



Strategic Plan

2017 - 2018 Program of Work

VISION

MISSION

WA-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 Expo

- Fall Summit (Conference)
- Spring STEAM Conference

- Section Conferences

Goals and objectives:

1. Continue growth of network of partners and sponsors for WA-ACTE professional development
2. Establish platforms and resources needed to deliver professional development over the web or hybrid methods
3. Continue the use of CTE curriculum program similar to or in conjunction with CTE-AZ

Resources needed:

- Outreach to potential sponsors
- Project management, equipment, and software
- Continued Board and OSPI discussion to determine if/how we move forward

Status:

Ongoing

Basic equipment purchased for one room

OSPI is interested – Lew Keliher has solicited files into a central location



Strategic Plan

2017 - 2018 Program of Work

VISION

MISSION

WA-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.

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

Goals and objectives:	Resources needed:	Status:
1. Develop strategies to lift our CTE message throughout the year(s)	<ul style="list-style-type: none"> • Training, Board learning time and input, plan development, and implementation support from sections 	
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 	
3. Expand our relationship with PESB around CTE and STEM issues	<ul style="list-style-type: none"> • Board members willing to help serve/connect with partners to be our voice with them 	
4. Develop strategies for promotion of models for Work-Based Learning / Career Connected Learning and apprenticeships	<ul style="list-style-type: none"> • Board learning on varied initiatives surrounding issue 	



Strategic Plan

2017 - 2018 Program of Work

VISION

MISSION

WA-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.

Advancement of Policy and Legislation

Ongoing Activities

- WOVE and PAC
- CTSO Civic Engagement Day

- Work on the hill
- Registered lobbyist

- OSPI, PESB, WTECB, and SBCTC connections

Goals and objectives:	Resources needed:	Status:
1. Increase WOVE resources	<ul style="list-style-type: none"> • Board discussion, plan development, and implementation support 	
2. Continue strong lobbying efforts	<ul style="list-style-type: none"> • Subcontract with lobbyist 	
3. Revise and update legislative resources for members	<ul style="list-style-type: none"> • Utilize staff and Board member time to review resources 	



Strategic Plan

2017 - 2018 Program of Work

VISION

MISSION

WA-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.

Networking and Communication

Ongoing Activities

- WA-ACTE Website
- CTE Online Community

- Email blasts

- Social Media
 - #IamCTE, #WeAreCTE

Goals and objectives:

1. Obtain names and emails for all certified CTE educators with endorsements in Washington State

2. Update website

3. Engage partners in establishing media campaigns for CTE

Resources needed:

- PESB records request

- Utilize web design partner(s) to update website for easy and prompt entry of information

- Develop list of partners willing to market and promote CTE

Status:

Kevin Plambeck has researched possible resources to update and refresh website

WACTA working on marketing activities



Strategic Plan

2017 - 2018 Program of Work

VISION

MISSION

WA-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 Association Improvement

Ongoing Activities

- Quality Association Standards

- ACTE Conferences and Programs

- Financial

Goals and objectives:	Resources needed:	Status:
1. Develop strong leadership of WA-ACTE and its sections	<ul style="list-style-type: none"> Board discussion, plan development, and implementation support 	
2. Share and review conference evaluations with Board and sections	<ul style="list-style-type: none"> Scheduled/planned review sessions 	
3. Review section membership in WA-ACTE for discussion of affiliated membership structure	<ul style="list-style-type: none"> WA-ACTE and section membership data Board discussion on membership structure 	