

ACTE Resource Guide

ACTE State Association Membership Best Practices Guide

Recruitment, Engagement, and Retention Strategies from ACTE
Membership Committee Discussions

Prepared for: State Association Leaders

Prepared by: ACTE Membership Committee

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Based on ACTE Membership Committee Discussions (Feb–May 2026)

COMMITTEE MEMBERS

The following ACTE Membership Committee members contributed insights, examples, and recommendations that informed this guide.

Name of state representative	State Association
Jamie Manhart	Kansas ACTE
Kelly Granfield	Colorado ACTE
Robin Painovich	Career and Technical Association of Texas
Belcourt, Samantha	NH ACTE
Jen Karamanian	Massachusetts
Sharon Kramer	Maryland Career and Technical Administrators
Kristen Bandy	Iowa ACTE
MerriLee Saige Alvarez	New Mexico ACTE
Kandy Smitha	Indiana ACTE
Fran Bromley-Norwood	Nevada ACTE
Tom Goodhue	Oregon ACTE
Troy Long	CTEANJ/ACTE-NJ
Tess Alviso	WA-ACTE
Jody Reeves	Georgia ACTE
Shelly York	Arizona - ACTEAZ
Becky Cox	Utah ACTE
Dana Crumpton	South Carolina ACTE
Lenessa Keehn	South Dakota ACTE
Hilary Dito	California ACTE
Donna Van Metre	WV ACTE
John Whitman	Arkansas ACTE
Megan Garnhart	Wyoming ACTE
Pepper Poulsen	Utah ACTE
Justin Zimin	Alaska ACTE

SECTION I: NEW MEMBER RECRUITMENT

What This Section Covers

This section outlines practical strategies state associations are using to recruit new members, focusing on event-based recruitment, value-driven outreach, and targeted membership models.

Key Themes Across States

Membership growth requires cross-functional coordination and is most effective when tied to clear value through events, professional development, and advocacy.

Proven Strategies

Strategy 1: Use Conferences as Primary Recruitment Drivers

What to Do:

- Prompt membership during registration
- Bundle membership with event pricing
- Offer member incentives or exclusive experiences

State Examples:

- Utah: Routes registration through ACTE to prompt joining
- Nevada: Reimburses nonmembers who join during events
- Texas (CTAT): Bundles membership into training registration
- Colorado: Includes membership in division conference registration

Key Takeaway: Embed membership directly into conference registration to increase conversions.

Strategy 2: Create Value-Based Entry Points

What to Do:

- Offer high-value webinars or training
- Gate access to content
- Align content with timely needs

State Examples:

- Iowa: Advocacy webinar tied to CTE Day

Key Takeaway: Use timely, practical content to drive engagement and recruitment.

Summary: What Works Across States

- Use events as primary recruitment drivers
- Bundle membership to reduce friction
- Create value-based entry points
- Target key audiences
- Reinforce value through messaging

Quick Application Checklist

✓ Action	Status
Add membership prompt to event registration	☐
Bundle membership where possible	☐
Identify one webinar or training to drive recruitment	☐
Define target audiences	☐
Strengthen value messaging	☐

SECTION II: MEMBER ENGAGEMENT STRATEGIES

What This Section Covers

This section highlights how states build engagement through early value, ongoing programming, and meaningful member connections.

Key Themes Across States

Engagement is strongest when members experience early value, consistent connection, and opportunities to participate.

Proven Strategies

Strategy 1: Deliver Immediate Value in the First 90 Days

What to Do:

- Prioritize onboarding touchpoints
- Connect members to opportunities early
- Provide networking opportunities

State Examples:

- Iowa: Uses timely content and webinars
- Alaska: Online collaboration platform
- Texas (CTAT): Orientation sessions and automated emails

Key Takeaway: Focus on early engagement to build long-term connection.

Strategy 2: Sustain Engagement Through Programs and Events

What to Do:

- Offer ongoing events and training
- Provide virtual and in-person options

State Examples:

- Texas (CTAT): Regional training programs
- Nevada: Encourages member invitations

Key Takeaway: Provide consistent engagement opportunities throughout the year.

Summary: What Works Across States

- Prioritize early engagement

- Offer multiple participation options
- Connect members to purpose
- Strengthen peer connections
- Adjust strategies based on participation data

Quick Application Checklist

✓ Action	Status
Create a 30–90 day engagement plan	☐
Offer monthly engagement opportunities	☐
Highlight advocacy opportunities	☐
Build peer networking	☐
Identify one engagement barrier to address	☐

SECTION III: RETENTION STRATEGIES THROUGH COMMUNICATIONS

What This Section Covers

This section focuses on retention through consistent communication, value reinforcement, and streamlined renewal processes.

Key Themes Across States

Retention improves when communication is consistent, value is reinforced year-round, and renewal is simple.

Proven Strategies

Strategy 1: Implement a Structured Renewal Communication Plan

What to Do:

- Send multiple renewal reminders
- Include pre-, during-, and post-expiration outreach

State Examples:

- Washington: Multi-touch outreach resulted in reinstated memberships

Key Takeaway: Use consistent, repeated reminders to increase renewal rates.

Strategy 2: Reduce Friction in the Renewal Process

What to Do:

- Align renewal with events
- Simplify payment processes

State Examples:

- Utah: Renews members during conference registration

Key Takeaway: Make renewal as easy and embedded as possible.

Strategy 3: Reinforce Member Value Year-Round

What to Do:

- Share benefits regularly

- Highlight outcomes of membership

State Examples:

- Iowa: Advocacy-focused messaging
- Oregon: Consistent value messaging
- Texas (CTAT): Leadership program promotion

Key Takeaway: Reinforce value continuously—not just at renewal time.

Summary: What Works Across States

- Use multi-touch renewal strategies
- Embed renewal into workflows
- Reinforce value year-round
- Segment outreach by lifecycle stage
- Maintain accurate data

Quick Application Checklist

✓ Action	Status
Create 3–5 renewal touchpoints	☐
Align renewal with one event	☐
Share monthly value messaging	☐
Build a reactivation plan	☐
Audit contact data	☐

SECTION IV: KEY CHALLENGES IDENTIFIED ACROSS STATES

What This Section Covers

This section outlines common challenges impacting recruitment, engagement, and retention.

Key Challenges

- Member value perception
- Engagement of new and younger members
- Geographic and access barriers
- Data and system limitations

What This Means for States

States must improve communication clarity, expand engagement formats, and strengthen data systems to support membership growth.

Suggested Actions

- Strengthen value messaging
 - Create structured engagement opportunities
 - Expand access through virtual options
 - Improve data quality and processes
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Final Note

This guide reflects insights gathered from ACTE Membership Committee discussions between February and May 2026.