

## 2018 Strategic Plan –Approved by AE PC on March 28, 2018

ACTE Division:

Agricultural Education

	Goal (Theme):	Strategies:
Ex.	<i>Recruit at least 1 New Professionals Fellow to apply for Fellowship program (MV&amp;E)</i>	<i>Aggressively promote the program through my newsletters, policy committee, EIA, social media; Offer additional stipend support for Fellows from my Region.</i>
1	<b>Member Value &amp; Engagement:</b> Increase awareness and membership of ACTE among NASAE, NAAE and AAAE members/affiliates	<ul style="list-style-type: none"> <li>• Promote benefits of ACTE at NASAE, NAAE and AAAE meetings, on MMM and across listservs</li> <li>• Encourage state staff, teacher educators and teachers to take leadership positions in ACTE</li> <li>• Fund an AE Division Fellow and recruit applicants by September 2018 deadline for the 2019 program (<i>Budget code 5240-402</i>)</li> <li>• Participate in NAAE’s partner reception during VISION to promote ACTE membership and member value to AE Division</li> <li>• Support meeting expenses at NAAE, AAAE and/or NASAE as needed (<i>Budget code: 5500-402</i>)</li> </ul>
2	<b>Member Value &amp; Engagement</b> Increase award recognitions in each Ag Ed Division Affiliate	<ul style="list-style-type: none"> <li>• Actively recruit and encourage at least one applicant from each region and from each of the three AE Division affiliates to apply for ACTE Excellence Awards</li> </ul>
3	<b>Professional and Leadership Development</b> Encourage more AE Division activity in ACTE programs and activities.	<ul style="list-style-type: none"> <li>• Recruit AE Division applicants for 2019 ACTE Leadership Programs (LEAD, CONNECT etc)</li> <li>• Increase Educators in Action by 10 from AE Division</li> <li>• Recruit two AE DIV members to serve on CTE committees</li> <li>• Fund AE VP travel to NCAE (AE PC) meetings (2 per year) (<i>Budget code: 5240-402</i>)</li> </ul>
5	<b>Advocacy &amp; Awareness</b> Promote CTE month via AE Division members	<ul style="list-style-type: none"> <li>• Encourage at least 1 AE DIV member a day, during CTE month, to tell their Ag Ed/CTE story on Twitter, FB using CTE month related hashtags.</li> <li>• Encourage collaboration between FFA’s Advocacy and Govt. Relations Director and ACTE Public Policy staff</li> </ul>
6	<b>Strategic Partnerships</b> Introduce AE business and industry partners to ACTE	<ul style="list-style-type: none"> <li>• Connect at least two new ag businesses and/or Ag Ed contacts to ACTE</li> <li>• Financially support work of NCAE, the ‘think tank’ of agricultural education (<i>Budget code: 6900-402</i>)</li> </ul>
7	<b>Innovation</b> Promote STEM related AE programs	<ul style="list-style-type: none"> <li>• Highlight at least 6 programs (1 per region) using the Curriculum for Agricultural Science Education (CASE) and other innovative STEM programs to depict progressive CTE instruction.</li> </ul>

### Resources to Consider:

- **Funding Sources:** Operating Account, Designated Account, Opportunity Fund
- **Human Resources (*Volunteers contribute Time, Passion, Expertise, Influence, Network*):** Policy Committee Members, Educators in Action
- **Useful Connections:** State Leaders, State CTE Directors

ACTE Divisions

Strategic Planning

*Sample annual goals for an ACTE Division:*

### Member Value & Engagement

- Recruit (and sponsor) Division Fellows
- Recruit at least 1 HURP to participate in Division policy committee, national committee, or ACTE leadership program
- Increase overall Division membership by XX
- Increase membership in targeted groups (ex. CTSO advisors, in certain states)
- Recruit XX Educators in Action
- Maintain or increase number of award winners participating in the Region/national awards from my Division

### Professional and Leadership Development

- Collect examples/resources for non-ACTE professional development from Division affiliates/CTSOs
- Recruit at least one (1) possible presenter for an ACTE online seminar on Division content
- Recruit XX session proposals from my Division for VISION
- Recruit XX session proposals for VISION for targeted content areas (ex. High-Quality CTE Elements, Innovative Practices)
- Increase the number of Division members attending VISION
- Maintain high overall level of satisfaction from members in Division programming at VISION?

### Advocacy & Awareness

- Recruit my Division affiliates and CTSOs to participate in/share their CTE Month activities
- Maintain/increase number of members from my Division attending NPS

### Strategic Partnerships

- Secure at least one Division partner or sponsor (in collaboration with ACTE staff)
- Recruit at least one nomination for the Business-Education Partnership Award for a sector within my Division
- Suggest XX potential partners (companies within my Division/field) that ACTE could try to partner with

### Innovation

- Working with my affiliates, CTSOs, and other Division contacts, suggest possible examples of criteria for Innovation in CTE
- Help ACTE staff identify major emerging industries/education trends in my Division

### Resources to Consider:

- **Funding Sources:** Operating Account, Designated Account, Restricted Accounts, Opportunity Fund
- **Human Resources (*Volunteers contribute Time, Passion, Expertise, Influence, Network*):** Policy Committee Members, Educators in Action
- **Useful Connections:** State Division Affiliate Leaders, National Division Affiliates, CTSOs