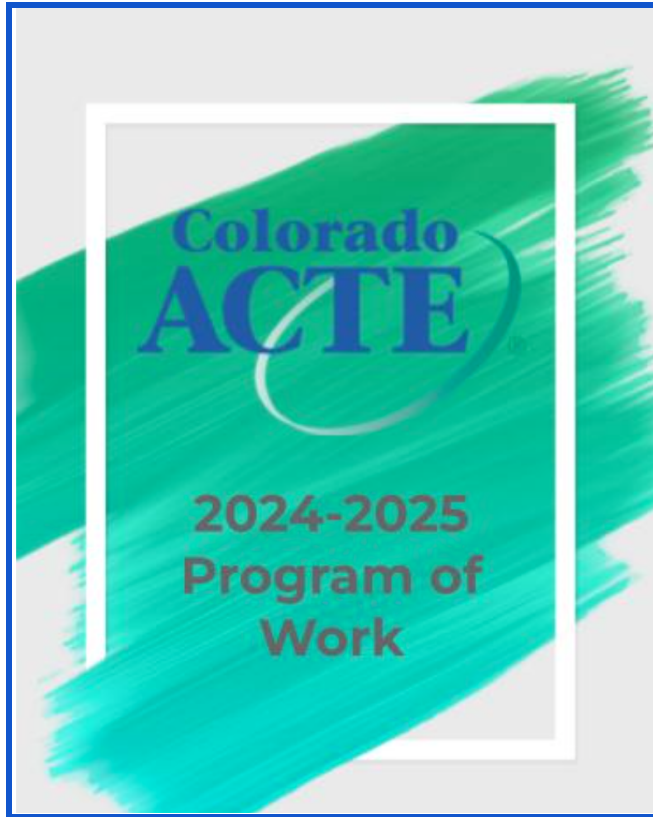




## **2024-2025 CACTA Program of Work**

**Based on the CACTE Program of Work**

# 2024-2025 CACTA Program of Work

## Advocacy & Awareness

*CACTA is seen as a credible source of information on Colorado Career and Technical Education. Through continued CTE brand development, advocacy and prioritized stakeholder targeting, CACTA can impact the perceived value of CTE. Ultimately, CACTA can leverage its reputation to advocate for and change perceptions of CTE in targeted audiences.*

| Strategies                                                                                                                                                                                                                                                                               | Key Performance Indicators                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Tactics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Updates                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <ul style="list-style-type: none"> <li>• Develop an action plan to define the critical role of and enhance the public dialogue about CTE with targeted audiences.</li> <li>• Educate and mobilize stakeholders for positive legislative impact at the state and federal level</li> </ul> | <ul style="list-style-type: none"> <li>• Increase positive media coverage</li> <li>• Increase positive perception of CTE (not inclusive to: students, parents, employers, counselors, administrators, legislators)</li> <li>• Increase participation in CTE Month activities &amp; showcases</li> <li>• Increase support for legislation that supports CTE at the state and national level</li> <li>• Increase the use of CACTA advocacy resources</li> <li>• Increase middle school and postsecondary involvement</li> </ul> | <ul style="list-style-type: none"> <li>• Enlist emerging Advocacy/ Outreach Committee               <ul style="list-style-type: none"> <li>◦ Targeted marketing to stakeholders</li> <li>◦ Press releases</li> <li>◦ Social media challenges</li> <li>◦ Monthly success story featured on website/ newsletter</li> </ul> </li> <li>• Advocacy &amp; Legislative Committees have at least one combined meeting</li> <li>• Change name of Advocacy Committee to Outreach</li> <li>• Leverage resources for collaboration (with CCCS, as example)</li> <li>• Divisions include items in CACTA newsletter to increase awareness of activities</li> </ul> | <ul style="list-style-type: none"> <li>• Requested contracted lobbyists to present a CTE Legislative Update at CACTA Mid-winter Conference</li> <li>• Continued to use CACTA website as a communication tool</li> <li>• Admin Spotlights - <u>Added to website:</u> <ul style="list-style-type: none"> <li>-Dr. Teina McConnell Executive Director Pickens Technical College Aurora Public Schools Program Spotlights               <ul style="list-style-type: none"> <li>◦ Updated to new Program Spotlight</li> <li>◦ FutureForward Adams 12</li> </ul> </li> </ul> </li> </ul> |

## Member Value & Engagement

*CACTA's success is reliant on the success of its committees and members. Strengthening and supporting leadership and alignment throughout the CACTA infrastructure will increase both capacity and member value.*

| Strategies                                                                                                                                                                                                                                                                                                                                                                                                         | Key Performance Indicators                                                                                                                                                                                                                                                                                                                                                                                                                          | Tactics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Updates                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| <ul style="list-style-type: none"> <li>• Build CACTA's organizational capacity through a series of supports</li> <li>• Strengthen the quality and consistency of leadership delivered at the state and division level</li> <li>• Retain members through current members communicating and demonstrating value</li> <li>• Attract and retain CTE professionals through intentional and targeted outreach</li> </ul> | <ul style="list-style-type: none"> <li>• Develop a comprehensive system for identifying and onboarding potential members</li> <li>• Expand participation of underrepresented populations in division and CACTA leadership opportunities</li> <li>• Increase membership</li> <li>• Maintain high levels of member retention, benefit participation and overall engagement</li> <li>• Increase middle school and postsecondary involvement</li> </ul> | <ul style="list-style-type: none"> <li>• Enlist Membership Committee members               <ul style="list-style-type: none"> <li>◦ Outreach to districts for CACTA membership value</li> <li>◦ Membership Needs Assessment</li> </ul> </li> <li>• Create a community               <ul style="list-style-type: none"> <li>◦ Membership "tribe" – make people feel welcome</li> </ul> </li> <li>• Division Newsletters feature content from middle school, high school and postsecondary levels</li> <li>• Provide hands-on, teaching methodology at Summit</li> <li>• Reach out to members and potential members in some way other than email</li> <li>• Provide quarterly virtual connections (similar to CATFACS Appy Hour and ETMA Quick &amp; Easy PD) for member networking and professional development for middle school, high school and postsecondary levels</li> <li>• Create social events at conferences (VISION, NPS,</li> </ul> | <ul style="list-style-type: none"> <li>• Continued to use CACTA website as communication tool               <ul style="list-style-type: none"> <li>◦ Called for conference presentations</li> <li>◦ Provided conference registration information</li> </ul> </li> <li>• Sought out new Board and Committee representation for 24-25–               <ul style="list-style-type: none"> <li>◦ President-elect Nick Williams</li> <li>◦ Community College Liaison–Mason Jenkins</li> <li>◦ ATC Liaison–RandalPalmer</li> </ul> </li> <li>• Supported CACTA membership by PD that aligns to administrators needs (Victoria Crownover and Dana Anderson will be supporting this at CACTA conference)</li> <li>• Conference sessions that support secondary and</li> </ul> |

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|  |  | Summit) by affinity group to promote networking <ul style="list-style-type: none"> <li>• Explore processes for promoting open CTE positions</li> <li>• Educate members on CACTA leadership opportunities             <ul style="list-style-type: none"> <li>o To make involvement more accessible, create application process for committee members</li> </ul> </li> <li>• Divisions include items in CACTA newsletter to increase awareness of activities</li> <li>• Members share their ACTE/CACTA involvement story - including but not limited to how membership is tied to retention in CTE professions</li> <li>• Create professional development grant applications; available to members to attend CACTA &amp; ACTE events</li> </ul> | middle school awareness/ activities <ul style="list-style-type: none"> <li>• Capacity building by offering CTE Director Training as pre-conference and post-conference sessions at 2025 Mid-winter Conference</li> <li>• Updated website and email list spring 2025</li> <li>• Spring 2025 determine virtual touch point(s) open to all members (one in spring 2025 and possibly fall 2025)</li> </ul> |
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### **Inclusion, Access, Equity, Diversity**

*CACTA will continue to build an inclusive culture that encourages, supports and celebrates the diversity of the CTE community and create, with the Colorado CTE Team, a continuum of high-quality IAED experiences.*

| Strategies                                                                                                                                | Key Performance Indicators                                                                                                                                                              | Tactics                                                                                                                                                                                                  | Updates                                                                                                                                  |
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| <ul style="list-style-type: none"> <li>• Increase collaboration and cooperation across CACTA divisions for IAED best practices</li> </ul> | <ul style="list-style-type: none"> <li>• Solicit Summit participation in collaborating for IAED sessions</li> <li>• Provide shared professional development across divisions</li> </ul> | <ul style="list-style-type: none"> <li>• Create an IAED Committee</li> <li>• Use the benchmark tool in creation of resources</li> <li>• Use the benchmark tool in assessing current resources</li> </ul> | <ul style="list-style-type: none"> <li>• Equitable access: Offering Brave Dialogues at CACTA Conference- Pre-conference, will</li> </ul> |

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| <ul style="list-style-type: none"> <li>● Building diverse and culturally competent educators who are representative of the learner populations we serve through our education and workforce system</li> <li>● Understanding the learner perspective and elevating their voices to ensure that programs are designed with intentionality and quality</li> <li>● Commit to modeling <a href="#">inclusive language</a>, terminology, philosophies and up-to-date practices when communicating internally and externally.</li> </ul> | <p>that encompasses IAED best practices</p> <ul style="list-style-type: none"> <li>● Establish a benchmarking tool for creating new CACTA &amp; division resources</li> </ul> | <ul style="list-style-type: none"> <li>● Seek champions of the work</li> <li>● In partnership with Colorado CTE, create shared professional development to include training and a toolkit to support IAED best practices</li> </ul> | <p>hopefully attract people to session</p> <ul style="list-style-type: none"> <li>● Opportunity Gap Analysis at 2024 CACTA Summit in July - no cost</li> <li>● Division Day at CACTA CareerTech Summit 2024–focus on how state data dashboards can inform districts in order to improve the access of students of color and non-trad students in CTE programs</li> <li>● Providing sessions at 2025 CACTA Mid-winter Conference including: “Expanding Access to Concurrent Enrollment for Students with Disabilities”, “Building a Just Future: Empowering Everyone, Everywhere”; “Social Capital and How to Support Every Learner in Increasing Theirs!”; and “Data Driven Equity in Work Based Learning Programs”;</li> </ul> |
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