



STATE OF THE SECTION REPORT

Please complete this form by September 13, 2021,
and submit electronically to Tess Alviso at: taa@wa-acte.org

Submissions will be presented at the September 18, 2021, Executive Board Zoom Meeting.

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

Section: WA-CCER
Date:9/13/2021

Leadership for 2021-2022

WA-ACTE Board Representative: Marie Miller
President: Shelley Jellison
Past President: Marie Miller
President Elect: Vacant
Secretary: Terry Derrig
Treasurer: Patricia McMullan

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

Member Recruitment and Retention

We are hoping to increase enrollment through our marketing strategies. (see marketing)
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Advocacy

WA-CCER is joining WACTA to put on Fall Conference in Spokane. Marie Miller & Laurie Price are putting together session to promote advocacy for WACCER.

Issues

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

Our biggest issue is lack of participation. We want to increase participation and are encouraging more members to get more involved.

Marketing

As part of our recruitment we are planning on using social media and Patti McMullan is planning a marketing blitz via email.

New and Innovative Ideas