MISSION
Provide educational leadership in developing a competitive workforce

VISION STATEMENT
Empowering educators to deliver high quality CTE programs that ensure all students are positioned for career success

Inclusion, Access, Equity and Diversity

Advocacy and Awareness

Professional and Leadership Development

Teacher Pipeline Shortage

Strategic Partnerships

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## Strategic Themes

### Member Value and Engagement
ACTE’s success is reliant on the success of its divisions, state associations and educators. Strengthening and supporting leadership and alignment throughout this infrastructure will increase both capacity and member value.

### Advocacy and Awareness
ACTE is seen as the credible source of information on U.S. career and technical education. Through CTE brand development, advocacy and prioritized audience targeting, ACTE can impact the perceived value of CTE. Ultimately, ACTE can leverage its reputation to advocate for and change perceptions of CTE in targeted audiences.

### Professional and Leadership Development
It is time to reinvent ACTE’s professional development system with the intention of growing every member, every year. Existing resources and delivery systems will evolve to meet the diverse needs of educators from pre-service to retirement. The system will use professional development to build capacity and confidence so that ACTE members grow from learners to leaders. It will provide high quality professional development available through a variety of delivery channels.

### Teacher Pipeline Shortage
“Prepared and Effective Program Staff” is an essential element of a high quality CTE program of study. ACTE has identified the teacher pipeline, which includes recruitment, retention and a variety of other factors important to securing and maintaining a strong, effective educator workforce, as a priority. We promote effective responses to the recent challenges that many CTE programs report as they pursue hiring, retaining, diversifying and growing their workforce.

### Strategic Partnerships
ACTE is well positioned to serve as the liaison between business leaders, education leaders and policy makers. Expanded connections and shared initiatives with national CTE organizations like Advance CTE and the Career Technical Student Organizations will create a coherent system for connecting employers in the career education conversation.

### Inclusion, Access, Equity and Diversity
ACTE promotes high quality CTE programs for diverse audiences. We continue to build an inclusive culture that encourages, supports and celebrates the diversity of the CTE community. We are committed to inclusion, access, equity, and diversity throughout our organization.