



## STATE OF THE SECTION REPORT

Please complete this form by September 9, 2020,  
and submit electronically to Tess Alviso at: [taa@wa-acte.org](mailto: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: WAME
Date: 2020-2021

### Leadership for 2020-2021

WA-ACTE Board Representative: Sierra Larkin
President: Sierra Larkin
Past President: Shawn Perez
President Elect: Carrie McCormick
Secretary: Jodi Jacobs
Treasurer: Tanya Torres-Steen

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

#### Member Recruitment and Retention

Membership is collected mainly through either Summer Conference or through DECA events where advisors have the option to add on membership with conference registration. Our goal is to increase membership this year and encourage DECA advisors become WAME members.
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#### Advocacy

We continue to advocate for CTSOs for students and CTE legislation.
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## **Issues**

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

We've run into some issues with districts not allowing marketing teachers to step into leadership roles or attend conferences. This year we are holding some PD outside of school hours virtually to hopefully alleviate part of the issue.

## **Marketing**

Partnering with WA DECA to send information out to advisors and potential members. Social media, website, e-blasts.

## **New and Innovative Ideas**

This year we are starting out holding a virtual PD in the beginning of October. This is held after school hours with the hopes of a high attendance. We are focused to help support teachers and provide tips and tricks for teaching remotely.