

ACTE Vision Statement

ACTE is dedicated to the advancement of career and technical education by:

- *Providing high quality professional development and instructional resources for members.*
 - *Serving as a primary source of leadership development for members.*
 - *Promoting the value of career and technical education through advocacy and public awareness activities.*
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ACTE Strategic Direction

- Member Value
 - a. Enhance the Retention and Renewal processes
 - b. Develop a campaign to target new/potential members
 - c. Increase State Affiliation and Unification within the State Associations and Chapters
 - d. Increase business and industry membership efforts and offerings
- Professional Development
 - a. Expand professional development offerings and delivery methods
 - b. Partner with the appropriate stakeholders to improve the offerings to members
- Leadership Development
 - a. Develop Ambassadors for the Association
 - b. Strengthen leadership development through the Leadership Department programs
- Public Policy
 - a. Builds networks with trade associations to create a skilled workforce and identify new and emerging global careers
 - b. Focus on integration across the education continuum to meet employer needs and student aspirations
 - c. Serves as the resource for data and research in skills development and career and technical education
 - d. Is recognized as the voice of career and technical education and among policy makers, education decision makers, and business and industry
- Marketing
 - a. National Awareness campaign for CTE and CTE programs for ALL students. ACTE's role is to show how we support this.
 - b. Branding of ACTE services
 - c. Need to market what ACTE is already doing to targeted groups
 - d. CTE Month