

2025-2026 WVACTE Strategic Plan

| Focus Area | Goal | Strategy/Action | Person Responsible | Timeline | Baseline | Success / Achievement | Budget Needed |
|--|---|---|---|----------|----------|-----------------------|---------------|
| Member Values and Engagement | | | | | | | |
| | Increase Membership by 5% annually based on the June Roster | Send emails to members with memberships expiring soon to renew | Executive Committee, Membership Committee | June 30 | | \$ | - |
| | | Send emails to members whose memberships have expired encouraging them to renew | Executive Committee, Membership Committee | June 30 | | \$ | - |
| | | Target emailing those members whose membership has expired with a survey and why they didn't renew. | Membership Committee | June 30 | | \$ | - |
| | | Send a welcome email to new members and share resources available. | Executive Committee, Membership Committee | June 30 | | \$ | - |
| | Full State of Award Nominees - All Categories | eBlast and social media campaign | Executive Committee, Awards Committee, Publications Committee | March 01 | | \$ | - |
| | Region 1 Nominations | eBlast and social media campaign | Executive Committee, Awards Committee, Publications Committee | March 01 | | \$ | - |
| | Increase Member Value & Engagement | Conduct member perception survey to find out what members want from their membership. | Membership Committee | Yearly | | | |
| Professional and Leadership Development | | | | | | | |
| | Have 10% of members participating in standing committees | Outline committee responsibilities | Standing Committees | June 30 | | \$ | - |
| | | Provide monthly/quarterly updates to members on what standing committees are doing | Standing Committees | June 30 | | \$ | - |
| | | 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 | | \$ | - |

2025-2026 WVACTE Strategic Plan

| | | | | | |
|--|---|---|---------|----|---|
| | Utilize conference survey to develop yearly conference | Conference Planning Committee | Yearly | | |
| Increase participation in Members Meetings by 5% | emails and meeting invites | Executive Committee | June 30 | \$ | - |
| Increase Conference Attendance by 10% | eBlast and social media campaign | Executive Committee, Publication Committee, Conference Planning Committee | Yearly | \$ | - |
| Advocacy & Awareness | | | | | |
| Increase Legislative Committee by 5% | Work with members to increase the Legislative Committee | Executive Committee | June 30 | \$ | - |
| | Ensure members know where to find legislative updates. | Legislative Committee | Yearly | \$ | - |
| Partnerships | | | | | |
| Increase Vendor Network by 5% | | Executive Committee, Conference Committee, Members | June 30 | \$ | - |
| Develop communication to allow for engagement of members with vendors | | Executive Committee, Conference Committee, Members, Publication Committee | June 30 | \$ | - |
| Partnership with WVDE for professional development for educational professionals | | Executive Committee, Conference Committee | June 30 | \$ | - |