

## 2024-2025 WVACTE Strategic Plan

Focus Area	Goal	Strategy/Action	Person Responsible	Timeline	Baseline	Success / Achievement	Budget Needed
<b>Member Values and Engagement</b>							
	Increase Membership by 10% annually based on the June Roster	Send emails to members with memberships expiring soon to renew	Executive Committee, Membership Committee	Check every quarter until June 30	34 members @ 4.18.24	125 members @ 4.8.2025 (91 member increase or 267.65% increase)	\$ -
		Send emails to members whose memberships have expired encouraging them to renew	Executive Committee, Membership Committee	Check every quarter until June 30	0	We have sent 6 membership emails out over the last year	\$ -
		Target emailing those members whose membership has expired with a survey and why they didn't renew.	Membership Committee	Check every quarter until June 30		In progress	\$ -
		Send a welcome email to new members and share resources available.	Executive Committee, Membership Committee	Check every quarter until June 30	0	Every month, new members receive an email. We have been using HubSpot since February. We have sent 55 emails, with six of those being group emails to multiple new members	\$ -
	Full State of Award Nominees - All Categories (100%)	eBlast and social media campaign	Executive Committee, Awards Committee, Publications Committee	October 1, 2024 to December 1, 2024		Received 6 nominations out of 8.	\$ -
	Increase Member Value & Engagement	Conduct member perception survey to find out what members want from their membership.	Membership Committee	Yearly		We sent out a survey in December that ended January 15 that asked members what they would want in an event.	\$ -

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Professional and Leadership Development						
Have 25% of members participating in standing committees	Outline committee responsibilities	Standing Committees	June 30		\$	-
	Restart committee meetings to grow committee membership	Standing Committees	June 30	three committees that are meeting regularly.	\$	-
	Have committee members pull in others to help them	Standing Committees	June 30		\$	-
Develop Professional & Learning Development Activities	Conduct a member survey to determine what kind of professional learning members want	Executive Committee	June 30	9 people complete the survey	\$	-
Advocacy & Awareness						
Increase Legislative Committee by 5%	Work with members to increase the Legislative Committee	Executive Committee	June 30	1	0	\$ -
Increase Communication	Send out emails regarding State Legislation and how it effects CTE	Legislative Committee	June 30	We have been sending emails out about once every other month with more emails going out to regarding the conference.	\$	-
				We have also been using social media to get our messaging out.		