

Strategic Planning Worksheet

ACTE Division: Work-Based Learning Division

	Goal (Theme):	Strategies:	Indicators:
1	Member Value & Engagement Recruit one (1) fellow to apply for the Fellowship program	Promote fellowship program through newsletters, policy committee and social media	Promote in the Spring and Summer newsletter Discuss Fellowship Program during policy committee meetings Make a plan to utilize a Division Fellow in leadership and professional development opportunities
2	Member Value & Engagement Professional & Leadership Development Provide opportunities for WBL professionals and partners to present on relevant topics related to WBL	Host monthly WBL Division Webinars Host annual Work-based Learning Conference	Set dates and topics at the beginning of the year Utilize WBL PD Committee members and PC members to find panelists <ul style="list-style-type: none"> - Publicize at every WBL Meeting and send e-blast week before and two days before each webinar - Keep record of # of attendees Align WBL Conference Call for Proposal to ACTE High Quality CTE Standards Recognize innovative practices in WBL
3	Teacher Pipeline Shortage Provide opportunities for new WBL Coordinators to connect with Experienced WBL Coordinators	Have focused sessions at the WBL Conference for new WBL professionals Utilize breakout rooms in WBL Division Zoom meetings to discuss meaningful, timely topics	Add "New WBL Professional" as an option in the Call for Proposals Develop specific programming for new WBL coordinators Encourage WBL policy committee members to connect with new WBL professionals in their specific area of influence (i.e. Region)

4	Strategic Partnerships Continue to recruit sponsors	Connect with industry partners about division and event sponsorship opportunities using the flier created by ACTE	Obtain sponsors for all WBL events at VISION Fill all sponsorship opportunities at WBL conference
5	Advocacy & Awareness Provide information and resources that can help WBL Division members	Provide information about legislative topics related to WBL Develop resources section on the WBL Division website Engage in large-scale resource-sharing and discussion, like an online chat room of sorts	Include an advocacy-related write-up in Winter and Spring newsletter Monthly webinar focused on advocacy and program funding (May) Develop WBL tool box to implement/improve WBL processes Encourage members to submit ideas Explore options for creating a thread/discussion board (forum on website, LinkedIn group, etc.) Share resources/best practices in quarterly newsletter

The meeting schedule is about to end.

Action Items for this meeting:

- Transfer the strategic plan information from the Word document to the spreadsheet. @Jan Jardine
- Lead the CTE for all initiative. @Brandi
- Lead the professional leadership development initiative. @Staff
- Lead the teacher recruitment and retention initiative. @Christy
- Lead the advocacy initiative. @TJ
- Plug the strategic plan into the spreadsheet and check if it is set up correctly, making any necessary changes or additions to columns. @Jan Jardine
- Start working on the first document as a guiding document for the strategic plan. @Jan Jardine
- Recruit one fellow to apply for the ACTE leadership fellowship program. @Jan Jardine
- Provide opportunities for work-based learning professionals and partners to present on relevant topics. @Kristy Volesky
- Provide professional learning opportunities that add value to members. @Jan Jardine
- Build out the community of practice for members. @Jan Jardine
- Create a skeleton for professional and leadership development goals. @Kristy Volesky
- Separate the goals for webinars and the Work-Based Learning Conference, identifying them as two distinct goals. @Jan Jardine
- Determine if the fellow role fits under member value and engagement or leadership development. @Kristy Volesky
- Provide opportunities for work-based learning professionals and partners to present on relevant topics related to work-based learning. @Jan Jardine
- Format the work-based learning goals differently and clarify the distinction between monthly webinars and the Work-Based Learning Conference. @Jan Jardine
- Build out the work-based learning goals and prepare for a larger group discussion. @Kristy Volesky

- Create an objective that shows how recruiting a fellow provides value or engagement for members, focusing on professional leadership development. @Tony May

- Bridge all elements of member value and engagement in the strategic plan. @Kristy Volesky

- Record each monthly

webinar and post in a members-only section. @Unassigned

- Develop a toolkit to help members communicate the opportunity and value of teaching to students. @Tony May

- Record each monthly webinar and post in a members-only section. @Jan Jardine

- Develop a toolkit to help members communicate the opportunity and value of teaching to students. @Jan Jardine

- Use feedback from members to develop programming for webinars and mentoring sessions. @Kristy Volesky

- Ensure coordination between webinar topics and mentoring session topics for the year. @Kristy Volesky

- Produce and promote a toolkit through ACT and other channels by November. @Jan Jardine

- Plan for 7 to 8 monthly webinars from August to May, excluding December to April. @Kristy Volesky

- Send out certificates of attendance to participants of the monthly webinars. @Jan Jardine

- Collect feedback from participants of the monthly webinars. @Jan Jardine

- Add action items for attendees of each webinar. @Don Dulmer

- Create an exit

ticket for webinar attendees to gather feedback on what they learned and what they wish to implement. @Don Dulmer

- Create a certificate of attendance for webinar participants who fill out the exit ticket form. @Jan Jardine

- Include the idea of increasing interactivity through reflective activities in the strategic plan update. @Kristy Volesky

- Reach out to Brian Button regarding his keynote for the opening cycle. @Jan Jardine

- Identify sessions that align with the goals for the Work-Based Learning Conference. @Kristy Volesky

- Create networking and collaboration sessions that align with the goals of the division. @Kristy Volesky

- Find a way to connect various activities and events throughout the year with the sessions being held. @Sapph Espinoza

- Create intentional connections between sessions and year-long events. @Sapph Espinoza

- Reword the target to better reflect the intention of creating connections. @Jan Jardine
- Provide a debrief session to create intentional connections between sessions at Vision and other PD opportunities. @Jan Jardine
- Create at least two follow-up connections at the end of each session. @Sapph Espinoza
- Reach out to all presenters at the upcoming sessions to inform them about the excitement for their presentations and request them to add a slide at the end of their presentation. @Jan Jardine
- Develop a call for proposals that clearly speaks to the needs for the conference. @Kristy Volesky
- Target specific people for conference presentations to ensure integrity and relevance. @Kristy Volesky
- Provide opportunities for collaboration and discussion during the conference. @Jan Jardine

ACTE Divisions

Strategic Planning

Sample annual goals for an ACTE Division:

Member Value & Engagement

- Recruit (and sponsor) Division Fellows
- Recruit at least 1 HURP to participate in Division policy committee, national committee, or ACTE leadership program
- Increase overall Division membership by XX
- Increase membership in targeted groups (ex. CTSO advisors, in certain states)
- Recruit XX Educators in Action
- Maintain or increase number of award winners participating in the Region/national awards from my Division

Advocacy & Awareness

- Recruit my Division affiliates and CTSOs to participate in/share their CTE Month activities
- Maintain/increase number of members from my Division attending NPS

Professional and Leadership Development

- Collect examples/resources for non-ACTE professional development from Division affiliates/CTSOs
- Recruit at least one (1) possible presenter for an ACTE online seminar on Division content
- Recruit XX session proposals from my Division for VISION
- Recruit XX session proposals for VISION for targeted content areas (ex. High-Quality CTE Elements, Innovative Practices)
- Increase the number of Division members attending VISION
- Maintain high overall level of satisfaction from members in Division programming at VISION?

Teacher Pipeline Shortage

- Identify a way to support new teachers in your Division/Region such as by supporting their attendance/participation at CareerTech VISION or a Region Conference
- Collect feedback from your Division/Region regarding the teacher pipeline strategies that have been effective related to recruitment and retention challenges and report out to all of your members.
- Develop promotion (e.g. blog entries, video highlights, posters) specific to your Division/Region that frame CTE teaching in a positive light to students or other audiences.

Strategic Partnerships

- Secure at least one Division partner or sponsor (in collaboration with ACTE staff)
- Recruit at least one nomination for the Business-Education Partnership Award for a sector within my Division
- Suggest XX potential partners (companies within my Division/field) that ACTE could try to partner with

Inclusion, Access, Equity, and Diversity

- Plan and produce an IAED webinars sponsored by your Division/Region focused on an IAED topic.
- Identify IAED-related topics related to your Division/Region that could be incorporated into CTE lesson plans or programming.
- Develop a recognition program within your Division/Region recognizing individuals who have done something significant to address diversity in their classrooms.

Resources to Consider:

- **Funding Sources:** Operating Account, Designated Account, Restricted Accounts, Opportunity Fund
- **Human Resources (*Volunteers contribute Time, Passion, Expertise, Influence, Network*):** Policy Committee Members, Educators in Action
- **Useful Connections:** State Division Affiliate Leaders, National Division Affiliates, CTSOs