

Wisconsin ACTE Program of Work

Overview

Program of work: draft an initial program of work. Survey results indicated interest in webinars (51%); legislative advocacy/policy (46.2%); newsletter, website, other communications (44.3%); and summer workshops (39.9%) in addition to a conference.

Mission Statement:

To empower Wisconsin's students, educators, and industries by advancing high-quality career and technical education (CTE) that fosters lifelong learning, innovation, and workforce readiness. We are committed to equitable access, industry collaboration, and preparing students for high-wage, high-demand careers that drive Wisconsin's economy forward.

Vision Statement:

A future where every Wisconsin learner has the skills, knowledge, and opportunities to succeed in a dynamic global workforce.

Strategic Priorities of Wisconsin CTE by 2030:

Advocacy and Policy Development

- Strengthen relationships with state legislators to advocate for increased CTE funding and policy support.
- Host an annual CTE Advocacy Day at the state capitol to engage policymakers.
- Collaborate with business and industry leaders to shape workforce-aligned CTE policies.

Professional Development

- Organize an annual state CTE conference with keynote speakers, breakout sessions, and networking opportunities.
- Offer quarterly webinars and workshops focused on instructional best practices, emerging technologies, and industry trends.
- Develop a mentorship program connecting new CTE educators with experienced professionals.

- Provide continual collaboration and connection between the K12 System, WI Technical College System and the University of Wisconsin System.

Industry and Workforce Partnerships

- Expand apprenticeship and internship opportunities through strategic partnerships with local businesses.
- Strengthen ties with workforce development boards and economic development agencies.
- Promote industry-recognized certifications aligned with state workforce needs.
- Student Engagement and Leadership Development
- Support student organizations such as SkillsUSA, HOSA, FCCLA, Educators Rising, FBLA, DECA, and FFA in leadership development activities.
- Host statewide career exploration events and competitions.
- Provide scholarships and grants for students pursuing postsecondary education in CTE fields.
- Program Quality and Accountability
- Assist schools and post secondary partners in implementing rigorous CTE program standards aligned with state and national frameworks.
- Develop and distribute resources to improve curriculum design and assessment.
- Support data collection and analysis to measure student outcomes and program effectiveness.

Marketing and Public Awareness

- Launch a statewide CTE awareness campaign highlighting success stories from students, educators, and industry partners.
- Enhance digital presence through social media, newsletters, and a revamped website.
- Collaborate with media outlets to promote the value of CTE programs.

Implementation Timeline:

Q1 (May-August:) Kickoff advocacy initiatives, assist in planning of annual CTE Summit.

Q2 (September-December): Launch first quarterly newsletter

Q3 (January-March): Collaborate in planning the 2026 CTE Summit and ACTE Regional Conference

Q4 (April-June): Evaluate program outcomes, publish an annual impact report, and plan for the next cycle.

Evaluation Metrics:

1. Increased CTE program enrollment and completion rates.
2. Growth in industry partnerships and student work-based learning opportunities.
3. Positive legislative actions supporting CTE funding and policy improvements.
4. Increased participation in professional development activities.