

# KACTE 2020



## Kentucky Association for Career and Technical Education (KACTE) Adopts Strategic Doing Plan

**MISSION:** *The Kentucky Association for Career and Technical Education (KACTE) will develop and provide leadership and advocacy to advance Career and Technical Education (CTE).*

KACTE is the only Kentucky professional association representing all teaching disciplines in CTE -- agriculture, business, communications, construction, engineering and technology, family and consumer sciences, health sciences, information technology, manufacturing, marketing, pathways to careers, and transportation -- at all levels of instruction -- middle school, high school, area technology center, career and technical center, community and technical college, and university. Following a deliberative and consultative process involving all CTE professional associations and administrative agencies, KACTE adopted **KACTE 2020**, a set of overarching goals in five action areas.

- ★ **Professional Development** -- Provide needed and effective professional development opportunities for CTE instructors in Kentucky.
- ★ **Advocacy** -- Gain recognition and necessary funding for CTE initiatives in Kentucky.
- ★ **Communications and Public Relations** -- Ensure the public's recognition of the KACTE brand.
- ★ **Member Benefits** -- Increase dues-paying memberships.
- ★ **Organization and Finance** -- Implement policies and procedures that strengthen and solidify KACTE management.

## KACTE 2020 Objectives

### **Professional Development (PD)**

- **Establish KACTE as the "go to" for PD** -- Reaffirm KACTE's commitment to PD of teachers, administrators and supporters; Establish a PD Forecasting Group to project PD need; Discuss partnership opportunities with the Office of Career and Technical Education (OCTE) and the Kentucky Community and Technical College System (KCTCS); Develop postsecondary options at the Summer Program.
- **Enhance Leadership Development** -- Offer leadership activities at all levels.
- **TALENTS** -- Seek sponsors; Recruit participants; Focus on best practices, Improve recognition
- **Best Practices** -- Work with OCTE and KCTCS to identify best practices and promote through forums and links.
- **Classroom Resources** -- Support ACTE efforts; Identify links; Create products and services in cooperation with the PD Forecasting Group.

### **Advocacy**

- **Legislative Agenda** -- Support CTE; Use students and employers to deliver agenda; Maintain *The CTE Partnership Forum*; Deliver information to legislators, stakeholders and public.
- **Support CTSOs** -- Maintain Student Leadership Day; Take active role at CTSO conferences.
- **Research Agenda** -- Research ways to enhance CTE in Kentucky; Disseminate research results.
- **CTE Awareness** -- Maintain and publicize College and Career Readiness and Postsecondary Program of Distinction Awards; Develop enhancements to further CTE in Kentucky.

### **Communication and Public Relations**

- **Partner Relationships** -- Support the entire CTE community through the Summer Program; Identify and expand partnership opportunities.
- **Brand KACTE** -- Use tag line; Broaden brand; Market KACTE products
- **Stakeholder Communications** -- Distribute communications to partners, stakeholders, members.
- **Information Services** -- Website; Social media; E-blasts.
- **Community Support** -- Share information with professional associations; Develop community outreach projects; Recognize outstanding activities.