



WA-ACTE MEMBERSHIP RECRUITMENT/RETENTION PLAN

Recruitment

- Identify how WA-ACTE can meet the needs of postsecondary educators.
 - WAOE
- Recruit CTE teachers/administrators who are not members.
 - Expired members
 - Non-member conference attendees
 - Private schools
- Advocate for membership in WA-ACTE and sections.
 - Membership information available at conferences
- Work with university CTE teacher education programs to recruit new members.
 - WSU
 - CWU
 - EWU

Retention

- Analyze current and potential membership.
 - Monthly membership reports
- Help struggling sections.
 - Section membership below 75 members
- Lost members - send a letter, email, or survey seeking their response to "Why didn't you rejoin WA-ACTE and/or your section?"
 - Exit survey
- Review, revise, and promote awards program.
 - Improve participation
- Advocate for membership in WA-ACTE, ACTE, and sections.
 - Membership information available at conferences