



## Strategic Plan 2011-2012

### MISSION

“Washington ACTE’s mission is to support our members in providing high quality CTE opportunities for all students in Washington State.”

### CORE PURPOSE

To provide leadership and services to our members as they prepare students for lifelong career success.

## Quality Professional Development

### Ongoing Activities

- **Summer Professional Development Conference**
  - **Pre-Conference Certification Courses**

- **Fall Integration Conference**

- **Section Conferences**

New goals and objectives:	Resources needed:	Status:
1. Identify and establish strategies to deliver PD for members using our web-based platforms; review plan at winter board meeting	<ul style="list-style-type: none"> <li>• Use of our Go-To-Training, AssociCom.com in 2011-2012</li> <li>• Create a taskforce @ fall board meeting to develop the plan</li> <li>• Follow “PM for CTE” as a model</li> </ul>	
2. Create a SC Timeline that has our final grid and program available to the field 3 months prior to conference; implement for SC 2012	<ul style="list-style-type: none"> <li>• PD Committee charged with producing a timeline and plan</li> <li>• Taskforce and committee work this fall</li> <li>• Use Go-To-Meeting</li> </ul>	
3. Create a speakers file for summer & fall conferences	<ul style="list-style-type: none"> <li>• Have each section share 3 speakers and their contact information and how they fit to CTE</li> </ul>	
4.	<ul style="list-style-type: none"> <li>•</li> </ul>	
5.	<ul style="list-style-type: none"> <li>•</li> </ul>	



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# Advocacy and Promotion

## Ongoing Activities

- Working with state agencies

- Working with stakeholder associations
  - Linking business/labor with sections

- Public relations programs

New goals and objectives:	Resources needed:	Status:
1. Establish a process in order to meet and share with all stakeholders involved with CTE (i.e., CTE Summit/Council), propose a plan at winter board meeting	<ul style="list-style-type: none"> <li>• Refer to Legislative Committee members at summer board meeting</li> <li>• Establish taskforce</li> </ul>	
2. Establish a focused communication plan to share CTE information with key non-agency stakeholders; plan approved by board at winter board meeting	<ul style="list-style-type: none"> <li>• Executive Committee to create a plan for the Executive Director to execute following board approval</li> </ul>	
3. Evaluate our web-based marketing; based on that evaluation-establish a plan of action for the 2012-2013 budget year	<ul style="list-style-type: none"> <li>• A taskforce to plan the project</li> <li>• Possible consultation from ACTE or WSAE</li> </ul>	
4.	<ul style="list-style-type: none"> <li>•</li> </ul>	
5.	<ul style="list-style-type: none"> <li>•</li> </ul>	



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## Advancement of Policy and Legislation

### Ongoing Activities

- WOVE and PAC
- Legislative Policy Seminar

- Work on the hill
- Registered lobbyist

- OSPI, WTECB & SBCTC connections
- Liaison positions on board

New goals and objectives:	Resources needed:	Status:
1. Expand WOVE Legislative Update subscriptions by 10% this session	<ul style="list-style-type: none"> <li>• Charge to Legislative Committee to establish a plan of action</li> </ul>	
2. Create a “hill visit” schedule for each section and related CTSO as a part of civic engagement to inform legislative members of the role and benefits of CTE and the student leadership component	<ul style="list-style-type: none"> <li>• Work with Section leadership and CTSO state directors to incorporate an assigned week to visit the “hill” into their year’s activities with their officers and others</li> </ul>	
3. Create a pool of industry support who are willing to testify during the upcoming session	<ul style="list-style-type: none"> <li>• Each section submit 5 names and contact information at the fall meeting</li> </ul>	
4.	<ul style="list-style-type: none"> <li>•</li> </ul>	
5.	<ul style="list-style-type: none"> <li>•</li> </ul>	



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# Networking and Communication

### Ongoing Activities

- **WA-ACTE Website**
  - Assist sections with web services

- **Email blasts**

- **Social Media**

New goals and objectives:	Resources needed:	Status:
1. Establish an assessment/evaluation rubric for our newly established “Washington CTE Community” for members; at fall meeting	<ul style="list-style-type: none"> <li>• Create taskforce this fall to report at the winter board meeting</li> </ul>	
2. Establish an accepted use policy for sharing members’ school contact information	<ul style="list-style-type: none"> <li>• Executive Committee to review and create policy suggestion for fall board meeting</li> </ul>	
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	
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## Quality Association Improvement

### Ongoing Activities

• Quality Association Standards

• ACTE Conferences and Programs

• Financial

New goals and objectives:	Resources needed:	Status:
1. Establish an executive directors/secretaries or presidents group to explore ways WA-ACTE & ACTE can improve our assistance to the sections	<ul style="list-style-type: none"> <li>• Have board establish need at fall board meeting               <ul style="list-style-type: none"> <li>○ Board to create tasks and timelines</li> </ul> </li> </ul>	
2. Update Policies and Procedures at fall board meeting for: <ul style="list-style-type: none"> <li>○ Records Retention</li> <li>○ Whistleblower Policy</li> <li>○ Conflict of Interest</li> </ul>	<ul style="list-style-type: none"> <li>• Presented by Executive Director for approval at fall board meeting</li> </ul>	
3. Identify new revenue streams that fit the association business model to be incorporated into the 2012-2013 budget	<ul style="list-style-type: none"> <li>• Begin with discussion at board inservice</li> <li>• Create taskforce to continue work and development of plan for winter board meeting</li> </ul>	
4. Evaluate credit card fees charged to association and their effect on revenue	<ul style="list-style-type: none"> <li>• Charge the finance committee to study and make recommendations to the board</li> </ul>	
5.	<ul style="list-style-type: none"> <li>•</li> </ul>	