



## 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: WITEA
Date:9/9/20

### Leadership for 2020-2021

WA-ACTE Board Representative: Nicole Hitchcock
President: Nicole Hitchcock
Past President: Geoff Anderson
President Elect: Phillip Anderson
Secretary: Wayne Ward
Treasurer: Ross Short

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

### Member Recruitment and Retention

<p>Our membership has remained strong over the past few years. We had an increase from 2017 to 2019 that has carried over to 2020 with an increase in our members with the addition of 13 members.</p> <p>There has been some talk about inviting upper elementary teachers to join us for our spring conference. With the requirement of STEM clock hours, PLTW launch programs, Kid wind competitions, VEX IQ competitions, and computer science being introduced at lower grade levels it makes sense to provide high quality training and space to collaborate. Nothing has been proposed or voted on yet. There is some concern with watering down the value for our own long term members as well as the question of including them as voting members or can they form a new organization. They are a lot of questions to answer before an invitation is announced or extended. I personally would like to see our organization include them in some capacity because their current students will</p>
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be our future students and it just makes sense if we currently represent STEM in most of our high schools then we should be able to lead the charge with teaching and training lower level grades.

Continue to work with WASTS so conferences are able to share resources and encourage dual memberships. Use mailer/emails and website to help educate possible members to sign up for WITEA membership while registering for Conferences.

There is still a lot of work to do with recruiting and inviting new teachers in the profession to our spring conference. Getting the word out to CTE directors and veteran teachers that we need to be inviting new teachers to join us. We have the best professional development because we are so passionate about what we do and how we do it and are willing to share that knowledge with each other. Every conference I walk away energized with new ideas that I need to try and I want to continue that Legacy into the future. With that being said we are going to try doing a better job using social media and videos to help promote and recruit new members.

### **Advocacy**

Advocacy for the American Cancer Society has been a focus for our CTSO's

WITEA has not had a specific public cause as an association.

### **Issues**

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

We also have seen a drop in enrollment at CWU which is the only University on the west coast that offers Industrial Education. We meet a few times with the University Admin voicing our support and need for the program. It seemed to have bought us some time however there is a lot of work that still needs to be done with recruiting and getting the word out about the Tech Ed program at CWU.

We have also been without a Publications Officer Position for quite some time. We thought we had a person for the job but it has not worked out so we will be sending the word out again looking for the right person to join the board.

This is on the WITEA boards "radar" to become more active for the sake of our members.

-We have not had a member on the legislative committee for some time now.

### **Marketing**

WITEA has a new website and logo that we have rolled out to our members.

We think that some of the informational videos will help to promote and market our organization and conferences. Our aim is to try to better inform our members as well as provide them with the necessary tools to help inform other teachers as well. The new website and logo will also help with marketing social media.

We also need to look for new and innovative ways to market Tech Ed as a whole. This will help with marketing to potential Tech Ed students as well as non-traditional Tech Ed or STEM teachers. We

know and have operated on the slogan for many years that “together we are better”. Better as teachers who support each other and better for our students who can and will achieve more than we'll ever imagine.

### **New and Innovative Ideas**

This year at our spring conference we offered pre-conference sessions that lasted six hours. This was a great opportunity to provide our members with some intense training and hands on learning. We had over 60 participants and are looking to continue that again this year.

For the past two years, we have also paid for the top five presenters to attend and present at WA-ACTE summer conference. It is difficult to get our members to attend and present at summer conference and this has helped.

We would also like to add a surplus swap to our spring conference. This is a great way to share surplus low cost or donated items that we all have. Attendees can bring and swap items with each other and share some of the wealth so to speak.