



Kentucky Association for Career and Technical Education
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KACTE 2020

The challenge was presented in 2014-15 Kentucky Association for Career and Technical Education (KACTE) President Wayne King's goals for the year. Under the theme, ***Value and Commitment***, King wrote of his program of work: "KACTE strives to represent CTE (Career and Technical Education) professionals . . . Everybody. Everywhere. Every Day. Period! Together we can further the profession." However, he said at the KACTE Board orientation session: "If my daughter was asked to join KACTE, I'm not sure what KACTE officers or future members would convince her to join."

The challenge is to make KACTE relevant to attract new members, provide professional benefits, and serve the CTE community. Where is KACTE headed? How can KACTE further the profession? What should KACTE be doing to fulfill its adopted mission and purposes in its bylaws: ". . . to provide educational leadership in developing a competitive workforce." That mission is supported by purposes:

- ★ Leadership and Program Improvement,
- ★ Policy Development,
- ★ Knowledge Connectivity, and
- ★ Awareness.

Is this challenge being met?

In 2012, KACTE adopted a strategic mission and goals to guide its program of work.

KACTE Mission: The Kentucky Association for Career and Technical Education (KACTE) will develop and provide leadership and advocacy to advance Career and Technical Education.

KACTE Goals:

1. Increase membership by 10 percent by Dec. 31, 2014, including growth among all program areas and professional associations by providing professional opportunities, communicating member benefits, and advocating for Career and Technical Education.
2. Pursue enhanced communication to strengthen professionalism and a commitment to community among Career and Technical Education professionals, showcasing CTE programs and teachers, along with their accomplishments, on the KACTE website and Facebook page and with other social media.
3. Expand partnerships to support the implementation of college and career readiness standards and assessments for all Kentucky students.
4. Develop and implement a strong leadership development program for all Career and Technical Education professionals.

In 2013, KACTE adopted a branding strategy to emphasize the tagline: ***Inspiring~Advocating~Leading.***

Are all of these items compatible? Are they current? Will they lead to continued growth and achievement for KACTE into the future?

These questions are more important given the changes in Kentucky CTE. Now, **CTE Counts!** It is an equal partner representing the career readiness component of the Kentucky Department of Education's College and Career Readiness accountability system. The Office of Career and Technical Education is at the highest level of organization within the Department. The Kentucky Community and Technical College System and public and private postsecondary institutions are pursuing workforce preparation initiatives incorporating CTE programs. Recent legislative initiatives have supported CTE, and CTE is an integral part of broader initiatives such as Work-Ready Communities, TRACK (Tech Ready Apprenticeships for Careers in Kentucky), and the proposed "Kentucky Rising" global competitiveness initiative. CTE now is being viewed as an essential component of an comprehensive educational system.

Is KACTE positioned to support a more prominent CTE? What programs and services should KACTE consider and implement to be relevant for its membership and in support of the new CTE?

As the only professional association for all CTE, with members from every CTE teaching discipline and at every level of CTE instruction and administration, KACTE has the opportunity to be a voice and an advocate for CTE as well as source of professional development and communication for all CTE professionals. KACTE can be the tent under which the CTE community can develop collegiality and mutual respect. What does KACTE need to better serve CTE and its members? Are its programs and services appropriate? What is out-of-date or no longer useful? What needs to be added?

DURING THE 2014-15 administrative year, KACTE embarked on an ambitious agenda to answer the questions stemming from President King's challenge. It pursued a series of activities to involve all segments of the CTE community in a review of existing programs and services, an assessment of value, a consideration of new programs and approaches, and development of a plan for the future.

To begin, KACTE used a Strategic Doing process facilitated by a consultant to lead a July 24 session following the annual CTE Summer Program in Louisville. Representatives from every CTE professional association and administrative agency participated in the session, from which came a specific project to create a CTE Advocacy Network among stakeholders from both the public and private sectors. This on-going information sharing seeks to be a communications catalyst in support of CTE.

The July 24 session also gathered an initial compilation of assets available to KACTE that can be used to support CTE. A second, more focused Strategic Doing session was scheduled to coincide with the first 2014-15 KACTE Board meeting at Barren River State Resort Park on Sept. 18-19. In a retreat setting, again using a consultant, the Board developed a list of possible activities KACTE should do or consider doing.

Subsequent to the Barren River session, two Survey Monkey instruments were distributed to members and non-members to assess the use, knowledge, and perceived appropriateness of KACTE's products, services and member benefits. The respondents also were encouraged to provide input on policy questions and offer suggestions for programs or services KACTE should adopt.

The survey information and other research was presented to the KACTE Board at its Elizabethtown meeting on Nov. 13. A workgroup was named to distill the information into a workable program named **KACTE 2020**. The five action areas are:

- ➔ **Advocacy,**
- ➔ **Communications and Public Relations,**
- ➔ **Member Benefits,**
- ➔ **Organization and Finances, and**
- ➔ **Professional Development.**

The workgroup reviewed the various programmatic and service recommendations, placed most under appropriate action area, but eliminated some from consideration as inappropriate (primarily due to KACTE's charter as a non-profit, professional association) or unworkable (purview of another organization, a government function, or cost).

The draft **KACTE 2020** document was presented to the KACTE Board at its Elizabethtown meeting on Jan. 15. The Board was divided into four groups, with each charged with review of one of the action areas. All groups were challenged to provide input on the Organization and Finance area. The groups were encouraged to edit the action activities under each action area, in particular to offer comments on priority, additions or deletions. President King and Executive Director Mike Stone took the results and created a single document reflecting the direction of the Board, which now is being presented to the KACTE Board for adoption at its Louisville meeting on April 23.

Each action area now has a specific overarching goal and a list of activities deemed necessary to achieve the goal. The following charts present the action area and activities in a format that can be adapted for monitoring. The activities presented under each action area are the steps needed to achieve and sustain KACTE's relevance to its members and the CTE community in 2020. Some are traditional and existing programs and services. Some already have started. Some will be developed. Together they form a blueprint or guide for KACTE's leadership to achieve success in serving members and supporting the CTE community in Kentucky.

Action areas and overarching goals are:

- ✓ **Advocacy** -- Gain recognition and necessary funding for CTE initiatives in Kentucky.
- ✓ **Communications and Public Relations** -- Ensure the public's recognition of the KACTE brand.
- ✓ **Member Benefits** -- Increase dues-paying memberships.
- ✓ **Organization and Finance** -- Implement policies and procedures that strengthen and solidify KACTE management.
- ✓ **Professional Development** -- Provide needed and effective professional development opportunities for CTE instructors in Kentucky.