



## Strategic Plan 2016-2017

### 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. Establish platforms and resources needed to deliver professional development over the web	<ul style="list-style-type: none"> <li>• Project manager, equipment &amp; soft ware</li> </ul>	We have purchased basic equipment for one room
2. Investigate the use of CTE curriculum program similar to or in conjunction with CTE-AZ	<ul style="list-style-type: none"> <li>• Continued board &amp; OSPI discussion to determine if we move forward</li> </ul>	OSPI is interested – Lew has solicited files into a central location
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	



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## Advocacy and Promotion

### Ongoing Activities

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• Working with state agencies               <ul style="list-style-type: none"> <li>○ Liaison positions on board</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Working with stakeholder associations               <ul style="list-style-type: none"> <li>○ Linking business/labor with sections</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Public relations programs</li> </ul> |
|---|---|---|

<b style="color: red;">New goals and objectives:</b>	<b style="color: red;">Resources needed:</b>	<b style="color: red;">Status:</b>
1. Develop strategies to lift our CTE message throughout the year(s)	<ul style="list-style-type: none"> <li>• Training, board learning time &amp; input, plan development and implementation support from sections</li> </ul>	Continued conversation – attended ACTE webinar on topic
2. Connect with new Superintendent at OSPI. Continue to foster relationships with our established partners. Expand our relationship with PESB around CTE & STEM issues	<ul style="list-style-type: none"> <li>• Board members willing to help serve/connect with partners to be our voice with them.</li> </ul>	Officers & staff have been involved with various groups
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	



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## Advancement of Policy and Legislation

### Ongoing Activities

- WOVE and PAC
- CTSO Civic Engagement Day

- Work on the hill
- Registered lobbyist

- OSPI, PESB, WTECB & SBCTC connections

<b>New goals and objectives:</b>	<b>Resources needed:</b>	<b>Status:</b>
1. Need to increase our WOVE resources	<ul style="list-style-type: none"> <li>• Board discussion, plan development and implementation support</li> </ul>	Discussion still happening
2.	<ul style="list-style-type: none"> <li>•</li> </ul>	Have subcontracted with lobbyist to expand our reach
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	



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## Networking and Communication

### Ongoing Activities

- WA-ACTE Website
- CTE Online Community

- Email blasts

- Social Media
  - #IamCTE, #WeAreCTE

New goals and objectives:	Resources needed:	Status:
1. Obtain names and emails for all certified CTE educators with endorsements in Washington State	<ul style="list-style-type: none"> <li>• PESB records request...</li> </ul>	No action
2.	<ul style="list-style-type: none"> <li>•</li> </ul>	
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	



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## Quality Association Improvement

### Ongoing Activities

- Quality Association Standards

- ACTE Conferences and Programs

- Financial

<b>New goals and objectives:</b>	<b>Resources needed:</b>	<b>Status:</b>
1. Possible web based streaming of WA-ACTE board meetings	<ul style="list-style-type: none"> <li>• Board discussion; plan development and implementation support (i.e. Periscope, Facebook Live, etc.)</li> </ul>	Used for committee meeting – No action for board meetings
2.	<ul style="list-style-type: none"> <li>•</li> </ul>	
3.	<ul style="list-style-type: none"> <li>•</li> </ul>	