

Oklahoma Association of Career and Technology Education

Strategic Plan 2006-2010

As of 11/09/05

Oklahoma Association of Career and Technology Education

Mission

**Advancing career and technology education
and enriching the lives of our members**

Values

- Our members
- Member services
- Communication
- Leadership development
- Legislative support

Vision

(A vivid description of Oklahoma ACTE in 2010)

Professionally, members of Oklahoma ACTE have a career advantage as a result of outstanding professional development activities, leadership opportunities and award programs. As a result of these advantages, Oklahoma ACTE members are recognized for successfully shaping the future of *CareerTech* education on local, state and national levels. We communicate a shared, clear vision that results in a united, cohesive, ever-improving professional organization. Our united membership provides the basis for this dynamic association.

We recognize that a growing and productive membership is essential to a dynamic association. Our recruitment efforts focus on new memberships, which include *CareerTech* education stakeholders. All *CareerTech* educators are members of our association and associate memberships are up 50%. Records show a 100% membership participation in two or more association activities per year. The result is a membership passionately committed to *CareerTech* education and to meeting the needs of our communities and clients. We provide tangible benefits to our members that enhance their professional and personal lives.

Personal benefits to members, such as life insurance and liability policies, access to buying groups, and other benefits only available through Oklahoma ACTE membership, provide a valuable supplement to other forms of compensation. These benefits are recognized as an added advantage to membership.

We utilize user-friendly methods to communicate association business. Assignments, meeting dates, and due dates are organized and communicated to the appropriate people in a timely manner. All people involved can see their place and responsibilities in the organization.

Public awareness of our mission is at an all time high due to implementation of a marketing plan. Our target markets include public school personnel, secondary and post-secondary students and their families, business and industry, legislators and communities-at-large.

Through the association's political activity and contributions of our members, we are advancing career and technology education and enriching the lives of our members.

Goals

GOAL 1: Through continuous communication with our members, the “voice of the customer” drives all we do.

GOAL 2: We are a growing association of actively engaged members.

GOAL 3: We provide vital and timely services.

GOAL 4: We advocate for the members and related issues of career and technology education on the local, state and national levels.

GOAL 5: We deliver activities that develop leadership and professional growth for our members.

Goals, Performance Measures, and Action Plans

GOAL 1: Through continuous communication with our members, the “voice of the customer” drives all we do.

Performance Measure 1: Conduct an annual needs assessment of all members to determine the priority of training needs, services and activities. The number of responses will increase each year to at least 80% participation by FY 2010.

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Develop needs assessment survey.	Cheryl Harder & President-Elects	04/07/06
2. Launch web-based survey as a part of the August Conference registration process.	Association Webmaster	05/01/06

Performance Measure 2: Redesign and market the website as the primary means of communication by August 2006. Success will be measured by “hits” per service.

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Redesign website.	Association Webmaster	01/01/06
2. Provide e-mail notice to membership to visit new OkACTE website.	Association Webmaster	02/01/06

Performance Measure 3: Design and implement a system for tracking customer requests for information and services by August 2006. The data will be combined with the annual needs assessment.

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Develop communication logs to track subjects of incoming phone calls, e-mails and walk-ins.	OKACTE Staff	03/01/06
2. Compile data from logs annually.	OKACTE Staff	03/01/06
3. Present data summaries to President-Elects informally.	OKACTE Staff	04/07/06 then annually

Performance Measure 4: Increase the positive customer satisfaction rate on survey results to 90% by FY 2010.

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Develop a satisfaction questionnaire to be included as a part of evaluations of every OkACTE sponsored activity.	OkACTE Staff	02/06
2. Develop a generic satisfaction questionnaire to be tied to the needs assessment survey.	OkACTE Staff	04/06

GOAL 2: We are a growing association of actively engaged members.

Performance Measure 1: We will increase our membership by 2.5% each year 2006-10 through registration of dues-paying members. Count will be taken October 1st each year.

OkACTE Memberships

2006	2007	2008	2009	2010	2011
3352	3436	3522	3610	3700	3793

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Meet and brief OkACTE Membership Committee.	Cheryl Harder	Spring 2006 then annually
2. Purge, report, and suggest ideas for increasing membership.	Membership Committee	08/06 then annually

Performance Measure 2: We will increase the number of members participating in association activities by 5% each year. Measured by number of members who register for activities.

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Develop form to report individual participation in association/division activities to OKACTE.	OkACTE Staff	04/06
2. Brief President-Elects on how to use forms.	Pat McGregor	04/06 then annually
3. Develop benchmark of association activities.	OkACTE Staff	04/07
4. Report results to President-Elects.	OkACTE Staff	Annually in April

GOAL 3: We provide vital and timely services.

Performance Measure 1: We will annually review services provided.

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Annually review services to members offered by OkACTE.	CTAC Council	10/06 then annually
2. Implement required changes.	Executive Director/CTAC	10/06 then annually

GOAL 4: We advocate for the members and related issues of career and technology education on the local, state and national levels.

Performance Measure 1: We will have a marketing plan in place by July 2007.

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Create an OkACTE Marketing Plan Committee.	Teresa Jensen Stacy Oakley Linda Rucker-Smith	01/06

Performance Measure 2: We will increase the number of PAC members 15% each year 2006-10. Measured October 1st each year.

PAC Membership

2006	2007	2008	2009	2010	2011
1306	1502	1727	1986	2284	2627

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Payroll deduction for PAC for all Technology Centers.	Greg Pierce	08/06
2. PAC newsletter on website.	Susan Ryals Ida Fryhover	01/06 then Quarterly
3. Create a sticker for PAC support for use at August Conference. (100% PAC)	D.J. Watts	08/06

Performance Measure 3: We will increase the dollars for PAC by 30% each year 2006-10. Measured by total yearly contributions and reported by October 1st each year.

PAC Funds

2006	2007	2008	2009	2010	2011
\$24,700	\$32,110	\$41,743	\$54,254	\$70,545	\$91,708

ACTIONS	RESPONSIBLE PERSONS	DATES
1. PAC dinner – CTSO stars and legislators.	PAC Comm. Rae Ann Kruse Doug Major	01/07 then annually
2. Raffle	PAC Comm. Ryan Lynes	10/06 then quarterly or semi annually
3. Poker Run	Ed Melott Joe Ely	08/06 then annually
4. Golf Tournament	PAC Shawn Murray Lisa Eden	Fall 2007
5. Young Guns Activities	Justin Smedley (Cheryl will contact Justin)	Spring, Contact by Jan 2006

Performance Measure 4: We will increase funding/appropriations relative to government spending each year 2006-10. Measured July 1st each year.

Appropriations as % of total State budget.

2006	2007	2008	2009	2010	2011
3.10%	3.60%	4.10%	4.60%	5.10%	5.60%

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Grass roots efforts to educate members. (Graphs of funding)	Pat McGregor and staff	01/15/06 then ongoing
2. Continued active presence at Capitol.	Pat McGregor Larry Ferguson Frieds	Ongoing
3. Showcase CTSO students at all PAC events.	Committees for PAC events	01/06 and ongoing
4. Make better use of retirees. o Calling trees o E-mails	OkACTE Staff and Donna Metcalf	01/06 then ongoing

GOAL 5: We deliver activities that develop leadership and professional growth for our members.

Performance Measure 1: The Divisional Awards Committee will solicit and provide one candidate for each OkACTE award.

ACTIONS	RESPONSIBLE PERSONS	DATES
1. President and Award Chairs of each division will provide 1 candidate for each OkACTE award.	President and Awards Committee	12/1/05 then annually

Performance Measure 2: Each OkACTE and divisional office will have at least 2 candidates every year.

ACTIONS	RESPONSIBLE PERSONS	DATES
1. Each division will review their by-laws to make it possible for more people to serve as officers.	Division Advisors and Leadership Team	08/06
2. Add nominating responsibility to the officers' duty list.	Pat McGregor	08/06
3. Make personal connections. Personal Effort to Recruit Keepers	All officer teams of all divisions	Spring 2006
4. Expand division President-Elects' meetings in the spring to allow more time for networking.	OkACTE President-elect (Bob Mitchell)	Spring 2006 then annually
5. Have division President-Elects attend same meetings as President, including quarterly CTAC meetings.	Division Presidents	01/06 and quarterly