Kentucky Association for Career and Technical Education (KACTE) Adopts Strategic Doing Plan

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

KACTE is the only Kentucky professional association representing all teaching disciplines in CTE -- agriculture, business, communications, construction, engineering and technology, family and consumer sciences, health sciences, information technology, manufacturing, marketing, pathways to careers, and transportation -- at all levels of instruction -- middle school, high school, area technology center, career and technical center, community and technical college, and university. Following a deliberative and consultative process involving all CTE professional associations and administrative agencies, KACTE adopted KACTE 2020, a set of overarching goals in five action areas.

★ Professional Development -- Provide needed and effective professional development opportunities for CTE instructors in Kentucky.
★ 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.

KACTE 2020 Objectives

Professional Development (PD)

• Establish KACTE as the “go to” for PD -- Reaffirm KACTE's commitment to PD of teachers, administrators and supporters; Establish a PD Forecasting Group to project PD need; Discuss partnership opportunities with the Office of Career and Technical Education (OCTE) and the Kentucky Community and Technical College System (KCTCS); Develop postsecondary options at the Summer Program.
• Enhance Leadership Development -- Offer leadership activities at all levels.
• TALENTS -- Seek sponsors; Recruit participants; Focus on best practices; Improve recognition
• Best Practices -- Work with OCTE and KCTCS to identify best practices and promote through forums and links.
• Classroom Resources -- Support ACTE efforts; Identify links; Create products and services in cooperation with the PD Forecasting Group.

Advocacy

• Legislative Agenda -- Support CTE; Use students and employers to deliver agenda; Maintain The CTE Partnership Forum; Deliver information to legislators, stakeholders and public.
• Support CTSOs -- Maintain Student Leadership Day; Take active role at CTSO conferences.
• Research Agenda -- Research ways to enhance CTE in Kentucky; Disseminate research results.
• CTE Awareness -- Maintain and publicize College and Career Readiness and Postsecondary Program of Distinction Awards; Develop enhancements to further CTE in Kentucky.

Communication and Public Relations

• Partner Relationships -- Support the entire CTE community through the Summer Program; Identify and expand partnership opportunities.
• Brand KACTE -- Use tag line; Broaden brand; Market KACTE products
• Stakeholder Communications -- Distribute communications to partners, stakeholders, members.
• Information Services -- Website; Social media; E-blasts.
• Community Support -- Share information with professional associations; Develop community outreach projects; Recognize outstanding activities.