

**STRATEGIC PLAN
2011-2012**

Goal 1 MEMBERSHIP RECRUITMENT AND RETENTION

1. Maintain an NCACTE roster of 1250 members by June 30, 2012.
2. Each division to increase membership in their division by 10%.

STRATEGIES

1.–Develop (8) district reps who focus on membership within each district—preferably by establishing one rep per LEA.

1. Provide members and potential members with ACTE benefit package options.
 2. Provide current and inactive membership rosters to each division vice president and treasurer for recruitment and retention.
 3. Ensure availability of membership applications and benefits information via newsletter and website.
 4. Promote recognize of life members from each division.
- 2.– Encourage membership recruitment at new teacher workshops and through the CTE Directors.**
- 3.– Increase awareness, both inside and outside of the CTE community of how NCACTE’s programs provides value to CTE teachers and administrators.**

GOAL 2 PUBLIC POLICY ADVOCACY

1. Increase outside awareness of CTE programs to local, state, and national legislative officials and decision makers.
2. Increase awareness among CTE community of local, state, and national legislative issues facing CTE teachers, administrators, and students.

STRATEGIES

1. Members will be encouraged to participate in NCACTE and ACTE legislative networks.
2. Post legislative newsletter and NCACTE newsletter on the website.
 1. Distribute association/CTE issues to site based colleagues and solicit assistance.
 2. Ensure members are aware of Legislative Platform for 2011-2012.
3. Post weekly Legislative Newsletter from lobbyist on the website.
4. Encourage Legislative committee to network among members, colleagues, and business leaders throughout assigned region.
5. Publicize the North Carolina Legislative Seminar in May 2012 on website, newsletter, and other communication media.
6. Send LEA Legislators news of events through the NCACTE newsletter to promote CTE programs.

GOAL 3 PROFESSIONAL ADVOCACY

1. All CTE teachers and administrators will have a working knowledge of how NCACTE provides benefits to them in their position.
2. NCACTE will provide helpful tools for all CTE teachers and administrators for use in their professional development.

STRATEGIES

1. Promote, as needed, planning of professional development workshops.
2. Assess in-service needs of NCACTE officers and members.
3. Utilize members within organization to facilitate workshops.
4. Encourage participation of all officers and committee members in workshops and conferences provided by NCACTE and ACTE.
5. Encourage Presidents of divisions to communicate roles and responsibilities of standing committee members, before appointments, concerning attendance of fall, spring and summer conferences. Use evaluation process at each leadership conference for innovative ideas and topics requested by participants.
6. Select volunteers from organization to facilitate and /or present during conferences.
7. Utilize newsletter and website to request presenters.
8. During the summer conference the division presidents should give job descriptions to standing committee members prior to appointment.

GOAL 4 PROFESSIONALISM

1. Advocate for professional credentials
2. Advocate for recognition of achievement.
3. Advocate for involvement in NCACTE by all members.

STRATEGIES

1. Encourage members to seek credentials/certifications.
2. Actively seek members to participate in local, state, regional, and national awards programs.
3. Recognize members who achieve awards from local, state, regional, and national programs.
4. Actively promote participation in leadership programs.
5. Awards committee will solicit participation from each division for state and national awards.
6. Acknowledge divisions that submit candidates for awards.
7. Recognize CTE teachers who are national board certified on the website and newsletter.
8. Provide leadership training opportunities in divisions through joint ACTE workshops.
9. Encourage divisions to recruit award program participants.

GOAL 5 PARTNERSHIPS

1. Strengthen communication between all divisions.
2. ALL members to enlist support from business and industry.
3. All NCACTE members to participate in other professional groups and civic organizations to promote Career & Technical Education.

STRATEGIES

1. Ensure that the Executive Board and Board of Directors is representative of all divisions.
2. Encourage members to support multiple divisions.
3. Ensure that NCACTE members are treated with dignity and respect.
4. Encourage business, industry and community members to support organizational activity.
5. Tagging links with businesses through the NCACTE website.

GOAL 6 LEADERSHIP DEVELOPMENT

1. Identify potential leaders among members and encourage involvement in their division, state and national association.
2. Develop future NCACTE leadership.
3. Increase member participation in all conferences and workshops.

STRATEGIES

1. Utilize mentoring among division leaders to cultivate members for leadership positions.
2. Publicize all leadership activities sponsored by NCACTE and ACTE.
3. Provide leadership training at summer conference, and board of directors meetings.
4. Recognize the division with the largest percentage of participants who attend summer conference.
5. Encourage each division to send an NCACTE member to state and national policy seminars