

**NCACTE STRATEGIC PLAN**  
**2016-2017**

**Goal 1 – Membership Recruitment and Retention**

**Strategies**

- 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.
- The membership committee will work with the Executive Director and the President to devise a system for an automated membership renewal reminder.
- The Past Presidents’ Chair will work with the Chair of the Membership Committee to implement a “Freshmen Class” or Mentor system for new members in each division.

**Goal 2- Promote Career and Technical Education and NCACTE**

**Strategies**

- Create a marketing campaign for NCACTE focused around the five areas – Purpose, Benefits, Legislative Advocacy, and Professional Development, and Leadership.
- Create a way to Brand NCACTE through out state LEAs.
- Continue to promote NCACTE during National CTE month.

**Goal 3-Public Policy Advocacy**

**Strategies**

- Increase outside awareness of CTE programs to local, state and national legislative officials and decision makers, including local and state school boards through the Legislative Policy Seminar.
- Increase awareness among CTE community of local, state, and national legislative issues facing CTE teachers, administrators, and students.
- Have local LEA’s members to meet with their legislative members at least once a year.

**Goal 4- Partnerships**

**Strategies**

- Strengthen communication between all divisions and the executive board.
- Collaborate with Business partners to build a quality workforce to promote accountability of certifications and credentials.

Create a local LEA NCACTE chapter- that will meet monthly to discuss NCACTE/CTE issues