Strategic Plan 2020-2021

**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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Resources needed</th>
<th>Status:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Summer Professional Development Conference</strong></td>
<td>• WA-ACTE Tech Team established to work research and train State and Section Leaders.</td>
<td>Establish guidelines for Executive Board to discuss at first meeting.</td>
</tr>
<tr>
<td><strong>Fall CTE-STEM &amp; Arts Conference</strong></td>
<td>• ACTE Membership to portal.</td>
<td>Starting with Summer Conference the ACTE Portal will be utilized.</td>
</tr>
<tr>
<td><strong>Section Conferences</strong></td>
<td>• No additional resourced needed.</td>
<td>Doug Merrill will begin communicating with Section Leaders before October 1st.</td>
</tr>
</tbody>
</table>
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### Advocacy and Promotion

<table>
<thead>
<tr>
<th>Ongoing Activities</th>
<th>New goals and objectives:</th>
<th>Resources needed:</th>
<th>Status:</th>
</tr>
</thead>
</table>
| • Working with state agencies  
  o Liaison positions on board  
• Working with stakeholder associations  
  o Linking business/labor with sections  
• Public relations programs  
  • Relationship with PESB | 1. Create a WA-ACTE promotional video. It would be available for anyone to use on local TV Stations, on Legislative TV, etc. | • Hire a company to produce a 30 second promo video. | Get bids and have Board vote to see if it should be pursued. |
| | 2. Foster and expand relationships with our established partners. | • Board members willing to help serve/connect with partners to be our voice with them | Exe. Director reaches out to partners and invites members to connect. |
| | 3. Develop strategies to create perennial, sustainable message about CTE to General Public, Legislators, Students and Gen Ed staff. | • Training, board learning time and input, plan development and implementation support from each Section | First Board meeting discussion with SMART Goals. |
| | | | |
| | | | |
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## Advancement of Policy and Legislation

### Ongoing Activities

<table>
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<tr>
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<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOVE and PAC</td>
<td></td>
</tr>
<tr>
<td>CTSO Civic Engagement Day</td>
<td></td>
</tr>
<tr>
<td>Registered lobbyist active on Hill</td>
<td></td>
</tr>
<tr>
<td>OSPI, PESB, WTECB &amp; SBCTC connections</td>
<td></td>
</tr>
</tbody>
</table>

### New goals and objectives: | Resources needed: | Status: |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Establish legislative focus of upcoming legislative session</td>
<td>Work with section leadership and board to survey issues among sections</td>
<td>2019 Legislative Focus is being worked on by the legislative committee.</td>
</tr>
<tr>
<td>2. Increase WOVE resources</td>
<td>Board discussion, plan development and implementation support</td>
<td>To be established</td>
</tr>
<tr>
<td>3. Play CTE video on Legislative TV that are in Legislative buildings.</td>
<td>Make a CTE promo video. Find CTE videos made any Section members.</td>
<td>Start gathering promo videos.</td>
</tr>
</tbody>
</table>
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### Networking and Communication

#### Ongoing Activities

<table>
<thead>
<tr>
<th>• WA-ACTE Website</th>
<th>• Email blasts</th>
<th>• Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>• CTE Online Community</td>
<td>• Promotion of National ACTE Membership</td>
<td>o #IamCTE, #WeAreCTE</td>
</tr>
</tbody>
</table>

**New goals and objectives:**

1. Evaluate need for Web service to maintain WA-ACTE website.

   **Resources needed:**
   - Distincts and teachers willing to grow the idea

   **Status:** Continuation of Lew’s idea from 19-20.

2. Engage with individual districts to develop pathway posters (Traditional and Non) to be shared K-12 showing their students participating in their CTE programs (middle schools to industry)

   **Resources needed:**
   - Tech team and Section Social Media reps

   **Status:** Begin discussion with new board.

3. Gather ideas to be more active on social media.

**Resources needed:**
- • Tech team and Section Social Media reps

**Status:**
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## Quality Association Improvement

### Ongoing Activities

| • Quality Association Standards | • ACTE Conferences and Programs | • Financials |

### New goals and objectives: | Resources needed: | Status: |

1. Leadership book study | • Brene Brown book. Finish with last year’s board members. • 20-21 Book study TBD (CD or Book) | Report out on B Brown’s book at first Board Meeting. 2nd book will be reviewed the 2nd in-person Board meeting |
2. Share and review conference evaluations with board and sections. Determine single greatest need of the group and devise plan to fix the problem. | • Scheduled/planned review sessions | Continuing, Summer, Fall and Spring evaluations |
3. Board discussion on whether dues should be increased. | • Board discussion and development of a structure | First meeting discussion and vote to raise dues. |
4. The WA-ACTE Executive board will develop a Thematic Goal (SMART goal) for the year that will be accomplished no later than August 15, 2021 | • Time at the first board meeting for board input | Start the beginning at 1st board meeting. Finished Aug 15, 2021 |