

2015-2019 ACTEN Strategic Plan

Mission: The mission of the ACTEN is to educate, advocate, and lead with a unified voice for Nebraska Career and Technical Education (CTE).

GOAL	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE	UPDATES/NOTES
<i>Goal 1: Educate</i>				
1.1 Professional Development	1.1.1 NCE Conference (co-sponsor with NDE)	Executive Director; President; NDE		
	1.1.1a Prominent presence for booth			
	1.1.1b Handout/Infographic with Why?			
	1.1.1c Promotional banners or roll-ups (multiple to travel to other conferences or promotions)			
	1.1.1d New Professionals Breakfast			
	1.1.1e ACTEN at Opening Session			
	1.1.1f Presentation/Luncheon for Awards and Recognition			
	1.1.1g Communication with Divisions to establish award application process			
	1.1.1h Explore discount rate for conference based on membership status			
	1.1.1i ACTEN dedicated sessions			
	1.1.2 Webinar	Executive Director; Executive Board		
	1.1.3 Opportunities for tours, externships, experiences	Executive Director; President; NDE		

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1.2 CTE Month	1.2.1 Resources for promotion	Executive Director; Executive Board		
	1.2.1a Marketing timeline (school board presentation, handout, newspaper ad, radio PSA, school events, NE Career Model poster, sample invitations for “outsiders” to visit school,)			
	1.2.1b Partner with a marketing firm to develop promotional material			
	1.2.1c Proclamation signing; “CSO” Day Legislative Day focused on CSO students from all areas interacting with Senators			
	1.2.1d Legislation packet/day/exposure			
	1.2.1e Publication sent to Business/Industry			
	1.2.1f CTE posters for display in classrooms			
1.3 Teacher Recruitment	1.3.1 Mentoring and Support	Executive Director; Executive Board; Members		
	1.3.1a Marketing Campaign (new and second career)			
	1.3.1b Identifying potential teachers			
	1.3.1c Communication with tradition and non-traditional teacher preparation programs			
	1.3.1d Membership drive at NCE conference			

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1.4 Public Awareness	1.4.1 Marketing Campaign (employers, industry, community, school board, peers)	Executive Director; Executive Board		
	1.4.2 Capture stories and successes (collaborate specifically with Divisions)	Executive Director; Executive Board		
	1.4.3 Presence at stakeholder meetings using available resources	Executive Director; Executive Board		
	1.4.4 Newsletter spotlights that “tell the NOW story” (start with board members schools; schools who have participate in ReVISION)	Executive Director; Executive Board; NDE		
	1.4.5 Utilize social media to “tell the NOW story”	Executive Director; Executive Board		
	1.4.6 Monthly articles in local newspapers	Executive Director; Executive Board		
	1.4.7 Use e-mails to keep members alert	Executive Director; Executive Board		
1.5 Membership	1.5.1 Survey	Executive Director; Executive Board		

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<i>Goal 2: Advocate</i>				
2.1 Unified Voice	2.1.1 Marketing Campaign (NE legislature, State board, administrators, school board, policy makers, decision makers)	Executive Director; Executive Board		
	2.1.1a Customizable resources available for use			
	2.1.2 Invitations to visit schools for legislators, partners (how-to guide)	Executive Director; Executive Board		
	2.1.3 Utilization of social media	Executive Director; Executive Board		
2.2 CTE Month (partner with NDE)	2.2.1 Statewide Initiative for CTE Month	Executive Director; Executive Board; NDE		
	2.2.1a "CSO Day" Legislative Day focused on CSO students from all areas interacting with Senators: proclamation signing			
	2.2.1b Promote collaboration of all CTE CSOs in one philanthropic effort			
2.3 Foundations for Funding	2.3.1 Continue collaboration with NCEIF	Executive Director; NCEIF Board Representative; NCEIF Board		
	2.3.2 Funding Needs Providing:	Executive Director; NCEIF Board Representative; NCEIF Board		
	2.3.2a Externships			
	2.3.2b Mentorships			

	2.3.2c Scholarships (CTE candidates Junior/Senior college years; CTE professional development or conference attendance)			
	2.3.2d Loan Forgiveness			
2.4 For CTE with Policy Makers including Legislation	2.4.1 Resources, data, success stories at the ready	Executive Director; Executive Board; Members		
	2.4.2 Contact Legislators at state and at national level	Executive Director; Executive Board		
	2.4.3 Present or provide a rotational session on Legislative Advocacy at NCE Conf.	Executive Director; Executive Board; NDE		
	2.4.4 Encourage attendance at National Policy Seminar and CareerTech VISION	Executive Director; Executive Board		
Goal 3: Lead				
3.1 Grow CTE Leadership	3.1.1 Hold Leadership Workshops and Trainings	Executive Director; Executive Board; NDE; Division Representatives		
	3.1.1a Collaboration with NDE to hold ACTEN NEXUS Leadership Conference			
	3.1.1b Collaborate with NDE in planning NCE Conference			
	3.1.1c Collaborate with NDE in establishing digital presentations/webinars			
	3.1.2 Fall Board Meeting Agenda Items	Executive Director; Executive Board		
	3.1.2a Review Leadership Handbook			
	3.1.2b Board Training			

	3.1.2c Review of Bylaws			
	3.1.2d Review/Progress of Strategic Plan			
	3.1.2e Survey Finalization/Distribution			
	3.1.3 Provide/Create Leadership Opportunities			
	3.1.3a Funding for attendance at National Conference for ACTEN members and board members (separate funding sources)			
	3.1.3b Committee participation for ACTEN members			
	3.1.3c Establish mentoring program			
3.2 Presence with Stakeholders	3.2.1 Communication with stakeholders	Executive Director; Executive Board		
	3.2.1a Provide opportunities for ACTEN board members to present at state level (legislative, public policy)			
	3.2.1b Provide opportunities for ACTEN members to communicate with pre-service teachers at local colleges, encouraging membership and NCE participation			
3.3 Member Recognition	3.3.1 Recognize ACTEN members with Awards Program at NCE	Executive Director; Executive Board; NDE;		