

OkACTE Strategic Focus

2004-05

I. Policy Development

Be an effective Force in the legislative process.

Focus Points:

Education – Planned activities include:

- Promote summer conference initiatives
- Involve division officers in the Legislative and Appropriations Planning Forum
- Publish a bi-monthly communication method for distributing legislative and association activities.

Funding – Planned activities include:

- Ask divisions to send at least two people to all legislative seminars
- Ask divisions to pay registration fees for at least two people to all legislative seminars
- Develop procedures to seek division, school, industry support/stipends for participation in the ACTE Policy Seminar
- Increase the PAC memberships and contributions by 15%
- Increase participation in the Legislative Support Fund

Legislation – Planned activities include:

- Develop methods to identify and recognize members who are active participants in the “3 for All” Legislative Program
- Develop and distribute information about the legislative process to the membership by Jan. 1, 2005
- Use the member network for contact regarding pending legislation and critical key issues to career and technology education.

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- Collaborate with the Oklahoma Education Coalition and other key stakeholders
- Identify a PAC member from each technology center district to promote a “grass roots” initiative for working with state and national legislators
- Develop a “how to” guide on promoting grass roots initiatives

Networking/ Awareness – Planned activities include:

- Provide information regarding the needs and importance of career and technology education to legislators and business/industry
- Maintain legislative communications through publications and updates such as: Bright Spots, Legislative Updates and newsletter Legislative Alert and President’s CyberNotes in the newsletter.
- Provide program/student success stories to local representatives and senators, utilizing PIO Council, local resources, division/school newspapers, essay competition, etc.
- Maintain staff and funding necessary to represent career and technology education in the legislative process
- Provide a Legislative Seminar
- Involve legislators in career and technology education activities
- Promote “Legislators Experience Career Tech Day”
- Maintain e-mail list serve for legislative contacts, members and other policy makers

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- Utilize local schools/technology center lobbying task force when needed
- Design and distribute information pertaining to
 - ACTE and OkACTE websites and issues
 - legislative contacts
 - legislative alert website points
 - benefits of getting involved in PAC
 - benefits of ACTE and OkACTE memberships

II. Professional Leadership Development

Provide leadership in career and technology education.
Encourage increased participation by diverse members

Focus Points:

Leadership Recruitment – Planned activities include:

- Promote OkACTE Leadership Workshop
 - Promote Divisional Leadership Workshops
 - Continue diversity in leadership in each division and OkACTE
 - Distribute information about recognition/awards programs.

Diversity – Planned activities include:

- Promote diversity awareness in membership
- Distribute information about OAMCTE Scholarship and Kaleidoscope Award within each division

III. Membership Service

Maximize organizational effectiveness.

Serve the membership by responding to its needs.

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Focus Points:

Leadership and Direction – Planned activities include:

- Review and update Strategic Priorities, Bylaws, and Policies and Procedures by divisions.
- Develop activities to attract new members.
- Continually update any available video and/or PowerPoint that promotes Oklahoma ACTE's activities and benefits.
- Build relationships with Teacher Educators for recruitment of student membership.

Resources – Planned activities include:

- Assess membership dues that will finance membership services.
- Develop activities that generate non-dues income.
- Recruit Business and Industry sponsorships.
- Review and submit budget as needed.

Communication – Planned activities include:

- Utilize website, publications, and telecommunication devices to provide pertinent information to the membership.
- Encourage and provide web space for division Web sites.
- Inform OkACTE staff of division communications and activities
- Submit strategic priorities at summer conference
- Submit divisional calendar to Oklahoma ACTE office September 1.

Needs Identification & Implementation – Planned activities include:

- Continue identifying the changing needs of the membership.
- Assess and plan to meet identified needs.

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IV. Leadership of the Profession

- Be a significant partner in positioning career and technology education as the leader in workforce development.
- Showcase career and technology education's dynamic image
- Be a united voice for career and technology education.

Focus Points:

Leadership and Direction – Planned activities include:

- Provides membership pertinent information on workforce development and critical issues.
- Encourage the membership to share information with other educators at local level
- Promote conference attendance and participation in Oklahoma ACTE business meetings during summer conference
- Encourage members to be actively involved in our political process

Communication – Planned activities include:

- Communicate to the public and to the membership information regarding education reform and other critical issues through public service and other informative methods.
- Promote information regarding outstanding career and technology educators and/or programs
- Network with other agencies and professionals to communicate the resources available through career and technology education system.

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V. Promotion Of The Profession

Promote career and technology education as an integral component of the education of all students.

Focus Points:

Emphasize the benefits of career and technology education for all Oklahomans – Planned activities include:

- Inform administration and counselors about career and technology education programs.
- Market all career and technology educational programs
- Support Career and Technology Student Organizations (CTSO)

Promote career and technology education as a career choice – Planned activities include:

- Promote recruitment of college CareerTech education majors.
- Develop and enhance partnerships with teacher educators.
- Provide speakers to colleges/universities to promote career and technology education.