



STATE OF THE SECTION REPORT

Please complete this form by September 9, 2020,
and submit electronically to Tess Alviso at: taa@wa-acte.org

Submissions will be presented at the September 26, 2020, Executive Board Meeting.

Please share with others the successes you have had in your section!

Section: WA-CCER
Date: 9/14/2020

Leadership for 2020-2021

WA-ACTE Board Representative: Marie Miller
President: Marie Miller
Past President: Nora Zollweg
President Elect: Shelly Jellison
Secretary: Shelli O'Niel
Treasurer: Patty McMullen

Please provide a brief narrative describing current activities and strategies in the following categories:

Member Recruitment and Retention

For member retention we will be sending out quarterly newsletters and posting on social media. We recruit through our sessions in our conference sessions in the summer, fall, and spring. I am asking all board members to share our newsletter with their school staff and professional organizations to which they may belong.

Advocacy

We award scholarships to students every year and give community service awards to our community partners. We also provide professional development opportunities throughout the school year.
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Issues

(Including legislative, leadership, partnerships, business and industry, and postsecondary)

Teaching and working with students with the pressures of Covid 19.

Marketing

We have started a WA-CCER Facebook group and Twitter. We also have our news letter that will go out quarterly. We are working on updating our web page as well. We also market to schools and community partners through our awards process.

New and Innovative Ideas

We were innovators in holding our spring conference virtually! We will continue to think of new ways to reach members virtually and helping counselors and teachers through trainings and sharing ideas. We are currently testing out Google Groups with our board members and are hoping it will be a tool we can use to collaborate with all WA-CCER members. The goal is to have a place to share lessons and ideas in addition to networking.