

2018-2019 Strategic Plan DRAFT

Strategy Map:

Vision: Every student prepared for life and career

Mission: support our members in providing high quality CTE opportunities for all students in Washington State

Purpose: Provide leadership and services to our members as they prepare students for lifelong career success

DRAFT Strategy Map:

Vision Themes

Organization Themes

Outcomes:

Students Master CTE Curriculum

Students exemplify success for life through CTE programs offered in local schools

Enrollment in WA- ACTE grows

Resources to support individual members increases

Stakeholder Involvement

Students engaged in effective CTE programs

Members effectively utilize professional development to create and implement dynamic CTE programs at local schools

Community and parent involvement increase in advocacy of effective CTE programs

Financial Concerns

Economic Stability for students and families

Financial management is sound

Instructional and Administrative Processes

Curriculum is strong and well-developed

Instruction is effective

Marketing plan is developed and executed

Professional development plan developed and effective

Organizational Capacity

Board provides effective leadership

Instructors are dedicated and satisfied

Administrative staff and officers are competent

DRAFT Strategic Plan Scorecard:

Area	Sponsor	Objectives	Measurement	Target
Quality Professional and Leadership Development				
P1 Grow network of partners & sponsors of WA-ACTE professional development				
P2: Deliver professional development options using LiveStream for web/hybrid methods				
P3: Use/Implement CTE curriculum program platform				
P4: Each section offers at least 1 session to WA-ACTE fall STEM conference that may be videoed	All Sections	Develop a series of relevant timely sessions that may be videoed for member access	Sections offer at least one offering at fall conference	Minimum of five sections offer a session at WA-ACTE fall conference that is videoed
Promotion and Advocacy				
A1: Lift CTE message				

A2: Foster and expand relationships with established partners				
A3: Foster new relationships				
A4: Expand relationship with PESB – CTE and STEM issues				
A5: Develop strategies for promotion of work-based learning/career connected learning and apprenticeships				
Advancement of Policy and Legislation				
L1: Establish legislative focus				
L2: WOVE				
L3: Continue strong lobbying efforts on behalf of CTE				
L4: Revise & update legislative resources				
Strategic Partnerships				

N1: Communicate with all educators with CTE endorsements across the state				
N2: Engage partners in establishing media campaigns highlighting effective CTE programs				
N3: Establish effective CTE blog for weekly / monthly / quarterly communication				
Innovative Practice				
Q1: Develop Strong Leadership of WA- ACTE and its sections				
Q2: Share & review conference evaluations with board & sections				

Q3: Review section membership in WA- ACTE for discussion of affiliated membership structure				
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