



GEORGIA ASSOCIATION FOR
CAREER & TECHNICAL
EDUCATION STRATEGIC PLAN
2016-2021



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Letter from the President



The Georgia Association for Career and Technical Education (GACTE) has experienced a rich history of service that spans nearly a century. The strategic plan for GACTE is closely aligned to the mission and principles defined by the Association for Career and Technical Education (ACTE) while being tailored and refined to meet the local and regional needs of Career, Technical, and Agricultural Educators as well as the ever-evolving needs of workforce development.

Just as GACTE has become the touchstone for Career, Technical, and Agricultural Education throughout the years that many other state associations turn to as a

guide and template to build from the members

understand the association's value as well. Beginning at the state level conference and throughout the twelve different individual affiliate organizations members are afforded first-rate professional development opportunities that are designed to enhance and enrich their classroom experience. Just as important to Career, Technical, and Agricultural Education is the advocacy that GACTE provides. This starts at the local level and intertwines its way through state and federal channels providing policy awareness and program advocacy. From the Executive Director to the classroom teacher GACTE has maintained a high standard in being one of the largest and most prominent Career and Technical Associations in the country.

The level of excellence that the association has realized for nearly a century is due to the concerted efforts of teachers, administrators, business leaders, and legislators. If we are to continue this successful journey the strategic plan must be re-visited, refined, and implemented to adequately align to the ever-changing nature of career and technical education and workforce development demands. This will only be accomplished as long as dedicated, driven individuals continue to give of themselves remaining focused on the mission and dedicated to the principles GACTE was founded on.

Kelly L. Almond
President

Throughout the State of Georgia, Career, Technical & Agricultural Education (CTAE) is opening up the future for students, connecting them with the real-world experiences and work-based learning opportunities they need to succeed. Students are learning earlier about potential careers, participating in Career & Technical Student Organizations (CTSO's), earning industry certifications, earning college credit, participating in work-based learning opportunities and



apprenticeships. In 2015, more than 577,000 students gained skills for work and life by taking a CTAE course. To put simply, CTAE is transformational as it prepares students for the future, helps them see the relevance of their education and keeps them engaged. One must look no further than the 94.9% graduation rate for CTAE pathway completers. It is also great news for business and industry: CTAE programs connect schools with employers to produce the skilled graduates' communities need to thrive. At the state and local levels, CTAE teachers, administrators, and School Counselors work directly with leaders in the business community to ensure students are gaining skills that will serve them well in the workplace. Georgia's CTAE offerings are transforming student outcomes and bolstering regional economies.

In order to fulfill the mission of educating Georgia's workforce, CTAE educators form partnerships with a variety of stakeholders. These partnerships are formed through relationships built on trust and communication. Many of the CTAE stakeholders include business & industry partners, CTAE Resource Network, Career and Technical Student Organizations, Technical College System of Georgia, University System of Georgia, Georgia Department of Education CTAE Division, Georgia General Assembly, and State Board of Education Members. We value the partnerships of all stakeholders and know that educating Georgia's future workforce requires many people working together.

Over the past decade plus of continuous education reform, CTAE teachers have led by tremendous example, innovation, and skill against a constantly changing global workforce and economy. They have demonstrated skill in cultural adaptability, professionalism, and communication in relationships with our business and industry partners, school systems, state government officials, and local leaders. As we continue to accommodate those major factors, the evolving CTAE scene will include new levels of complexity. It will be characterized by increased focus on capacity across the full spectrum of CTAE programs and pathways. An effective CTAE response to this challenge will require a greater degree of intellectual capability, such as that provided by critical thinkers and creative problem solvers. To lead the future, the Georgia Association for Career & Technical Education must offer its members a strong cadre of values-based leadership skills and professional development that applies across the broad spectrum of CTAE stakeholders.

Strategic guidance from local school systems, state and national education leaders, all emphasize the importance of our values. Those values define how and under what conditions we provide CTAE opportunities. For students, they are defined by a combination of skill sets, aptitude and our GACTE focus, "Preparing Tomorrow's Earners Today." Our CTAE students will need these collective values to guide them in the complex decisions they will make leading them ultimately to their respective professions and the future workforce.

In coming years, GACTE will provide member focused services that span the spectrum of professional learning including hands-on activities, best-practice workshops, advocacy how-to, and leadership development training. GACTE's Strategic Planning addresses these focus areas with a call for adaptability. Adaptability can be defined simply as the ability to shape conditions

and respond effectively to a changing operational environment with appropriate, flexible, and timely actions. Over a lifetime of work, our CTAE teachers will be expected to train for and provide services across that spectrum. Moreover, our Nation's engagement in workforce development will be characterized by its ability to respond to an ever changing skill set requirement to meet the demands of tomorrow's jobs. GACTE's leader development process must instill relentless commitment to our students and programs to set the conditions for future success. It must also provide leader development experiences for new teachers to develop an adaptive and open mindset they will carry through their education career.

CTAE of 2021 will continue adaptability and relevance with business partners by focusing even more effort at a broader array of students while providing the necessary information and autonomy to conduct these operations through local school systems and the Georgia Department of Education. Our programs must have increased access to state of the art equipment, increased access to technological advancements, online learning, work-based learning and apprenticeships, and partnerships with post-secondary partners. These factors require and improved understanding of CTAE capabilities along with an ability to integrate from the local level all the way to the workplace. CTAE students will need to master technical capabilities themselves and to lead their fellow students in an environment that will continue to be ever-changing as technology advances.

No amount of technology, however, will remove the human, physical, and hands-on tradition that has characterized CTAE programs throughout history. Our students must have the work ethic to make decisions, work well with others, and achieve their respective career goals. As a future employee they must possess the skill set necessary to excel in the workforce of tomorrow.

GACTE must continue to adapt its processes to meet the increasing challenges presented by our Nation's call to bolster workforce development. Clear themes of varying missions, global competitiveness, diverse partnerships, increased flexibility, rapidly changing technology, and value-based leadership emerge from a study of this environment. Those themes collectively challenge us to educate, train, and inspire CTAE teachers and students across a broader array of skills and to instill in them a desire for lifelong learning.

Matthew Gambill
Executive Director

GACTE's vision is to advocate for career, technical, and agricultural education, which is an important part of the total education system of Georgia. We are committed to enhancing the job performance and satisfaction of our members and to increasing public awareness and appreciation for career, technical, and agricultural education programs.

Mission of GACTE

The mission of GACTE is to provide educational leadership in developing a competitive workforce by providing a wide range of CTAE opportunities for teachers and students.

- Professional Development - GACTE encourages career development, professional involvement and leadership among its membership for the betterment of CTAE.
- Program Improvement - Fostering excellence in career, technical, and agricultural education.
- Policy Development - Advocating local, state, and federal public policy to benefit career, technical, and agricultural education.
- Public Relations - Promoting career, technical, and agricultural education to the general public and business/industry partners.
- Student Leadership - Providing opportunities for student success in developing leadership and workforce skills through career and technical student organizations (CTSO's). These organizations provide the conduit for students to compete in their respective CTAE fields with other students from around the state and nation.
- Unification - Uniting career, technical, and agricultural education interests of GACTE with the Georgia Department of Education, Technical College System of Georgia, Board of Regents, other state agencies and business/industry partners and representatives.

Communication

Communication is integral for success of GACTE's strategic plan. We value effective communication with all members and division leadership of GACTE. It is the responsibility of all members in leadership positions to communicate effectively with their respective constituents.

GACTE Pillars of Growth and Goals

Key Result Area Strategic Goal

Membership

- Sustain and increase Membership.

Professional Development

- Provide and assist with opportunities for relevant professional development experiences for members.

Advocacy

- Create a positive impact with legislators, local, state, and federal to promote CTAE Education legislation.

Business Partnerships

- Establish, develop, and maintain strategic alliances with key contacts in the business community.

Goal 1 Membership

Strategic Goal 1: Sustain and Increase Membership for the Georgia Association of Career and Technical Education and associate divisions.

- Target 80% of CTAE programs in the state
- Experience 12% of growth in membership year to year
- Increase membership overall 60% over the 5 years
- Have 4,000 members out of 5,600 CTAE teachers in GA

Objective 1.1 Develop Membership recruitment and retention strategies to increase GACTE and associate division memberships.

- ~ Identify new teachers through CTAERN, GTAP, Program Specialist
- ~ Creating a database for New Teachers to enter information
- ~ Develop an iContribute Campaign for #MoversShakers
- ~ Getting Plugged – Are you plugged in campaign? Teacher mentor program.

Objective 1.2 Develop a statewide membership campaign to attract new members, retain members, and identify new audiences.

- ~ Getting Involved to make Education Better – Going to together
- ~ Hitting every division with great content and knowledge (surveying teachers' needs)

Objective 1.3 Identify additional ways to market GACTE and ACTE programs and services

- ~ Create material that shows the connection between TKES and GACTE with a statement from VP/ President for each division
- ~ Create an incentives program – Letters/email to administrators
- ~ Create resume builder activities for teacher value

Objective 1.4 Encourage Membership through website and social media outlets i.e. Twitter, Facebook, Instagram.

- ~ More Serving – Highlight members involved! Internal Campaigns for those serving on committee and actively participating

Objective 1.5 Continue to implement and development new and established awards and recognition element of GACTE.

- ~ Create and recognize Divisions with increase in membership

Goal 2 Professional Development

Strategic Goal 2: Provide and assist with opportunities for relevant professional development experiences for members.

Objective 2.1 Provide opportunities for professional development programs for career and technical education.

- ~ Continue to provide an excellent annual summer conference
- ~ Continue to assist with CTAE TALL Program
- ~ Assist with the Re-Ignite Program at GA DOE CTAERN

Objective 2.2 Assist in the development, monitoring, and promoting of career and technical education standards in the state of Georgia.

- ~ Creating a special steering committee for creating workshops at summer
- ~ Invest video/audio sessions put them in password secured location through website
- ~ Create a Professional Development on Demand – Podcast, YouTube

Objective 2.3 Consult with the Georgia Department of Education concerning development and promotion of career and technical education.

- ~ Facilitate Working session with program specialist and Division Vice President
- ~ Facilitate a collaboration between divisions and program specialist for yearlong activities ~ Outline jobs, tasks, timeline for effective collaboration for professional development activities throughout the year this will allow for effective communication to all CTAE Teachers

Objective 2.4 Assist and promote teacher education programs in the state of Georgia following national trends.

- ~ Develop a program connect with CTAE Teacher programs at the college and university level
- ~ Partner with College programs to find Georgia's Future Teachers
- ~ Market the importance of CTAE Education programs
- ~ Assist Alternate Teaching Certification Programs
- ~ Research CTAE Programs - Where are they? Who are? Georgia Association Colleges of Teacher Education
- ~ Organization a committee to assist with promotion
- ~ Advocate the Student membership (ACTE has a student membership price FREE)

Objective 2.5 Investigate alternative strategies for providing professional development activities.

~ Create a poll/survey for dividing Georgia in the regions for regional professional development meetings

~ Create an outline from the survey to have management & staff for regional professional development meetings

~ Research and connect with RESA's partnerships for regional professional development meetings (i.e. - Rolling Roadshow for Division with teachers)

~ Creating committees to assist with this new development

~ Keep tabs of upcoming changes – CTAERN Electronic Module PD activities from PSC and Job-Embedded Learning (Individual Professional Learning Goals)

Objective 2.6 Develop activities and provide opportunities for members to develop leadership skills and knowledge to ensure the organization has qualified individuals to lead the state organization.

~ CTAE Lead Program; Increase involvement with required GACTE Membership or \$50 Investment Fee Waived for Membership

Goal 3 Advocacy

Strategic Goal 3: Create a positive impact with legislators (local, state, and federal) to promote Career, Technical, Agricultural Education legislation.

Objective 3.1 Increase legislative support of career and technical education in the state of Georgia.

~ Create and support a Georgia Legislation CTAE Caucus with business partnerships and legislators, educators, parents, and students.

Objective 3.2 Establish a network for effective communication with legislators both state and federal.

~ Develop a reverse training having the Legislators tell us how to get their attention.

~ Supporting listening session and National Policy Seminar

~ Who participates in the CTAE listening sessions

Objective 3.3 Increase advocacy awareness and training GACTE members.

~ Create workshop with CTAERN for training CTAE teachers to advocate for themselves ~ Develop templates for teachers to use for CTAE Message letters, emails, and social media messages. This helps control the message to make sure it is correct.

~ Involve the CTAE Resource Network for this training to create an advocacy plan and train them with the template and have them use the templates. Teaching them how to use it in the classroom with students as well. The suggestion is to starting with the teachers (classroom) and administrators (district level).

Goal 4 Business Partnerships

Strategic Goal 4: Establish, develop, and maintain strategic alliances with key contacts in the business community.

Objective 4.1 Develop strategic alliances with the business community and other business associations.

~ Create a GACTE Business and Industry Advisory Council for creating alliances for divisions and members; also to provide training on project-based learning based on business & industry input.

Objective 4.2 Establish and increase effective communication channels and activities between business and industry and their key contacts.

~ Assist divisions in finding business and industry Work-Based Learning Opportunities for their students.

~ Help creating networking opportunities between districts, schools, and businesses

~ Training opportunities to meet needs between education and industry ~ Develop and increase externships for teachers and administrators.

Objective 4.3 Continue to “Tell CTE Story” to career and technical ecosystems. Showcasing that CTAE is the “first choice class” and not an elective.

~ Continue to implement our own public relations campaign

~ Create an Economic Development Certified School Districts ~

GACTE Advisory Council