

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			\$ -

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	Utilize conference survey to development 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 Commttee	June 30	\$	-
Partnership with WVDE for professional development for educational professionals		Executive Committee, Conference Committee	June 30	\$	-