

**Kentucky Association of Career and Technical Education
2020 Strategic Plan
Advocacy – Impact and Implementation**

Goal: Gain recognition and necessary funding for CTE initiatives in Kentucky

Item	Activity	Timeframe	Status	Responsibility
Legislative Agenda	1. Set a legislative agenda supporting CTE	Jan. 2015-April 2016	Presented fact sheet to legislature	Legislative Liaison, Board
	2. Use students and/or industry to deliver the legislative agenda	On going	Incorporated Fact Sheet in Student Leadership Day	Legislative Liaison, Board
	3. Implement fully the CTE Partnership Forum	Nov 2015 - Ongoing		Executive Director
	4. Deliver informational materials to legislators, administrators, stakeholders and the public	Fall 2015 - Ongoing	Developed new tri-fold doc	Legislative Liaison, Board
Support of CTSO's.	1. Student Leadership Day	Fall 2015 - Ongoing	Ongoing coordination with CTSO state advisors	Board, Executive Director, CTSO State Advisors
	2. Take an active role at CTSO conferences	Feb-July		KACTE State/Local CTSO's
Research Agenda	3. Research ways to enhance or further CTE in KY	Spring 2016		Legislative Liaison, Board, Executive Director
	4. Produce and distribute results of KACTE research projects	As developed		Legislative Liaison, Executive Director, Outside Contractors
CTE Awareness	5. Maintain and publicize annual CCR and Postsecondary Awards	July 2015 - ongoing	Debut 2015 Summer Program	Awards Chair, Legislative Liaison, Board, Executive Director
	6. Update or develop media to enhance or further CTE in Kentucky	Jan-Dec		Social media contact on KACTE Board

Organization and Finance – Impact and Implementation

Goal: Implement policies and procedures that strengthen and solidify KACTE management

Item	Activity	Timeframe	Status	Responsibility
Fiscal Stability	1. Conduct an external audit	Annually	Ongoing	Executive and Assistant Executive Director, President, Treasurer, Consultant
	2. Address audit findings	As Needed		Executive and Assistant Executive Director, President, Treasurer, Consultant
	3. Seek the advice of a financial planner	As Needed		KACTE Board
	4. Pursue reserves equal to one-half of the annual operating budget	Ongoing		KACTE Board
Efficient Organizational Structure	1. Review organizational processes to address changes needed to meet new opportunities and remove barriers to ensure the efficiency and effectiveness of KACTE	Fall 2015 – Ongoing		Officers, Board
	2. Develop an effective/efficient method to keep the Board up-to-date on the strategic plan.	Fall 2015		Past-President, Executive Director
	3. Conduct a Board retreat every two years for strategic review and planning	Fall 2016		President, Executive Director
	4. Establish a policy/process to review and revise the mission and vision of KACTE	Fall 2015		KACTE Board
	5. Post Board meeting agendas, study package and minutes to website as needed	Ongoing		Staff
	6. Support President-Elect participation in ACTE State Leadership Program	Fall 2015		KACTE President - Elect

Unified Membership	1. Discuss unified membership options with professional association presidents and Board members	Fall 2015		KACTE President, Association presidents and KACTE Board
	2. Determine the feasibility of unified membership and next steps	Spring 2016		KACTE President, Association presidents and KACTE Board
Membership Payment Options	1. Establish a committee that meets each fall to discuss: a. Current payment options b. Possible hindrances to payment options that have the least impact on membership c. Options available due to new technologies d. Research concerning potential options e. Possible Board recommendation	Each fall		President-Elect chairs, committee appointed by President with Board Concurrence
Staff Succession Planning	1. Create a monthly schedule of Executive director's and Assistant Executive Director's job duties	June 2015-July 2016		Executive and Assistant Executive, Handbook Committee chair
	2. Update handbook to incorporate new documents	July 2016		Staff

Professional Development – Impact and Implementation

Goal: Provide needed and effective professional development opportunities for CTE instructors in Kentucky

Item	Activity	Timeframe	Status	Responsibility
Establish KACTE as the “Go-To” for Professional Development	1. Reaffirm KACTE’s commitment to the basic bylaw and incorporation purpose as a non-profit, professional development association of CTE teachers, administrators and supporters	Now - Ongoing		Summer Planning Committee; KACTE Board
	2. Establish a “Professional Development Forecasting Group” to assess current and project future Professional Development needs within the CTE community; Group to present at least annually to the KACTE Board, and more often as necessary, identifying professional development needs to be addressed through the CTE Summer Program or KACTE initiatives and publications	Fall 2015		KACTE President
	3. Discuss with OCTE and KCTCS possible partnership opportunities to promote professional development activities	Fall 2015		KACTE President, President-Elect, Executive Director
	4. Assign responsibility to address identified professional development for the CTE community and create products, services or programs within budgetary guidelines by defined due dates	Fall 2015 and on-going		KACTE Officers, Board, Staff
	5. Develop tracks and opportunities for postsecondary participants at Summer Program	Fall 2015		Board, Summer Program Planning Committee, Leadership Committee

Enhance Leadership Development	1. Offer leadership activities to all levels K-12 and postsecondary participants at CTE Summer Program	Fall 2015		Board, Summer Program Planning Committee, Leadership Committee
	2. Discuss with OCTE and KCTCS possible partnership opportunities to promote leadership development activities outside of Summer Program	Fall 2015		Board, Leadership Committee
TALENTS	1. Seek sponsorship to offset cost and minimize registration fee, support scholarships, reduce the reliance on government grants	On Going		Leadership Committee
	2. Recruit full class participation	On Going		Leadership Committee
	3. Focus on best practices for classroom excellence, teacher leadership and community engagement	On Going		Leadership Committee
	4. Improve the recognition of graduates; promote alumni achievements	On Going		Leadership Committee
Best Practices	1. Work with OCTE, KCTCS to identify Best Practices and post to website, including abstract and contact information	On Going		Board, Executive Director
	2. Provide a forum for Kentucky's Best Practices to be shared through ACTE, KACTE website, publication and/or presentations	On Going		Board, Executive Director
	3. Link to ACTE Best Practices	On Going		Board, Executive Director
Classroom Resources	1. Seek to be involved in ACTE efforts to improve/increase professional development for teachers	Now		Board, Executive Director
	2. Identify links and resources and publicize to teachers	Spring 2016		Board, Executive Director
	3. Create products, services or programs to address teacher professional development needs in cooperation with "Professional Development Forecasting Group"			Board, Executive Director

Communication and Public Relations – Impact and Implementation

Goal: Ensure the public’s recognition of the KACTE brand

Item	Activity	Timeframe	Status	Responsibility
Partner Relationships	1. Support principals, superintendents, districts and institutions, legislators, legislative assistants, industry partners, etc. through: <ul style="list-style-type: none"> a. Meeting Place b. Service area brunches –KACTE Push c. More general presentations for general audiences at summer program 	June 2015		Executive/Assistant Executive Directors, Legislative Liaison, Division VPs
	1. Identify and expand partnership opportunities through the advocacy network	June 2015		
Brand KACTE	1. Utilize frequently the tag line as KACTE’s brand	Spring 2015		Board, Executive and Assistant Executive Director
	2. Broaden KACTE’s brand to be seen as more than the provider of CTE Summer Program	Ongoing		Board, Executive and Assistant Executive Director
	3. Market KACTE products consistent with KACTE’s vision, mission and goals	Spring 2016		Board, Executive and Assistant Executive Director
	4. Incorporate KACTE logo at bottom of emails	Ongoing		Board, Executive and Assistant Executive Director
Stakeholder Communication	1. Communicate KACTE’s mission/vision/goals/brand to stakeholders; White paper, Student Leadership Day	Daily, April 2015		Board, Staff

	2. Distribute KACTE member EBlast and Advocacy Network communications on a regular schedule	Ongoing		Executive Director
Information Services	1. Keep website up to date	Ongoing		Staff
	2. Use social media to get breaking news out	Ongoing		Board, Social Media Coordinator
	3. Use EBlast to keep members up to date	Ongoing		Executive Director
	4. Establish policies and procedures for use of social media and other communication tools and add to Policy and Procedure Handbook	Spring 2016		Board, Handbook Committee Chair
Community Support	1. Communicate regularly with program area professional associations to share information and project plans	July 2015 - Ongoing		Membership Chair, Awards Chair, Board, Executive Director
	2. Assist, where possible, program area professional associations in developing community outreach projects	Ongoing		Board, Executive Director
	3. Identify and recognize outstanding community outreach projects – service learning activities	Ongoing		Membership Chair, Awards Chair, Board, Executive Director

Member Benefits – Impact and Implementation

Goal: Increase dues-paying memberships

Item	Activity	Timeframe	Status	Responsibility
Support Profession	1. Develop list of activities in place or needed that support professionals	Jan. 2016		President Elect, Service Area Vice Presidents
	2. Conduct meeting to consider how KACTE and professional associations and program areas can cooperate	Annually		KACTE Officers, Professional Association Leadership, Program area consultants
	3. Develop and distribute report of recommendations for supporting profession	Annually		President Elect, Executive Director
	4. Negotiate implementation plan	Annually		KACTE Officers, Professional Association Leadership, Program area consultants
	5. Link KACTE website to CTE relevant websites	Ongoing		Staff
Member Ownership	1. Conduct membership and stakeholder assessment surveys of KACTE products and services	Sept. annually		Board
	2. Develop active committees to involve more members in formulating policies and projects	Spring 2016		Board, Committee Chairs
Enhance Member Value	1. Develop professional liability insurance option	Jan 2016		Board Executive Director
	2. Establish a member benefits committee to investigate and recommend business relationships with benefits eg., product discounts	Ongoing		Board, Member benefit committee

	3. Publish list of member benefits	Annually Spring 2016		Staff KACTE Board, Assistant Executive Director
	4. Work with postsecondary/KCTCS to identify products or services to enhance member benefits for postsecondary faculty	Ongoing		KACTE Board
Expand Use of Social Media	1. Enhance social media usage with a once a month message highlighting one member benefit	Ongoing		Membership Chair, Board, Executive Director
	2. Add to KACTE website, next to the Join button on the KACTE website home page and membership page, links to items indicating the value of being a member	Spring 2015		Staff