



## Strategic Plan 2024-2025

### 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

<ul style="list-style-type: none"> <li>Summer Professional Development Conference</li> </ul>	<ul style="list-style-type: none"> <li>Fall CTE-STEM &amp; Arts Conference</li> </ul>	<ul style="list-style-type: none"> <li>Section Conferences</li> </ul>
<p><b>New goals and objectives:</b></p> <ul style="list-style-type: none"> <li>Continue to provide DEI and Leadership clock hour opportunities at all Association conferences to meet new certification requirements.</li> <li>Transition from a paper-based check in process to a digital process to improve accuracy, speed, and user experience.</li> <li>Develop a process for a CTE frameworks repository for WA-ACTE members access and use.</li> </ul>	<p><b>Resources needed:</b></p> <ul style="list-style-type: none"> <li>Partner with OSPI and other districts to offer DEI and Leadership sessions.</li> <li>Whova app.</li> <li>Develop a list of frameworks and a process to collect these topics that span all sections. Evaluate WA-ACTE staffing needs to support them in accomplishing this goal</li> </ul>	<p><b>Status:</b></p> <ul style="list-style-type: none"> <li>DEI and Leadership clock hours were offered at the 2024 Summer Conference.</li> <li>Keith Peck (Renton) and Tim Knue (Executive Director) are researching the Whova options.</li> <li>Process to be tested at Fall Conference</li> <li>Create OneDrive folders for section leadership to share and organize frameworks, allowing easy access for members to contribute and collaborate within their respective groups.</li> </ul>



## Strategic Plan 2024-2025

### 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.

# Advocacy and Promotion

## Ongoing Activities

<ul style="list-style-type: none"> <li>Working with state agencies</li> <li>Liaison positions on board</li> </ul>	<ul style="list-style-type: none"> <li>Working with stakeholder associations</li> <li>Linking business/labor with sections</li> </ul>	<ul style="list-style-type: none"> <li>Public relations programs</li> <li>Relationship with PESB</li> </ul>
<b>New goals and objectives:</b>	<b>Resources needed:</b>	<b>Status:</b>
<ul style="list-style-type: none"> <li>Increase the membership for WA-ACTE by at least 7% from 2023 – 2024.</li> </ul>	<ul style="list-style-type: none"> <li>Support the FAME committee with WA-ACTE resources, as well as utilizing the executive board’s assistance.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a straggle and support needs to assist the FAME committee to achieve this objective.</li> <li>Review during October Board Meeting.</li> </ul>
<ul style="list-style-type: none"> <li>Foster and expand relationships with our established partners.</li> </ul>	<ul style="list-style-type: none"> <li>Board members willing to help serve and connect with partners to be our voice with them</li> </ul>	<ul style="list-style-type: none"> <li>Executive Director reaches out to partners and invites members to connect.</li> </ul>
<ul style="list-style-type: none"> <li>Develop strategies to create perennial, sustainable message about CTE to general public, Legislators, students, and general education staff.</li> </ul>	<ul style="list-style-type: none"> <li>Training, board learning time and input, plan development and implementation support from each Section</li> </ul>	<ul style="list-style-type: none"> <li>September Board meeting discussion.</li> </ul>



## Strategic Plan 2024-2025

### 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.

## Advancement of Policy and Legislation

### Ongoing Activities

<ul style="list-style-type: none"> <li>WOVE and PAC</li> <li>CTSO Civic Engagement Day</li> </ul>	<ul style="list-style-type: none"> <li>Registered lobbyist active on Hill</li> </ul>	<ul style="list-style-type: none"> <li>OSPI, PESB, WTECB &amp; SBCTC connections</li> </ul>
<b>New goals and objectives:</b>	<b>Resources needed:</b>	<b>Status:</b>
<ul style="list-style-type: none"> <li>Establish legislative focus of upcoming legislative session.</li> </ul>	<ul style="list-style-type: none"> <li>Work with section leadership and board to survey issues among sections.</li> <li>Possible development of a survey that is sent out to WA-ACTE members for feedback.</li> </ul>	<ul style="list-style-type: none"> <li>2024 - 2025 Legislative Focus is being worked on by the legislative committee.</li> </ul>
<ul style="list-style-type: none"> <li>Establish a legislative focus for our national legislators.</li> </ul>	<ul style="list-style-type: none"> <li>Work with section leadership and board to survey issues among sections.</li> <li>Possible development of a survey that is sent out to WA-ACTE members for feedback.</li> </ul>	<ul style="list-style-type: none"> <li>Attend the ACTE National Policy Seminar.</li> <li>Offered to all executive board members</li> </ul>
<ul style="list-style-type: none"> <li>Establish ongoing meetings with Washington State legislative members throughout the 2024 – 2025 legislation session.</li> </ul>	<ul style="list-style-type: none"> <li>Work with the legislation committee in developing a process and schedule to increase our CTE communication with the state legislators.</li> </ul>	<ul style="list-style-type: none"> <li>Process, procedure, and schedule needs to be developed at the October board meeting</li> </ul>



## Strategic Plan 2024-2025

### 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.

## Networking and Communication

### Ongoing Activities

<ul style="list-style-type: none"> <li>• WA-ACTE Website</li> <li>• CTE Online Community</li> </ul>	<ul style="list-style-type: none"> <li>• Email blasts.</li> <li>• Promotion of National ACTE Membership</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media</li> <li>• #IamCTE, #WeAreCTE</li> </ul>
<p><b>New goals and objectives:</b></p> <ul style="list-style-type: none"> <li>• Redesign the WA-ACTE website to function as a dynamic resource hub for members, rather than simply serving as a static repository of information.</li> <li>• Enhance social media presence by increasing engagement, creating targeted content, and fostering community interaction</li> <li>• Establish a bi - monthly WA-ACTE newsletter to increase communication with WA-ACTE members.</li> </ul>	<p><b>Resources needed:</b></p> <ul style="list-style-type: none"> <li>• New website platform.</li> <li>• Possible funding for this service.</li> <li>• Develop a Social Media committee which consist of current section leadership.</li> <li>• WA-ACTE staff would assist in publishing monthly newsletter and every section would provide information for this communication.</li> </ul>	<p><b>Status:</b></p> <ul style="list-style-type: none"> <li>• Working with iLocal on website changes.</li> <li>• Continue discuss with the board.</li> <li>• September board meeting a plan and process for this goal needs to be developed with the first monthly newsletter published in late October-November period.</li> </ul>



## Strategic Plan 2024-2025

### 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 Association Improvement

### Ongoing Activities

<ul style="list-style-type: none"> <li>• Quality Association Standards</li> <li>• Develop succession plan for Director</li> </ul>	<ul style="list-style-type: none"> <li>• ACTE Conferences and Programs</li> </ul>	<ul style="list-style-type: none"> <li>• Financials</li> </ul>
<b>New goals and objectives:</b>	<b>Resources needed:</b>	<b>Status:</b>
<ul style="list-style-type: none"> <li>• Share and review conference evaluations with board and sections.</li> <li>• Determine single greatest need of the group and devise plan to fix the problem.</li> </ul>	<ul style="list-style-type: none"> <li>• Scheduled/planned review sessions</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing, Summer, Fall and Spring evaluations</li> </ul>
<ul style="list-style-type: none"> <li>• Board discussion on the requirement for all section members to also affiliate WA-ACTE.</li> </ul>	<ul style="list-style-type: none"> <li>• Board discussion and development of a structure</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion and information for section leadership to carry back to their members.</li> </ul>