the emerging priorities of employers, communities, and teachers allows him to position his programs and support in the areas where they will have the greatest impact. He understands the vast array of national best practices and, most importantly, has the will and determination to see them through implementation to a successful outcome.

Perceptive, intelligent, and self-motivated, Clay will do whatever is necessary to accomplish the stated goal and positively impact students, teachers, and communities with lasting change.

Clay’s impressive background and experience will help connect the dots between education and workforce as he continues to fight for the skills that employers need from an engaged and well-trained workforce. Clay understands and champions those needs in an effort to deliver the right employee, in the right positions, for all the right reasons.

In my capacity as an international speaker, award-winning author, and CEO of a company working within CTE for almost 25 years, I have seen many leaders. Clay is part of a small and elite group that achieves excellence in every aspect of the word. In conclusion, I highly recommend Clay for this position due to his exceptional communication skills, tireless commitment to CTE, and ability to lead the Idaho Division of Career Technical Education toward a strong future.

Sincerely,

Mark C. Perna
Founder, Author, and CEO
Idaho State Board of Education  
650 W. State Street #307  
Boise, ID 83720

To whom it may concern:

First and foremost, thank you for your service and all you do for our amazing State of Idaho.

It is with the utmost respect that I share my personal and professional support for Mr. Clay Long as a qualified candidate for the CTE Administrator position. I have had the privilege of working with Clay for the past 10+ years both at his position with the Nampa School District and currently with the City of Nampa. Clay has served on several Chamber of Commerce committees and councils and is always the true professional / optimist. When I think of the necessary skills and personality of the position you are looking for – I think of Clay Long.

On behalf of the Nampa Chamber of Commerce Board, Staff, and Volunteers it is my pleasure to express my support and appreciation for Clay.

If I can be of any help or questions you may have in your decision-making process- PLEASE feel free to call me on my cell phone. 208.249.4268.

Respectfully,

Mitch Minnette

Mitch Minnette  
President/CEO  
Nampa Chamber of Commerce
September 19, 2019

To Whom It May Concern:

I strongly recommend my colleague, Clay Long, for the position of Idaho CTE Administrator. I have had the pleasure of serving alongside him for 3 years as a member of the board of directors for Idaho Skills USA. During the last year of my term, Clay had served as Chairperson of the board and I served as Vice-Chair. I have continued serving alongside Clay as a board member of the Idaho CTE Foundation.

I have had the opportunity to observe Clay’s professional skills as well as interpersonal style. He is consistently pleasant, respectful and takes on all assignments with enthusiasm and dedication. I wish that all of my co-workers had his attitude and dedication to succeed.

Regardless of deadlines or other pressure, Clay always delivers. His superior organizational skills make him consummate multitasker.

As a member of industry, I believe that we need someone with Clay’s vision for CTE. Clay is someone who will listen, develop and maintain strong partnering relationships with secondary and postsecondary instructors and administrators: business and industry as well as other stakeholders.

Clay has been a valuable asset to the organizations that I have had the opportunity to serve with him. As Chairperson for Idaho Skills USA he provided strong leadership and guidance to the board of directors.

Sincerely,

Bob Solders
Idaho CTE Foundation Board Member
Finished Products Maintenance Superintendent
Clearwater Paper Corporation
Pulp & Paperboard Division
Lewiston, Idaho
September 9, 2019

TO WHOM IT MAY CONCERN

Please allow this letter to serve as a recommendation for Clay Long to be the next Director of the Idaho Division of CTE. Clay is a remarkable career-technical educator and administrator, and whatever task he undertakes he makes better than he found it. I have known Clay for over 10 years as we worked together as CTE Administrators, members of the SkillsUSA Idaho Board of Directors, members of the Idaho CTE Foundation Board, and as members of Career-Technical Educators of Idaho (CTEI), so I have direct knowledge of Clay’s abilities. I can say without hesitation that Clay is extremely hard working, very knowledgeable in all aspects of career-technical education and career-technical administration, and will go the extra mile in whatever position he holds.

Clay expanded the CTE program offerings within the Nampa School District which increased opportunities for students to find rewarding careers. He created new websites for both the Idaho CTE Foundation and the Career-Technical Educators of Idaho – on his own, without compensation, just because he saw the need and had the technical ability to help. Clay is not satisfied with the status quo – he is always looking for ways to improve whatever organization of which he is a part.

Clay is an innovative leader. His long-range strategic plan for CTEI laid the groundwork for improvements for years to come. He was instrumental in bringing together the Idaho Division of CTE and the CTEI Board to jointly plan for the annual CTE teacher conference (REACH), and subsequent conferences have been dramatically better than in the past. His leadership with the CTEI Board has resulted in a dramatic increase in CTEI membership in the past two years. None of these improvements would have come to fruition without Clay’s initiative and hard work.

I believe that Clay will do a great job at whatever assignment he gets in education – including that as Director of the Idaho Division of CTE – he can do it all. I strongly urge you to consider Clay’s application favorably. You may contact me for further amplification or clarification. Thank you.

Sincerely,

H. A. Nevill, Ph.D.
April 15, 2019

To Whom it May Concern:

As Superintendent of West Side School District, I am writing this letter on behalf of Clay Long. I feel fortunate that I am able to associate with him and am honored at this opportunity to share a few thoughts about Clay. I know Clay would be a successful leader of one of Idaho's most important educational positions, the leader of the Idaho Division of Career Technical Education.

One of the many strengths that Clay has is his relationships with others. I have been in scenarios with Clay where I have observed his ability to interact with others. His skills in this area are some of the best that I have ever seen. There is no question he would develop and maintain strong partner relationships with legislators, secondary and postsecondary instructors and administrators; business and industry; and other stakeholders. This strength of creating, building and maintaining strong relationships will help to foster a work environment that is conducive to high morale that will streamline professional staff as they implement strategies and initiatives that will benefit Idaho’s teachers and students associated with career and technical education.

As the leader of a small school, I have appreciated Clay’s efforts that supported large school districts as well as small/rural school districts. His concern for the impact that Career Technical Education will make on Idaho students is one that needs to be applauded. Clay will advance an innovative and collaborative mindset for the Idaho Career and Technical Division.

Clay has held numerous positions on boards, committees and other professional experiences related to career and technical programs. Because of these experiences, he will develop, enhance and oversee the Division's strategic plan, ensuring alignment with State in an exceptional manner.

I have been in educational administration for nearly 15 years. Almost all of these years have been as a high school principal or as a district superintendent. During these times I have worked closely with CTE programs, CTE teachers, and all related fiscal responsibilities. I have also served on the board of SEI Tec Charter School for over 5 years which was created for the intent of offering enhanced CTE programs to students in two counties in southeastern Idaho. Because
of these experiences I feel confident in recognizing an individual of superior quality that would enhance the Idaho Division of Career Technical Education. Clay Long is a phenomenal leader for this position. He is passionate about career and technical education. From a superintendent's perspective, I feel as though he would be a great benefit to all involved with CTE in Idaho.

Please contact me by email at sbarzee@westside202.com or phone at 208.339.0845 if you have further questions.

Respectfully,

Spencer J. Barzee
Superintendent, West Side School District
Alan Schoenwald  
Human Resource Manager  
Idaho State Board of Education  
650 W State St #307  
Boise, Idaho 83702

Dear Alan Schoenwald:

Clay Long is the current Chief of Staff for the City of Nampa Mayor’s Office and formerly of the Nampa School District 131 as an Assistant Director of Career and Technical Education. He is an experienced educator and passionate champion for youth education pathways. I have served with Clay in a professional capacity in committees and community initiatives such as the Healthy Impact Nampa Coalition, Nampa Chamber of Commerce Business and Education Committee, as well as a coalition doing research and development for an Idaho Public Safety Training Center, a professional career and technical project that would serve the greater Treasure Valley.

Clay is a motivated, passionate and action driven individual. He is more than capable of managing a group of people toward a common goal and well versed in the Professional Technical Education mindset, requirements and development strategies in career trees, progression and apprenticeship standards as well as administrative program efficiencies. Clay has a very organized, methodical approach to driving initiatives and has excellent leadership, visioning and accountability skills and abilities.

In the community, Clay is a respected subject matter expert in career technical education and can develop data driven plans and strategic planning for a big picture landscapes. I believe that developing quality relationships with industry and educational partners is the responsibility of an effective Administrator and Clay has the experience and ability to succeed in alignment of secondary and post-secondary programs to workforce needs. He has a particular strength in addressing secondary and postsecondary growth strategies to meet the needs of a growing and developing Idaho workforce. He is not afraid of trying new and innovative approaches to resolve educational program obstacles. He can analyze and dissect data to effectively direct metrics based solutions where needed. While at the Nampa school district, Clay provided guidance and administration of Career technical student organizations. He provided support to professional staff and administrators in the execution of shared vision and implementation of curriculum and standards.
Personally, I cannot think of anyone more qualified for a CTE Administrator than Clay and I am sure his qualifications will become apparent once he has an opportunity to sit in front of an interviewer.

If you would like additional information about Clay Long, you can telephone me at telephone number 208.364.7781 ext 3620.

Sincerely,

Jose DeLeon Jr

Jose DeLeon Jr
Workforce Consultant Senior
Idaho Department of Labor