

# **ACTEN Program of Work 2016-2017**

## **MISSION**

- The mission of ACTEN is to educate, advocate, and lead with a unified voice for Nebraska Career and Technical Education (CTE).
- Tagline: Passionate educators committed to excellence.

## **PURPOSES**

1. Establish and maintain active leadership in all types of career & technical education and guidance services.
2. Unify all career & technical education interests through representative membership.
3. Encourage further development and improvement of all programs of education related to career & technical education and guidance services.
4. Provide proactive leadership in state and national legislation affecting career & technical education.
5. Create opportunities for educators to exchange ideas and experiences through professional and social contacts.

## **GOALS**

### **1. Educate**

#### Strategy 1. Professional Development

- Action Plan:
1. Nebraska Career Education Conference (co-sponsor with Nebraska Department of Education)
  2. Webinars
  3. Opportunities for tours, externships, experiences

#### Strategy 2. Career Technical Education Month

- Action Plan: 1. Resources for promotion

#### Strategy 3. Teacher Recruitment

- Action Plan: 1. Mentoring and Support

#### Strategy 4. Public Awareness

- Action Plan:
1. Marketing Campaign (employers, industry, community, school board, peers)
  2. Capture stories and successes (collaborate specifically with Divisions)
  3. Presence at stakeholder meetings using available resources
  4. Newsletter spotlights that “tell the NOW story” (start with board members schools; schools who have participate in ReVISION)
  5. Utilize social media to “tell the NOW story”
  6. Monthly articles in local newspapers
  7. Use e-mail to keep members alert

#### Strategy 5. Membership

- Action Plan:
1. Survey
  2. Membership campaigns

## **2. Advocate**

### Strategy 1. Unified Voice

- Action Plan:
1. Marketing Campaign (NE legislature, State board, administrators, school board, policy makers, decision makers)
  2. Invitations to visit schools for legislators, partners (how-to guide)
  3. Utilization of social media

### Strategy 2. Career and Technical Education Month (CTE) (partner with Nebraska Department of Education)

- Action Plan:
1. Statewide Initiative for CTE Month

### Strategy 3. Foundations for Funding

- Action Plan:
1. Continue collaboration with Nebraska Career Education and Innovation Foundation (NCEIF)
  2. Funding needs providing for externships, mentorships, scholarships & loan forgiveness

### Strategy 4. Unified Voice for Career Technical Education with Policy Makers including Legislation

- Action Plan:
1. Resources, data, success stories at the ready
  2. Contact Legislators at state and at national level
  3. Present or provide a rotational session on Legislative Advocacy at NCE Conf.
  4. Encourage attendance at National Policy Seminar and CareerTech VISION

## **3. Lead**

### Strategy 1. Grow Career and Technical Education Leadership.

- Action Plan:
1. Hold Leadership Workshops and Trainings
  2. Fall/Winter Board meeting consistent agenda items

### Strategy 2. Presence with Stakeholders

- Action Plan:
1. Communication with stakeholders

### Strategy 3. Membership Recognition

- Action Plan:
1. Recognize ACTEN members with Awards at NCE