

REPORT TO THE WA-ACTE EXECUTIVE BOARD

WA ACTE PRESIDENT

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1. General Thoughts:

- Carried over from 11.16.2024 Report:
 - Increased communication. This is also reflected in the Strategic Plan.
 - Sending out a newsletter after each Board meeting.

2. Strategic Plan Activities:

- Continue to provide DEI and Leadership clock hour opportunities at all Association conferences to meet new certification requirements.
 - *01.10.2025 - Include this in the PD meetings which are starting on December 10.*
- Transition from a paper-based check in process to a digital process to improve accuracy, speed, and user experience.
 - *01.10.2025 - No current update.*
- Increase the membership for WA-ACTE by at least 7% from 2023 – 2024.
 - *2023 – 2024 = 2019*
 - *2024 – 2025 = 2096*
 - *3.8652130823% increase*
 - *01.10.2025 - No current update.*
- Redesign the WA-ACTE website to function as a dynamic resource hub for members, rather than simply serving as a static repository of information.
 - *11.01.2024 Update - iLocal is finishing up some changes and when they are done they will contact us to have our IT guy point our domain to the new website...so, should be next week sometime.*
 - *01.10.2025 Update – Currently experiencing issues with the hosting site.*
- Enhance social media presence by increasing engagement, creating targeted content, and fostering community interaction.
 - *01.10.2025 - No current update.*

3. Matters of Interest:

- On going question: How can we increase our social media presence?

4. Executive Committee Activities:

- Attend weekly officer meetings.
- Begin preparing for all upcoming conferences.
- Working on succession plan – job posting set to post on 02.01.2025