

2021 STATE OF THE STATE for ACTE Annual Report/QAS



“Please describe briefly the current status of your association. What are the issues and needs? What are your goals for next year? How can ACTE help?”

Colorado ACTE is staying afloat and trying to help Colorado CTE teachers survive #COVIDlife! The Board members are learning more about how to support the organization with their leadership. Several divisions are thriving, two are merging (Business & Marketing = CBAM) and the rest are evaluating how to successfully serve their members by emulating best practices of other divisions and CACTE itself. Division leaders are learning that “nuts and bolts” details often make a huge difference in the operational success of the group. More people are getting involved through service on Division Boards and CACTE committees. Board members appreciated the opportunity for five of them to receive a “free” CTE Learn Course, paid for by CACTE. They also receive a CACTE polo shirt as a thank you for their service. Having each Division actively involved with Board meetings and planning puts them in a position to effect change in the larger organization and recommend division members who are willing to become more involved. CACTE also implemented a “Member of the Month” award, complete with certificate and \$25 gift card as a way to recognize more hard-working members throughout the year.

The Board decided to “go virtual” again for the 2021 CACTE Summit. Based on feedback from the 2020 Virtual Summit, the schedule was designed more like the “in-person” event, with more breakout sessions and a paid keynote, in addition to the annual “State of the State” from CTE Director, Dr. Sarah Heath. Divisions provided a full afternoon of content specific professional development. We also did swag boxes for the 317 registrants and used WHOVA as the event management system. Most attendees enjoyed being able to interact more via that platform. A fun perk for registered attendees is the ability to view additional sessions via Colorado CTE Learn. Folks who were unable to attend the Virtual Summit can purchase the conference to view via CTE Learn as well.

Several members participated in the 2021 Virtual ACTE National Policy Seminar and were thrilled to be able to attend for the first time. CACTE members were able to connect virtually with six of nine members of the Colorado Legislative Delegation.

In Colorado, the CACTE legislative specialist, Tonette Salazar, again did a great job of keeping CTE in the spotlight during a second COVID-interrupted legislative session. Because no in-person events were allowed at the state Capitol, we did a Virtual CTE Showcase for Legislators. Each Wednesday in February, we flooded social media with CTE info and tagged #coleg! The first and last Wednesdays, we sent a special email to legislators about CTE, including video links. And each weekday of the month, we posted a CTE tidbit on social media, again tagging the Legislature, as well as targeted legislators. There was some legislative engagement with the videos, so we’ll count that as a win.

CACTE is thrilled to reach (and hopefully maintain) QAS status! The bylaws and Policies/Procedures Manual are posted on the CACTE website. The Board approves annual payment of the premium for our non-profit association insurance. More divisions are moving their financial accounts to an institution

that better represents the business ethics taught in CTE classes. We are using QuickBooks Online, purchased through TechSoup, to keep the books and developed a written budget for the Association and for the CareerTech Summit. The Executive Committee developed an investment plan for some of the CACTE savings, which was implemented by the purchase of three “laddered” CDs at the end of October 2019. Having event cancellation insurance paid off literally in late 2020 – the amount was added to one of the CDs.

CACTE uses Twitter, Instagram and Facebook, as well as the website, to provide news and current information to members and the public alike! Options for refreshing the CACTE website are being explored. Monthly (almost) e-newsletters, *Connecting with CACTE*, keep people informed – and anyone who wants to be on the email list can be included, not just members.

The Executive Committee, Board and Divisions are actively pursuing ways to continuously retain current members and recruit new members into the organization. A definite membership decline was observed – improved over last year, but not back to 2019 levels. The strongest CACTE divisions have a history of either a teacher prep program in the state or a very strong professional development system that encourages ACTE/CACTE membership. Potential members are reluctant to pay from their own pockets and some CTE administrators are choosing to use Perkins and other funding streams for projects other than professional association membership/involvement. CACTE is working with administrators to help them understand the value of ACTE/CACTE membership for their teachers and counselors as well as themselves!

The CACTE Board goals for 2021-2022 were developed based on the ACTE Strategic Plan, which CACTE has utilized to strengthen the link between the state and national organizations.

- **MEMBER VALUE/ENGAGEMENT:** CACTE’s success is reliant on the success of its divisions and educators. Strengthening and supporting leadership and alignment throughout this infrastructure will increase both capacity and member value.
- **PROFESSIONAL/LEADERSHIP DEVELOPMENT:** Re-design the CACTE professional development system with the intention of growing every member, every year and meeting the diverse needs of educators from pre-service to retirement. Build capacity and confidence so that CACTE members grow from learners to leaders.
- **ADVOCACY/AWARENESS:** Advocate for and change perceptions of CTE in targeted audiences
- **STRATEGIC PARTNERSHIPS:** Create a coherent system for connecting employers in the career education conversation.
- **INNOVATION:** Strengthen CACTE’s capacity to identify and source models of innovation and emerging trends impacting CTE

CACTE can help by continuing to provide “nuts and bolts” training for state leaders, ideas for retaining membership these days and professional marketing materials. The support of the national staff is greatly appreciated!!!

**edited by Executive Committee

**will be shared with Board at 11/10/21 meeting