

California Association for Career and Technical Education STRATEGIC PLAN 2011-14

Mission - *CACTE will be the unifying voice for the promotion and advancement of CTE through empowerment of our members.*

<p>GOAL 1. Membership <i>CACTE is a dynamic, growing organization.</i></p>

Objectives and Strategies:

1.1. Increase the number of members in CACTE.

- 1.1.a. Survey existing members to determine their needs and interests
- 1.1.b. Develop and implement an annual membership plan
- 1.1.c. Actively recruit members from all segments of CTE

<p>GOAL 2. Advocacy <i>CACTE is recognized as a leading advocate for Career and Technical Education (CTE).</i></p>

Objectives and Strategies:

2.1. Increase CACTE's involvement in the legislative process and members' understanding of and ability to become involved at the local, state, and national levels.

- 2.1.a. Communicate with legislative staff, CTE educators, and business partners on CTE issues
- 2.2.b. Conduct educational sessions on how to work with state legislators and encourage members to attend the National Policy Seminar (NPS)

2.2. Increase the awareness of CACTE at the state and federal level.

- 2.2.a. Schedule meetings with state representatives and congressional policymakers during NPS
- 2.3.b. Distribute Legislative Alerts as received by ACTE to members of the CTE community

2.3. Strengthen coordination and collaboration among key stakeholders in CTE.

- 2.3.a. Inform stakeholders of the CACTE agenda through multiple communication channels
- 2.3.b. Develop a state and national legislative agenda
- 2.3.c. Unify all the career and technical education interests of the State through representative membership relating to CTE issues
- 2.3.d. Inform the people of California, including elected officials, of the purpose, needs, and accomplishments of career and technical education
- 2.3.e. CACTE will take the lead in the CTE Alliance

GOAL 3. Professional Competency
CACTE promotes and develops opportunities for leadership and the professional development of members.

Objectives and Strategies:

- 3.1. Increase the quality, content, implementation and accessibility of professional development.**
- 3.1.a. Advocate for the state-wide CTE Standards and Framework that integrate Common Core academics and college and career readiness.
 - 3.1.b. Educate CTE professionals on the need and importance of program accountability at conferences, workshops, and through publications
 - 3.1.c. Plan and hold activities that reflect current issues and trends in CTE
- 3.2. Increase member awareness of the ongoing changes in CTE.**
- 3.2.a. Disseminate information on the ongoing changes in CTE
 - 3.2.b. Use multiple methods of communication to inform members of in-service opportunities
 - 3.2.c. Encourage the membership to attend the ACTE Convention, National Policy Seminar and the Region V Conference

GOAL 4. Strategic Alliances
CACTE fosters strategic partnerships that enhance CTE.

Objectives and Strategies:

- 4.1. Develop partnerships to enhance the perception of CACTE as a valued strategic partner along with the CTE Alliance.**
- 4.1.a. Increase the involvement of business and industry in CACTE efforts through business/institutional memberships
 - 4.1.b. Develop and disseminate promotional materials
 - 4.1.c. Develop strong partnerships with other CTE organizations in California
 - 4.1.f. Provide national updates at various conferences and workshops

GOAL 5. Recognition of CTE
CACTE recognizes the contributions and value of CTE Professionals.

Objectives and Strategies:

- 5.1. Promote CTE's image.**
- 5.1.a. Establish and implement an Awards Calendar
 - 5.1.b. Submit California CTE nominations at the Region V Leadership Conference for award recognition

GOAL 6. Organizational Effectiveness

CACTE will be an effectively-governed and efficiently-managed organization.

Objectives and Strategies:

6.1. *Enhance the effectiveness and efficiency of organizational and governance structures and processes.*

6.1.a. Send Executive Board members, officers, and CACTE representatives to other relevant meetings and conferences

6.2. *Establish effective communications throughout CACTE.*

6.2.a. Develop and send monthly email updates to the executive board members with information about CACTE activities including highlights of board and committee meetings

6.2.b. Distribute Executive Committee and State Board minutes in a timely manner

GOAL 7. Leadership Development

CACTE will develop within its membership a broad-based pool of prepared leaders committed to strengthening both the organization and its goals.

Objectives and Strategies:

7.1. *Increase the number and variety of leadership opportunities for members.*

7.1.a. Provide leadership training for Executive Committee officers and Fellows

7.1.b. Promote active engagement on all committees

7.1.c. Utilize CACTE Associates and Group Chairpersons to engage members in leadership efforts

7.2. *Increase the pool of available, trained leaders at all levels of the organization.*

7.2.a. Communicate leadership opportunities to members

7.2.b. Encourage CACTE members to assume leadership responsibility in CTE organizations

7.3. *Seek members to participate in Fellowship program.*

7.3.a. Seek CACTE members to participate in our Fellow program

7.3.b. Recommend CACTE members to be Region V Fellows on a yearly basis