



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

- Summer Professional Development Conference

- Fall CTE-STEM & Arts Conference

- Section Conferences

New goals and objectives:	Resources needed:	Status:
1. Work with online services such as WHOVA to simplify and enrich the online business experience for members WA-ACTE professional development and provide technical and training support for Section Leaders.	<ul style="list-style-type: none"> • WA-ACTE Tech Team established to work research and train State and Section Leaders. 	Establish guidelines for Executive Board to discuss at first meeting.
2. Utilize ACTE’s online portal to hold lessons and curriculum for online access for members.	<ul style="list-style-type: none"> • ACTE Membership to portal. 	Starting with Summer Conference the ACTE Portal will be utilized.
3. Provide clear and timely communication with Section Leadership to enrich innovation for their members between WA-ACTE Leadership and with other Sections.	<ul style="list-style-type: none"> • No additional resourced needed. 	Doug Merrill will begin communicating with Section Leaders before October 1 st .



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Advocacy and Promotion

Ongoing Activities

- Working with state agencies
 - Liaison positions on board

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

- Public relations programs
- Relationship with PESB

New goals and objectives:	Resources needed:	Status:
1. Create a WA-ACTE promotional video. It would be available for anyone to use on local TV Stations, on Legislative TV, etc.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • Training, board learning time and input, plan development and implementation support from each Section 	First Board meeting discussion with SMART Goals.
	<ul style="list-style-type: none"> • 	
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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"> • Work with section leadership and board to survey issues among sections 	2019 Legislative Focus is being worked on by the legislative committee.
2. Increase WOVE resources	<ul style="list-style-type: none"> • Board discussion, plan development and implementation support 	To be established
3. Play CTE video on Legislative TV that are in Legislative buildings.	<ul style="list-style-type: none"> • Make a CTE promo video. Find CTE videos made any Section members. 	Start gathering promo videos.



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Networking and Communication

Ongoing Activities

- WA-ACTE Website
- CTE Online Community

- Email blasts
- Promotion of National ACTE Membership

- Social Media
 - #IamCTE, #WeAreCTE

New goals and objectives:	Resources needed:	Status:
1. Evaluate need for Web service to maintain WA-ACTE website.	<ul style="list-style-type: none"> • 	
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)	<ul style="list-style-type: none"> • Districts and teachers willing to grow the idea 	Continuation of Lew’s idea from 19-20.
3. Gather ideas to be more active on social media.	<ul style="list-style-type: none"> • Tech team and Section Social Media reps 	Begin discussion with new board.



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Quality Association Improvement

Ongoing Activities

- Quality Association Standards
- Develop succession plan for Director

- ACTE Conferences and Programs

- Financials

New goals and objectives:	Resources needed:	Status:
1. Leadership book study	<ul style="list-style-type: none"> • 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. 2 nd book will be reviewed the 2 nd 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.	<ul style="list-style-type: none"> • Scheduled/planned review sessions 	Continuing, Summer, Fall and Spring evaluations
3. Board discussion on whether dues should be increased.	<ul style="list-style-type: none"> • 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 a accomplished no later than August 15, 2021	<ul style="list-style-type: none"> • Time at the first board meeting for board input 	Start the beginning at 1 st board meeting. Finished Aug 15, 2021