

KACTE 2022 -- Adopted Sept. 10, 2020

Items are listed in priority order based on survey of 2020-21 Kentucky Association for Career and Technical Education (KACTE) Board.
 Status Key: NS=not started, OG=on-going, C=completed

LEADERSHIP

Goal: Provide Professional Development opportunities for Career and Technical Education (CTE) professionals.

Status	Objective	Responsible/ Tasked	Cost/Resources	Timeframe	Concerns/ Comments
	Increase knowledge of, use and specific Kentucky content in <i>CTE Learn!</i>	Leadership Committee			Coordinate with ACTE and its contractor, Knowledge Matters
	Expand participation in KACTE leadership programs	Leadership Committee, KACTE Board, Social Media Committee			Coordinate with OCTEST, KCTCS
	Identify and actively recruit individuals with leadership potential	Leadership Committee, KACTE Board, Social Media Committee			
	Identify and provide tools CTE professionals can use to enhance teaching and learning	Leadership Committee			
OG	CONTINUING PROGRAMS Annual CTE Summer Program	Staff, Officers	Registration fee set in planning process	Annually	Involve planning committee from OCTEST, KCTCS, professional associations, content areas
OG	TALENTS Leadership Academy	Leadership Committee, Staff	\$9,000 grant from OCTEST Perkins Leadership funds	Annually	Verify funding annually with OCTEST
OG	Surviving to Thriving	Leadership Committee, Staff		Annually	Coordinate with OCTEST to identify participants, promote with administrators
OG	Donnalie Stratton Middle School Stipend	Staff	\$2,400 Reserve Funds	Annually	

MEMBERSHIP/BENEFITS -1

Goal: Increase KACTE membership through expanded knowledge of member benefits and association programs.

Status	Objective	Responsible/ Tasked	Cost/Resources	Timeframe	Concerns/ Comments
	Use surveys to obtain data to determine key messages to promote WIIFM (What's in it for me?) to spur member growth and retention.	Membership Committee, Staff			
	Establish KACTE membership information network with contact person in each school, district or institution to promote WIIFM message	Membership Committee			
	Provide Social Media Committee with monthly membership highlight	Membership Committee, KACTE Board	No cost, time commitment		Project could highlight teacher or student achievement or classroom innovation, success or community outreach
	Use e-blasts to members through ACTE to communicate information	Membership Committee, Staff			ACTE may be interested in combining this objective with a mass membership recruitment outreach.
	Educate pre-service and new teachers/faculty on KACTE membership value	Membership Committee			Coordinate with teacher educators, OCTEST NTI
	Expand active membership participation among all content areas	Membership Committee, Service Area Vice Presidents			Coordinate with CTE professional associations
	CONTINUING PROGRAMS				
OG	CTE Awards recognition	Awards Committee	\$1,500	Annually	\$1,000 sponsorship from Kentucky Farm Bureau
OG	KACTE Website (www.kyacte.org)	Social Media Committee, Staff	No cost, provided through ACTE unified membership	As needed	Coordinate with ACTE website staff
OG	Semi-annual News&Notes distribution to all members	Staff	\$1,500 if mailed	November, May	Consider moving to e-mail but weigh the impact of physical mail

MEMBERSHIP/BENEFITS - 2

Goal: Increase KACTE membership through expanded knowledge of member benefits and association programs.

Status	Objective	Responsible/ Tasked	Cost/Resources	Timeframe	Concerns/ Comments
OG	Insurance Options	Membership Committee, Staff	Individual fees	As needed	Available through ACTE after individual joins KACTE
OG	\$99 new member membership fee	Membership Committee, Staff	Individual fee	As needed	For payroll deduction members, KACTE will refund \$21 of \$120 regular dues deduction after receipt of first payroll deduction payment
OG	Michael McMillen Scholarship for pre-service teachers	Teacher Educator Vice President, Staff	\$5,000 Reserve Fund	Fall	Coordinate with teacher educators, teacher mentors
OG	Carl Perkins Assistanceship Grant	Carl Perkins Assistanceship Grant Committee, Staff	\$1,000	Presented at Summer Program	KACTE budget provides for two, \$500 grants
OG	Stratton-Tipton Scholarship for special needs student	Counselor/Special Needs teacher identified to administer grant, Staff	As determined by grant administrator	Presented at Summer Program	Current fund balance is \$6,314.64
OG	Membership Recruitment Contests	Membership Committee, Staff	Set by Board on Membership Committee recommendation	Awarded in March or October	Typical recent contests target 100 percent membership of CTE staff at a school or to support Summer Program recruitment drive

ADVOCACY

Goal: Advocate for CTE and CTE professionals with legislators, policy makers and the community.

Status	Objective	Responsible/ Tasked	Cost/Resources	Timeframe	Concerns/ Comments
OG	Educate state and federal legislators of CTE value and need for adequate funding	Liaison Committee, Legislative Agent		as needed	
OG	Develop recommendations for optimal organization of CTE delivery in Kentucky	President-appointed Ad-hoc Committee		by Dec. 1, 2020	
NS	Expand member and CTE professional participation in advocacy efforts	Liaison Committee, Social Media Committee, Membership Committee, KACTE Board			
CONTINUING PROGRAMS					
OG	Maintain Legislative Agent	KACTE Board	\$15,000	Annually	Contract with McCarthy Strategic Solutions (Jeff Busick)
OG	Write and distribute <i>CTE Partnership Forum</i>	Staff	Staff time	Monthly	Monitor distribution e-mail list, expand appropriately
OG	Write and post to website <i>Issues Updates</i>	Staff	Staff time	As needed	
OG	Organize and Present <u>Student Leadership Day</u>	Staff	\$4,000	Annually in February	Coordinate with CTSO State Advisers
OG	Provide support for Career and Technical Education Student Organizations	KACTE Board	to be determined	As requested and approved	
OG	Organize ACTE National Policy Seminar federal legislator office visits	Staff	Officer and Executive Director Travel Budgets	Annually in March	

BUILDING CAPACITY

Goal: Expand opportunities for professional involvement on KACTE Board, committees, and task forces or working groups.

Status	Objective	Responsible/ Tasked	Cost/Resources	Timeframe	Concerns/ Comments
	Communicate opportunities and need to serve both programmatically and geographically				
	Expand use of virtual or hybrid meetings	KACTE Board, Staff			
	Ensure effective representation from all content areas				
	Consider establishing discussion groups/chat rooms on KACTE programs/CTE issues				
OG	CONTINUING PROGRAMS KACTE Annual Meeting	KACTE Board, Staff		Annually in July	
OG	KACTE Quarterly Board Meetings	KACTE Board, Staff		Sept., Nov., Jan., April	
OG	KACTE Board Bi-annual Strategic Planning Session	KACTE Board, Staff		July-Sept., 2022	
OG	KACTE Board annual orientation	KACTE Board, Staff		Annually in July	
OG	Update and post to website <i>Policy and Procedures Handbook</i>	KACTE Secretary, Staff		As needed	

SOCIAL MEDIA/MARKETING

Goal: Increase use of social media and expand awareness of KACTE brand

Status	Objective	Responsible/ Tasked	Cost/Resources	Timeframe	Concerns/ Comments
	Increase social media users by 20 percent	Social Media Committee, Membership Committee			Current users: 209 on Facebook, 570 on Twitter
	Improve social media content through Board involvement	Social Media Committee, KACTE Board			KACTE Board members tasked with providing content to Social Media Committee to share via platforms
	Consider additional platforms (e.g. closed Facebook page, Instagram, etc.)	Social Media Committee			
	Research options for logoed merchandise	Social Media Committee			Determine source for order on-demand; KACTE cannot stock items
OG	CONTINUING PROGRAMS @kyacte (Facebook)	Social Media Committee		As needed	
OG	#kyacte (Twitter)	Social Media Committee		As needed	