



## Strategic Plan

### 2017 - 2018 Program of Work

#### VISION

Every student prepared for life and career.

#### MISSION

“WA-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 Expo

- Fall Summit (Conference)
- Spring STEAM Conference

- Section Conferences

#### Goals and objectives:

1. Continue growth of network of partners and sponsors for WA-ACTE professional development
2. Establish platforms and resources needed to deliver professional development over the web or hybrid methods
3. Continue the use of CTE curriculum program similar to or in conjunction with CTE-AZ

#### Resources needed:

- Outreach to potential sponsors
- Project management, equipment & software
- Continued board & OSPI discussion to determine if/how we move forward

#### Status:

Ongoing

Basic equipment purchased for one room.

OSPI is interested – Lew K. has solicited files into a central location



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## Advocacy and Promotion

### Ongoing Activities

<ul style="list-style-type: none"> <li>• Working with state agencies             <ul style="list-style-type: none"> <li>○ Liaison positions on board</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Working with stakeholder associations             <ul style="list-style-type: none"> <li>○ Linking business/labor with sections</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Public relations programs</li> </ul>
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Goals and objectives:	Resources needed:	Status:
1. Develop strategies to lift our CTE message throughout the year(s)	<ul style="list-style-type: none"> <li>• Training, board learning time &amp; input, plan development and implementation support from sections</li> </ul>	Work with WACTA and their Marketing Committee
2. Foster and expand relationships with our established partners.	<ul style="list-style-type: none"> <li>• Board members willing to help serve/connect with partners to be our voice with them.</li> </ul>	
3. Expand our relationship with PESB around CTE & STEM issues	<ul style="list-style-type: none"> <li>• Board members willing to help serve/connect with partners to be our voice with them.</li> </ul>	Exec. Dir. and Board members attending various forums surrounding STEM and Connected Learning.
4. Develop strategies for promotion of models for work-based learning/career connected learning and apprenticeships	<ul style="list-style-type: none"> <li>• Board learning on varied initiatives surrounding issue</li> </ul>	



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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

#### Goals and objectives:

1. Establish legislative focus for upcoming legislative session
2. Increase WOVE resources
3. Continue strong lobbying efforts
4. Revise and update legislative resources for members

#### Resources needed:

- Work with section leadership and board to survey issues among sections
- Board discussion, plan development and implementation support
- Subcontract with lobbyist
- Utilize staff and board member time to review resources.

#### Status:

2018 Legislative Focus established  
2 page CTE/Skill Center Funding briefing complete

Under review

WACTA Exec. Board interested in working on this



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## Networking and Communication

### Ongoing Activities

- WA-ACTE Website
- CTE Online Community

- Email blasts

- Social Media
  - #IamCTE, #WeAreCTE

#### Goals and objectives:

1. Obtain names and emails for all certified CTE educators with endorsements in Washington State
2. Update website
3. Engage partners in establishing media campaigns for CTE

#### Resources needed:

- PESB records request.
- Utilize web design partner(s) to update website for easy and prompt entry of information
- Develop list of partners willing to market and promote CTE

#### Status:

Website under current updating/refresh process

WACTA working on marketing activities



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## Quality Association Improvement

### Ongoing Activities

- Quality Association Standards

- ACTE Conferences and Programs

- Financial

<b>Goals and objectives:</b>	<b>Resources needed:</b>	<b>Status:</b>
1. Develop strong leadership of WA-ACTE and its sections	<ul style="list-style-type: none"> <li>Board discussion; plan development and implementation support</li> </ul>	Fall '17 inservice held to orient section leadership to WA-ACTE procedures and Exec. Bd. responsibilities
2. Share and review conference evaluations with board and sections	<ul style="list-style-type: none"> <li>Scheduled/planned review sessions</li> </ul>	Summer and Fall conference evaluations complete
3. Review section membership in WA-ACTE for discussion of affiliated membership structure	<ul style="list-style-type: none"> <li>WA-ACTE and section membership data</li> <li>Board discussion on membership structure</li> </ul>	