

## 2015-2016 NCACTE Strategic Plan

1. To operate as a functional organization
  - a. Communicate the purpose of the organization at all levels (national, state and division levels)
  - b. The NCACTE Executive Committee and Board of Directors will produce a simple document detailing the purposes, benefits, of the organization at all levels and provide these to the division presidents at the fall meeting so they can communicate them to their division members.
  - c. The NCACTE President will create an organizational chart to give to all division presidents that they can customize for their division so that members will know who to call upon for appropriate communications.
  - d. The Board of Directors will hold professional development in the fall that will focus on strategic planning, operations (including time to review, discuss and update committee structures and recommendations for bylaws changes if needed) and internal stakeholder presentations for both the entire Association and each division.
  - e. The Standing Committee Chairs on the NCACTE Board of Directors will communicate the purpose of their committee to the committee members and correspond with division and/or appointed members quarterly for updates and prepare quarterly briefs that will be submitted to the President and Executive Director.
  - f. Recruit and retain members by providing purposeful and quality benefits
  - g. Each member of the Board of Directors will be an ambassador for the Association and be familiar with each division's purpose and content area.
  - h. The membership committee will work with the Executive Director and the President to devise a system for an automated membership renewal reminder. This will allow current members to receive an email that alerts them of their membership expiration date.
  - i. The Past Presidents' Chair will work with the Chair of the Membership Committee to implement a "Freshman Class" for new members in each division. This class would use a cohort model and would have mentors to allow for professional growth.
  - j. The NCACTE Board will work with NCDPI to coordinate professional development that supports all areas in Career and Technical Education on both the secondary and post-secondary levels and work with content area teachers, literacy coaches, and other educational personnel to build professional capacity and share best practices.
  - k. All members will be available to serve as judges for CTSO's to learn more about each division.
  - l. Communicate openly and transparently with all stakeholders.
  - m. Each member of the Executive Committee and the Board of Directors will communicate openly and transparently with stakeholders via all methods of communication.
  - n. The Chair of the Public Information Committee and the Chair of the Newsletter Committee will work with the Executive Director, Executive Committee, and Board of Directors to promote and communicate the news of the Association.
  - o. All members of the Association will be encouraged to utilize technology for meetings, correspondents, and other appropriate communications.
2. To Promote Career and Technical Education and NCACTE
  - a. Create a marketing campaign based around five CTE Core Strengths:
    - i. Preparing students to graduate Career and College Ready.
    - ii. Power of Work-based Learning, Career and Technical Student Organizations.
    - iii. Innovative Curriculums that span the 16 Career Clusters.
    - iv. opportunities to earn industry recognized credentials and/or articulated college credit
  - b. The Executive Committee, Executive Director, and NCACTE Board of Directors will create a campaign revolving around these five core strengths and have a draft plan to present at the fall leadership meeting.
  - c. Create a marketing campaign for NCACTE focused around five areas:
    - i. Purpose
    - ii. Benefits
    - iii. Legislative Advocacy
    - iv. Professional Development
    - v. Leadership
  - d. The Past Presidents' Chair and committee will work with the Executive Committee and Executive Director to create a campaign revolving around these five areas and have a draft plan to present at the fall leadership meeting.