



## Strategic Plan 2023-2024

### 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

- Fall CTE-STEM & Arts Conference

- Section Conferences

<b>New goals and objectives:</b>	<b>Resources needed:</b>	<b>Status:</b>
1. Work on a MOU template outlining an agreement for WA-ACTE to assist sections in conducting pd conferences.	<ul style="list-style-type: none"> <li>• Sign off by each organization WA-ACTE works with.</li> <li>• Existing staff and office resources.</li> </ul>	<ul style="list-style-type: none"> <li>• WACTA has moved to independently conduct their conferences.</li> <li>• We continue working with WITEA.</li> </ul>
2. Work to have diverse individuals and communities feel welcome and included in our conference and event planning activities.	<ul style="list-style-type: none"> <li>• Update registration processes to be more inclusive in:               <ul style="list-style-type: none"> <li>○ Individual identifications, dietary needs and ADA requests</li> <li>○ Assure conference planning is welcoming and accommodating activities...</li> </ul> </li> </ul>	Analyze needed updates to our registration systems
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	



## Strategic Plan 2023-2024

### 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.

## Advocacy and Promotion

### Ongoing Activities

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• <b>Working with state agencies</b> <ul style="list-style-type: none"> <li>○ Liaison positions on board</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• <b>Working with stakeholder associations</b> <ul style="list-style-type: none"> <li>○ Linking business/labor with sections</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• <b>Public relations programs</b></li> <li>• Relationship with PESB</li> </ul> |
|--|--|--|

New goals and objectives:	Resources needed:	Status:
1. Base our work on delivering the high-quality CTE program model of instruction.	<ul style="list-style-type: none"> <li>• Align our efforts and focus of our ongoing work to that goal</li> </ul>	<ul style="list-style-type: none"> <li>• CTE Model was basis of our Fall Conference.</li> <li>•</li> </ul>
2. Legislative focus to ensure funding provided by state is used in meeting standard of the CTE Model.	<ul style="list-style-type: none"> <li>• Get agreement among CTE Directors on specifics of the focus.</li> </ul>	<ul style="list-style-type: none"> <li>• Have reached that point 11/8 with Leg Group participants.</li> </ul>
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



## Strategic Plan 2023-2024

### 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.

## Advancement of Policy and Legislation

### Ongoing Activities

- WOVE and PAC
- CTSO Civic Engagement Day

- Registered lobbyist active on Hill

- OSPI, PESB, WTECB & SBCTC connections

New goals and objectives:	Resources needed:	Status:
1. Establish legislative focus of upcoming legislative session	<ul style="list-style-type: none"> <li>• Work with section leadership and board to survey issues among sections. Possible development of a survey that is sent out to WA-ACTE members for feedback.</li> </ul>	<ul style="list-style-type: none"> <li>• Focus for 2024 finalized 11/7/23!</li> <li>• Focus shared with Legislators via email and a request to meet on 11/8/23</li> </ul>
2. Legislative focus to ensure funding provided by state is used in meeting standard of the CTE Model.	<ul style="list-style-type: none"> <li>• Get agreement among CTE Directors on specifics of the focus.</li> </ul>	<ul style="list-style-type: none"> <li>• Have reached that point 11/8 with Leg Group participants</li> </ul>
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	



## Strategic Plan 2023-2024

### 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.

## Networking and Communication

### Ongoing Activities

- WA-ACTE Website
- CTE Online Community

- Email blasts
- Promotion of National ACTE Membership

- Social Media
  - #IamCTE, #WeAreCTE

<b>New goals and objectives:</b>	<b>Resources needed:</b>	<b>Status:</b>
1. Improve our social media engage and support in leveraging our platform use.	<ul style="list-style-type: none"> <li>• The WITEA section has volunteered to take the lead on this.</li> <li>• Gather ideas to be more active on social media</li> </ul>	<ul style="list-style-type: none"> <li>• Hope to have an update at the Nov Board Meeting</li> </ul>
2.	<ul style="list-style-type: none"> <li>•</li> </ul>	
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	



## Strategic Plan 2023-2024

### 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 Association Improvement

### Ongoing Activities

- Quality Association Standards
- Develop succession plan for Director

- ACTE Conferences and Programs

- Financials

<b>New goals and objectives:</b>	<b>Resources needed:</b>	<b>Status:</b>
1. Create ‘New and Related’ Section: For group like ASL, CTE Administrative staff, JROTC, etc.	<ul style="list-style-type: none"> <li>• Go through the process to amend bylaws</li> </ul>	<ul style="list-style-type: none"> <li>• Hope have language for January board meeting...</li> </ul>
2. In person retreat to develop leadership and develop other tools to assist board members	<ul style="list-style-type: none"> <li>• Determine details and create leadership support materials</li> </ul>	<ul style="list-style-type: none"> <li>• NPTD</li> </ul>
3. Provide ‘Benefits’ package for staff	<ul style="list-style-type: none"> <li>• Find a broker to provide method to support staff with their current insurance companies</li> </ul>	<ul style="list-style-type: none"> <li>• Under development with staff and seeking a broker in Olympia area.</li> </ul>