



Strategic Plan 2022-2023

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 to enhance their leadership skills. The use of board retreats and resources made available during the scheduled board meetings.	<ul style="list-style-type: none">• WA-ACTE Team Trainers, Leadership information, and other instructional material	This team and training will be continued to develop during the school year, but an initial plan will be developed by finalized no later than 10/31/2022
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.	WA-ACTE executive board members will begin online communication with Section Leaders before October 1 st .

4. Develop a process for a CTE frameworks repository for WA-AACTE members access and use.	<ul style="list-style-type: none">• Develop a list of frameworks and a process to collect these topics that span all sections. Evaluate WA-ACTTE staffing needs to support them in accomplishing this goal.	Google forms, WA-ACTE tech team, others WA-ACTE staff
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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. Increase the membership for WA-ACTE by at least 10% from 21/22 school year to 22/23 school year.	<ul style="list-style-type: none"> • Support the FAME committee with WA-ACTE resources, as well as utilizing the executive board’s assistance. 	Develop a straggle and support needs to assist the FAME committee to achieve this objective. 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.
4. Enhance the working relationship between OSPI and WA-ACTE. Increase the positive working relationship between OSPI and WA-ACTE members	<ul style="list-style-type: none"> • Establish monthly meetings with OSPI and WA-ACTE. Explore sectional meeting with OSPI and WA_ACTE Executive Board Members to open transparency, communications and discussions to assist WA-ACTE members. 	Discuss with OSPI leadership on what process and procedures can be established to accomplish this goal. Develop a plan to implement this process at the October meeting.

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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. Possible development of a survey that is sent out to WA-ACTE members for feedback. 	2022/23 Legislative Focus is being worked on by the legislative committee.
2. Establish a legislative focus for our National legislators	<ul style="list-style-type: none"> • Work with section leadership and board to survey issues among sections. Possible development of a survey that is sent out to WA-ACTE members for feedback. 	Attend the ACTE National Policy Seminar offered to all executive board members
3. Establish ongoing meetings with Washington State Legislative members throughout the 22/23 legislation session.	<ul style="list-style-type: none"> • Work with the legislation committee in developing a process and schedule to increase our CTE communication with the state legislators. 	Process, procedure, and schedule needs to be developed at the October board meeting



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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.
4. Establish a monthly WA-ACTE newsletter to increase communication with WA-ACTE members.	<ul style="list-style-type: none">• WA-ACTE staff would assist in publishing monthly newsletter and every section would provide information for this communication. WA-ACTE may need to be reevaluated to assist in obtaining this goal.	October board meeting a plan and process for this goal needs to be developed with the first monthly newsletter published in late October-November time frame.



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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 support materials to increase leadership	<ul style="list-style-type: none"> • TBD, book, articles, video, speakers, etc. • Will we be purchasing a copy of the support materials for each section leader 	Discussion on what support material would best enhance the board members and develop curriculum plan on how to utilize these support materials.
2. In person Fall and Spring board retreats to develop leadership and develop other tools to assist board members	<ul style="list-style-type: none"> • Establish a plan, place, coast, and other issues 	Developed this with Executive board members. May need an Executive Board retreat-prior to the fall board retreat to work on establishing this plan and other areas of the Strategic plan for 22/23
3. 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
4. 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.

5. The board will support the “Catapult” professional development for WA-ACTE	<ul style="list-style-type: none">• Time at the first board meeting for board input	Start the beginning at 1 st board meeting.
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