

Strategic Plan

ELEMENTS

**Member
Value and
Engagement**



**Advocacy
and
Awareness**



**Professional
and Leadership
Development**



**Teacher
Pipeline
Shortage**



**Strategic
Partnerships**



**CTE
for All**



MISSION

Provide educational leadership in developing a competitive workforce

VISION STATEMENT

Empowering educators to deliver high-quality CTE programs that ensure all students are positioned for career success

JANUARY 2023–DECEMBER 2027

Strategic Themes

Member Value and Engagement

ACTE's success is reliant on the success of its divisions, state associations and educators. Strengthening and supporting leadership and alignment throughout this infrastructure will increase both capacity and member value.

Advocacy and Awareness

ACTE is seen as the credible source of information on U.S. career and technical education. Through CTE brand development, advocacy and prioritized audience targeting, ACTE can impact the perceived value of CTE. Ultimately, ACTE can leverage its reputation to advocate for and change perceptions of CTE in targeted audiences.

Professional and Leadership Development

It is time to reinvent ACTE's professional development system with the intention of growing every member, every year. Existing resources and delivery systems will evolve to meet the diverse needs of educators from pre-service to retirement. The system will use professional development to build capacity and confidence so that ACTE members grow from learners to leaders. It will provide high-quality professional development available through a variety of delivery channels.

Teacher Pipeline Shortage

"Prepared and Effective Program Staff" is an essential element of a high quality CTE program of study. ACTE has identified the teacher pipeline, which includes recruitment, retention and a variety of other factors important to securing and maintaining a strong, effective educator workforce, as a priority. We promote effective responses to the recent challenges that many CTE programs report as they pursue hiring, retaining, diversifying and growing their workforce.

Strategic Partnerships

ACTE is well positioned to serve as the liaison between business leaders, education leaders and policy makers. Expanded connections and shared initiatives with national CTE organizations like Advance CTE and the Career Technical Student Organizations will create a coherent system for connecting employers in the career education conversation.

CTE for All

ACTE is committed to ensuring all learners have access to high-quality CTE programs and the supports necessary to be successful. To help accomplish this goal, we strive to create professional spaces and opportunities for each of our members to feel valued and have opportunities for growth and development.

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