

Executive Director's 2019 Year-End Association Report and Strategic Plan Review

OUR MISSION

Washington ACTE's mission is to support our members in providing high quality CTE opportunities for all students in Washington State.

WA-ACTE CORE PURPOSE

To provide leadership and services to our members as they prepare students for lifelong career success.

We accomplish our Purpose by Providing Members:

- **Quality Professional Development**
- **Advocacy and Promotion of Career and Technical Education**
- **Advancement of Policy and Legislation**
- **Networking and Communication**
- **Continuous Quality Association Improvement**

It has been a busy and productive year for the Washington Association for Career and Technical Education. Your officers and association staff started the year with the yearly retreat/planning meeting in August shortly after the Summer Conference in Spokane to plan and accomplished the following highlights this year:

QUALITY PROFESSIONAL DEVELOPMENT:

- Summer Conference 2018 – Spokane, Davenport Grand Hotel
 - Conducted a Blood Drive in conjunction with our conference for the Spokane area
 - 594 attendees and vendors along with additional guests
 - Rachael Mann – Keynote Speaker
 - Sponsorships for 2018:
 - Platinum
 - Boeing
 - Gold
 - OSPI
 - Silver
 - Center of Excellence for Aerospace & Advanced Manufacturing
 - Klein Educational Systems
 - Northwest Tech Inc.
 - Washington State Employees Credit Union (WSECU)
 - Washington State Workforce Training and Education Coordinating Board
 - Bronze
 - Aerospace Joint Apprenticeship Committee
 - CCI Learning
 - Project Lead The Way
- Fall Conference 2018
 - 161 attendees
- Digital 3.0 professional development
 - Livestream platform began sharing professional development in the digital space with livestreaming of sessions and webinars to share with members
 - Summer Conference had 217 unique Livestream views, thus extending our reach

ADVOCACY AND PROMOTION OF CAREER AND TECHNICAL EDUCATION:

- Joined with other organizations in advancing the work of CTE together - OSPI CTE department, Washington STEM (WA STEM), Association for Washington Business (AWB), State Board of Education (SBE), State Board for Community and Technical Colleges (SBCTC), Workforce Training Board (WTB), activities included:
 - Met with Dave Masten – OSPI Government Relations
 - Met with Microsoft Philanthropies – Redmond
 - Business and Higher Ed Roundtable – Renton Technical College
 - State Board of Education – MJ Bolt Advisory Group meeting
 - Ed Dennis PLTW Regional Director phone call
 - Partnership for Learning and Washington Roundtable Meeting – Seattle
 - PESB – CTE Workgroup Phase II – OSPI
 - Painters and Allied Trades Discussion
 - “Beyond Basic Education” Forum w/ Sup. Reykdal, Bellingham WA
 - Met with PEI, Olympia
 - Call with John Drescher, Apple Inc.
 - Joint Legislative Reception with WACTA for Legislative Members

- Executive Director presentations and key meetings attended throughout the year:
 - Delivered presentation at “Focus on CTE” event Anacortes High School
 - U.S. Dept of Education, Apprenticeship Expansion Virtual Meeting
 - HNH Sponsorship Meeting – Olympia
 - National Policy Seminar (ACTE) – Washington DC
 - Met with 10 of 12 Congressional Members
 - CCW Leg Day – Olympia
 - Met with Biller Foundation – Seattle
 - AWB Education Committee meeting – CCW
 - Apprenticeship Meeting – Olympia
 - Attended Work-integrated Learning Taskforce Meeting, Vancouver WA
 - Attended and presented at the WAAE Summer Conference, Omak WA
 - Attended National ACTE Board Meeting in DC, representing the National Executive Directors’ Association (NEDA) - I am currently the NEDA President.

ADVANCEMENT OF POLICY AND LEGISLATION:

- Established regular meetings with OSPI and State Board of Education in coordination of our mutual work
 - PESB/OSPI Certification Meetings: CTE Certs and Routes to Certify – OSPI
 - Met with Dave Masten, OSPI – Olympia
 - HB 1600 “Work-Integrated Learning Initiative” advisory committee work sessions
 - Senate Assembly Days

- Multiple meetings during the year with legislators
 - Phone call with Rep. Rick Larsen – Perkins & WIOA
 - Met with Sen. Schoesler
 - Met with Rep. Wilcox
 - Met with Rep. Irwin
 - Met with Rep. Dave Paul – Prime sponsor of our CTE Resources bill
 - Met with Sen. Zieger
 - Met with Rep. Ybarra – CTE Resources bill
 - Met with Sen. Rolfes – CTE Resources bill
 - Met with House staff on CTE bill language

- Met with Rep. Sells
- Met with Rep. Walsh
- Joined CWU meeting on Tech Ed Program
- Met with Rep. Frame
- Met with Speaker Chopp
- Met with Sen. Rivers – Prime sponsor of CTE resources bill
- Met with Rep. Van Wuerven
- Met with Rep. Sullivan
- Met with Rep. Santos
- Met with Rep. Stonier
- Met with Rep. Steele
- Met with Sen. Wellman
- WSRP Leg Reception – Olympia

NETWORKING AND COMMUNICATION:

- Traveled around the state presenting Thank-You Awards to legislative members for their support and work on funding CTE: Sen. Braun, Sen. Rolfes, Rep. Manweller
 - Delivered presentation at “Focus on CTE” event Anacortes High School
 - Continue to represent WA-ACTE in the Workforce Boards meeting around WBL and CCW
 - Participate with Career Connect Washington as they develop the Governor’s career connected learning initiative
 - HDCC & WSDC Joint Committee Days Reception – Olympia
 - Multiple campaign events for incumbents and candidates around state
 - FFA Foundation Event
- Washington ACTE e-Blasts share timely information with all members on a regular basis
- Continue to use social media, Facebook - @WashCTE; Twitter - @WashCTE and #IamCTE

CONTINUOUS QUALITY ASSOCIATION IMPROVEMENT:

- Washington ACTE’s website is now one year old in June under the leadership and expertise of Kevin Plambeck we continue to improve workability
- Continue to work with the Washington CTE Foundation Board raising resources to support CTE students and teachers in doing their good work
- Continued board discussion of what it means to be an affiliated section of Washington ACTE; Kevin Plambeck has agreed to continue leading the discussion for the upcoming year
- Provided board learning at each board meeting throughout the year
- Washington ACTE continues to be in solid financial status at the conclusion of the year, see Finance Committee Year End Report for 2019