



Strategic Plan 2019-2020

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. Continue growth of network of partners and sponsors for WA-ACTE professional development.	<ul style="list-style-type: none"> • Outreach to potential sponsors 	Ongoing
2. Continue the use of platforms and resources needed to deliver professional development over the web or hybrid methods.	<ul style="list-style-type: none"> • Project management, equipment and software 	Continuing to work with online providers to live stream and store webinar materials for members.
3. Look to sections to develop a curriculum warehouse of information for CTE teachers in Washington.	<ul style="list-style-type: none"> • Understanding of where such materials can be stored and under whose control. 	Low K. to continue research.



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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

New goals and objectives:	Resources needed:	Status:
1. Develop strategies to lift our CTE message throughout the year(s)	<ul style="list-style-type: none"> • Training, board learning time and input, plan development and implementation support from sections 	Continue to work with WACTA and their marketing committee
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. Expand our relationship with PESB around CTE and STEM issues	<ul style="list-style-type: none"> • Board learning on varied initiatives surrounding issue 	



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Advancement of Policy and Legislation

Ongoing Activities

- WOVE and PAC
- CTSO Civic Engagement Day

- Work on the hill
- Registered lobbyist

- 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. Continue strong lobbying efforts	<ul style="list-style-type: none"> • Continue to subcontract with lobbyist 	Contract for 19-20 ?



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Networking and Communication

Ongoing Activities

- WA-ACTE Website
- CTE Online Community

- Email blasts

- Social Media
 - #IamCTE, #WeAreCTE

New goals and objectives:	Resources needed:	Status:
1. Obtain names and emails for all certified CTE educators in Washington State	<ul style="list-style-type: none"> • PESB records request 	
2. Engage partners in establishing media campaigns for CTE	<ul style="list-style-type: none"> • Develop list of partners willing to market and promote CTE 	
3. 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 	To be introduced summer 19-20. Lew will share examples



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Quality Association Improvement

Ongoing Activities

• Quality Association Standards

• ACTE Conferences and Programs

• Financial

New goals and objectives:	Resources needed:	Status:
1. Develop strong leadership of WA-ACTE and its sections	<ul style="list-style-type: none"> Board discussion; plan development and implementation support 	continuing
2. Share and review conference evaluations with board and sections	<ul style="list-style-type: none"> Scheduled/planned review sessions 	Continuing, Summer, Fall and Spring evaluations
3. Review section membership in WA-ACTE and continue discussion of affiliated membership structure	<ul style="list-style-type: none"> WA-ACTE and section membership data Board discussion on membership structure 	Continuing discussion
4. Implement a yearly discussion based around the financial health of WA-ACTE and when dues information should be discussed	<ul style="list-style-type: none"> Board discussion and development of a structure 	To be established
5. Develop a succession plan for our director and executive team	<ul style="list-style-type: none"> Background data on job requirements and pay structures of similar organizations 	To be started summer of 2019