



Strategic Plan

2017-2018 Program of Work

VISION

Every student prepared for life and career.

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

<ul style="list-style-type: none"> Summer Professional Development Expo 	<ul style="list-style-type: none"> Fall Summit (Conference) Spring STEAM Conference 	<ul style="list-style-type: none"> Section Conferences
Goals and objectives:	Resources needed:	Status:
1. Continue growth of network of partners and sponsors for WA-ACTE professional development	<ul style="list-style-type: none"> Outreach to potential sponsors 	Ongoing
2. Establish platforms and resources needed to deliver professional development over the web or hybrid methods	<ul style="list-style-type: none"> Project management, equipment, and software 	Basic equipment purchased for one room
3. Continue the use of CTE curriculum program similar to, or in conjunction with, CTE-AZ	<ul style="list-style-type: none"> Continued Board and OSPI discussion to determine if/how we move forward 	OSPI is interested – Lew Keliher has solicited files into a central location



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Advocacy and Promotion

Ongoing Activities

<ul style="list-style-type: none"> • Working with State Agencies <ul style="list-style-type: none"> ○ Liaison Positions on Board 	<ul style="list-style-type: none"> • Working with Stakeholder Associations <ul style="list-style-type: none"> ○ Linking Business/Labor with Sections 	<ul style="list-style-type: none"> • 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 	Work with WACTA and their Marketing Committee
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 	Executive Director and Board members attending various forums surrounding STEM and Connected Learning
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 	



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Advancement of Policy and Legislation

Ongoing Activities

<ul style="list-style-type: none"> • WOVE and PAC • CTSO Civic Engagement Day 	<ul style="list-style-type: none"> • Work on the Hill • Registered Lobbyist 	<ul style="list-style-type: none"> • OSPI, PESB, WTECB, and SBCTC Connections
Goals and objectives:	Resources needed:	Status:
1. Continue growth of network of partners and sponsors for WA-ACTE professional development	<ul style="list-style-type: none"> • Work with section leadership and Board to survey issues among sections 	Draft legislation established with more input needed from Board
2. Increase WOVE resources	<ul style="list-style-type: none"> • Board discussion, plan development, and implementation support 	
3. Continue strong lobbying efforts	<ul style="list-style-type: none"> • Subcontract with lobbyist 	
4. Revise and update legislative resources for members	<ul style="list-style-type: none"> • Utilize staff and board member time to review resources 	WACTA Executive Board interested in working on this



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Networking and Communication

Ongoing Activities

<ul style="list-style-type: none"> • WA-ACTE Website • CTE Online Community 	<ul style="list-style-type: none"> • Email Blasts 	<ul style="list-style-type: none"> • Social Media <ul style="list-style-type: none"> ○ #IamCTE, #WeAreCTE
<p>Goals and objectives:</p>	<p>Resources needed:</p>	<p>Status:</p>
1. Obtain names and emails for all certified CTE educators with endorsements in Washington State	<ul style="list-style-type: none"> • PESB records request 	
2. Update website	<ul style="list-style-type: none"> • Utilize web design partner(s) to update website for easy and prompt entry of information 	Kevin Plambeck has researched possible resources to update and refresh website
3. Engage partners in establishing media campaigns for CTE	<ul style="list-style-type: none"> • Develop list of partners willing to market and promote CTE 	WACTA working on marketing activities



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Quality Association Improvement

Ongoing Activities

<ul style="list-style-type: none"> Quality Association Standards 	<ul style="list-style-type: none"> ACTE Conferences and Programs 	<ul style="list-style-type: none"> 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 	Fall 2017 inservice held to orient section leadership to WA-ACTE procedures and Executive Board responsibilities
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 	