

REPORT TO THE WA-ACTE EXECUTIVE BOARD

President-Elect

Submitted By: Nora Zollweg

Date Submitted: 01/12/2021

1. General Thoughts:

- a. I'm grateful that membership has held strong during a very difficult year. This tells me that they value what WA-ACTE offers them. I did a quick survey of the FAME committee and asked them why they enjoyed being a part of WA-ACTE and their individual section. Answers focused on awareness of state activities, the ability to share with and learn from their peers, networking, collaboration, and RELATIONSHIPS.
- b. I would like to see the FAME committee do some work in the area of Engagement. This is valued by membership and can add fun and comradery to the association. I can't help but think this will also increase membership.

2. Strategic Plan Activities:

- a. Our FAME committee is focusing on increasing membership by marketing WA-ACTE and also honoring our members through increased award nominations.

3. Matters of Interest:

- a. Membership – Membership has stayed true to the basic numbers as last year. There was a small drop in membership, but as spring trainings occur membership will increase as people sign up to attend. I feel like the online virtual trainings are meeting the needs of our members and their increased enrollment makes me think they feel the same way.

4. Executive Committee Activities:

- a. FAME Committee – Committee has been focusing on the awards process and how to engage as many members as possible to increase applications. Some progress has been made in that direction. At the last meeting I led the team through the online process by sharing my screen so they could actually see what the process entailed. After that meeting one member called me and asked

additional questions and we walked through it again one more time. Our goal is to increase the number of applications placed this year from 4 to 10.

- b. The committee is exploring the idea of creating a brochure for WA-ACTE. Our executive director suggested we apply for Region V Opportunity Fund Grant to create and print this marketing material. I asked for assistance with this project and another team member agreed to help. The grant has not yet been published for the 2021 year. Once that happens, the project will move forward.