4/3/2018

2018 Strategic Plan – Approved by AE PC on March 28, 2018

ACTE Division: Agricultural Education

<table>
<thead>
<tr>
<th>Goal (Theme):</th>
<th>Strategies:</th>
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<tbody>
<tr>
<td>Ex. Recruit at least 1 New Professionals Fellow to apply for Fellowship program (MV&amp;E)</td>
<td>Aggressively promote the program through my newsletters, policy committee, EIA, social media; Offer additional stipend support for Fellows from my Region.</td>
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1 Member Value & Engagement: Increase awareness and membership of ACTE among NASAE, NAAE and AAAE members/affiliates

- Promote benefits of ACTE at NASAE, NAAE and AAAE meetings, on MMM and across listservs
- Encourage state staff, teacher educators and teachers to take leadership positions in ACTE
- Fund an AE Division Fellow and recruit applicants by September 2018 deadline for the 2019 program *(Budget code 5240-402)*
- Participate in NAAE’s partner reception during VISION to promote ACTE membership and member value to AE Division
- Support meeting expenses at NAAE, AAAE and/or NASAE as needed *(Budget code: 5500-402)*

2 Member Value & Engagement

Increase award recognitions in each Ag Ed Division Affiliate

- Actively recruit and encourage at least one applicant from each region and from each of the three AE Division affiliates to apply for ACTE Excellence Awards

3 Professional and Leadership Development

Encourage more AE Division activity in ACTE programs and activities.

- Recruit AE Division applicants for 2019 ACTE Leadership Programs (LEAD, CONNECT etc)
- Increase Educators in Action by 10 from AE Division
- Recruit two AE DIV members to serve on CTE committees
- Fund AE VP travel to NCAE (AE PC) meetings (2 per year) *(Budget code: 5240-402)*

4 Advocacy & Awareness

Promote CTE month via AE Division members

- Encourage at least 1 AE DIV member a day, during CTE month, to tell their Ag Ed/CTE story on Twitter, FB using CTE month related hashtags.
- Encourage collaboration between FFA’s Advocacy and Govt. Relations Director and ACTE Public Policy staff

5 Strategic Partnerships

Introduce AE business and industry partners to ACTE

- Connect at least two new ag businesses and/or Ag Ed contacts to ACTE
- Financially support work of NCAE, the ‘think tank’ of agricultural education *(Budget code: 6900-402)*

6 Innovation

Promote STEM related AE programs

- Highlight at least 6 programs (1 per region) using the Curriculum for Agricultural Science Education (CASE) and other innovative STEM programs to depict progressive CTE instruction.
Resources to Consider:

- **Funding Sources:** Operating Account, Designated Account, Opportunity Fund
- **Human Resources** (*Volunteers contribute Time, Passion, Expertise, Influence, Network*): Policy Committee Members, Educators in Action
- **Useful Connections:** State Leaders, State CTE Directors

ACTE Divisions

Strategic Planning

Sample annual goals for an ACTE Division:

**Member Value & Engagement**
- Recruit (and sponsor) Division Fellows
- Recruit at least 1 HURP to participate in Division policy committee, national committee, or ACTE leadership program
- Increase overall Division membership by XX
- Increase membership in targeted groups (ex. CTSO advisors, in certain states)
- Recruit XX Educators in Action
- Maintain or increase number of award winners participating in the Region/national awards from my Division

**Professional and Leadership Development**
- Collect examples/resources for non-ACTE professional development from Division affiliates/CTSOs
- Recruit at least one (1) possible presenter for an ACTE online seminar on Division content
- Recruit XX session proposals from my Division for VISION
- Recruit XX session proposals for VISION for targeted content areas (ex. High-Quality CTE Elements, Innovative Practices)
- Increase the number of Division members attending VISION
- Maintain high overall level of satisfaction from members in Division programming at VISION?

**Advocacy & Awareness**
- Recruit my Division affiliates and CTSOs to participate in/share their CTE Month activities
- Maintain/increase number of members from my Division attending NPS

**Strategic Partnerships**
- Secure at least one Division partner or sponsor (in collaboration with ACTE staff)
- Recruit at least one nomination for the Business-Education Partnership Award for a sector within my Division
- Suggest XX potential partners (companies within my Division/field) that ACTE could try to partner with

**Innovation**
- Working with my affiliates, CTSOs, and other Division contacts, suggest possible examples of criteria for Innovation in CTE
- Help ACTE staff identify major emerging industries/education trends in my Division

Resources to Consider:

- **Funding Sources:** Operating Account, Designated Account, Restricted Accounts, Opportunity Fund
- **Human Resources** (*Volunteers contribute Time, Passion, Expertise, Influence, Network*): Policy Committee Members, Educators in Action
- **Useful Connections:** State Division Affiliate Leaders, National Division Affiliates, CTSOs