



Strategic Plan 2021-2022

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 working with online platforms such as WHOVA to simplify and enrich the online professional development experience for WA-ACTE members and business partners	<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. Provide ongoing training for section members designated as “room hosts” to support professional development through our virtual platform.	<ul style="list-style-type: none">• WA-ACTE Tech Team Trainers	This team and training will be finalized no later than 10/31/2021
3. Provide clear and timely communication with Section Leadership to enrich innovation for their members between WA-ACTE Leadership and with other Sections.	No additional resourced needed. I.e. regular CTE Leadership Zooms	Nora Zollweg will begin online communication with Section Leaders before October 1 st .
4. Offer quarterly online professional development webinars that will benefit all members.	<ul style="list-style-type: none">• Develop a list of professional development topics that span all sections.	Google forms survey? Topics, dates, times



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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. Review WA-ACTE promotional videos and determine, as a board, how they can best be used to support WA-ACTE and students.	<ul style="list-style-type: none">• No further resources needed at this time.	Review during October’s Meeting.
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	2021 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.	Review existing 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">• Possible funding for this service	Begin discussion with new board
2. Evaluate WA-ACTE Foundation website and add banking information to allow online contributions.	<ul style="list-style-type: none">• Possible funding for this service	Begin discussion with new board
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">• "The Power of a Positive Team" - Jon Gordon• Will we be purchasing a copy of the book for each section leader?	Discussion on assigned chapters at each 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 all sections requiring affiliation with Washington ACTE to join their group.	<ul style="list-style-type: none">• Board discussion and development of a structure	First meeting discussion and information for representatives to carry back to their members. Review and vote during October meeting.
4. WA-ACTE Executive board will continue to use a Thematic Goal (SMART goal) approach for the year.	<ul style="list-style-type: none">• Review at the first board meeting for board process	Start the beginning at 1 st board meeting.