



# STRATEGIC & LONG-RANGE PLAN

## 2017-2022

### CTEI Mission Statement:

**To serve the Career & Technical Educator by promoting opportunities for continual personal and professional development.**

### Goals:

- I. Provide quality membership services.**
- II. Provide dynamic programs.**
- III. Ensure organizational stability and growth.**

GOAL	RESPONSIBLE	STRATEGY
<b>I. Provide quality membership services.</b>		
A. Maintain open dialog by and between all CTEI Stakeholders		1. Gather/Review/Respond to information provided by all stakeholders 2. Create and use a variety of tools to solicit positive/negative feedback, success stories, and other important data from various stakeholders 3. Establish and facilitate roundtable discussion with Idaho CTE Administrator, CTEI Executive Board, and other stakeholders
B. Ensure CTEI teachers are the best qualified, prepared, and effective in the industry		1. Create and maintain a support system that ensures teacher success 2. Create and maintain a support system which ensures local, regional, and state affiliate success
C. Provide frequent communication to members and stakeholders as appropriate		1. Produce timely communications focused on professional development opportunities, member profiles/spotlights, legislative updates, and roundtable briefs. Ensure communication of high level and not program area specific
<b>II. Provide dynamic programs.</b>		
A. Provide a premiere annual conference		1. Collaborate and assist Idaho CTE to ensure opportunities foster professional and personal growth 2. Collaborate and assist Idaho CTE Foundation to provide professional networking opportunities 3. Increase annual conference attendance 4. Provide quality leadership training 5. Recognize member success and achievement 6. Ensure professional development is recognized through university credit
B. Provide sustaining mentorship framework for novice instructors		1. Develop and share mentor framework for novice teachers with each teacher organization 2. Assist with the framework for collection and maintenance of high-quality, successful, veteran instructors 3. Provide framework with Idaho CTE for frequent and updated names and contact information of new Idaho CTE teachers to each teacher organization 4. Solicit feedback from mentorship programs and identify areas for improvement and share best practices
C. Ensure success of professional organizations		1. Provide quality organizational leadership training 2. Collaborate with each organization's leadership team on ways to partner and expand services/programs 3. Encourage recognition of member success and achievement



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<b>III. Ensure organizational stability and growth.</b>		
A. Ensure CTEI leadership highly qualified and educated in organizational success		<ol style="list-style-type: none"> <li>1. Recruit and maintain a well-trained leadership team</li> <li>2. Provide opportunities for professional growth</li> <li>3. Create an environment of mutual respect between all stakeholders</li> </ol>
B. Ensure the structural stability of CTEI		<ol style="list-style-type: none"> <li>1. Ensure that all organization communications are multi-directional and transparent</li> <li>2. Create and maintain a documented organizational history to guide future decisions</li> <li>3. Vigorously promote Career Technical Educators of Idaho</li> <li>4. Provide programs and services that promote our mission and meet our future goals</li> <li>5. Ensure organization documents are current and reflective of our mission and vision statements</li> <li>6. Research, compare, and contrast best practices to implement organizational practices</li> </ol>
C. Ensure the financial stability of CTEI		<ol style="list-style-type: none"> <li>1. Ensure adequate funding to sustain operations</li> <li>2. Implement fiscally responsible programs</li> <li>3. Oversee fiscal integrity of organization's use of funds</li> <li>4. Adopt and maintain a fiscally responsible operational budget</li> <li>5. Develop and maintain 5-year fiscal operation plan</li> </ol>
D. Maintain Positive and Influential Relations		<ol style="list-style-type: none"> <li>1. Adopt a specific Local and State Government Relations Strategy</li> <li>2. Identify potential public relations opportunities by and between politicians, Division of Career &amp; Technical Education, Department of Education, Career Technical Education Foundation, Industry, members, etc.</li> <li>3. Influence government funding source decisions through relevant and current data</li> </ol>
E. Use Technology to Advance the Success of the Organization		<ol style="list-style-type: none"> <li>1. Research, implement, and maintain appropriate technology platforms and tools necessary to serve members</li> <li>2. Establish partnerships to provide advancements in technology necessary for the growth of our organization</li> </ol>
F. Increase CTEI Membership		<ol style="list-style-type: none"> <li>1. Create strategies to support and promote membership growth</li> </ol>
G. Enhance our positive organizational image		<ol style="list-style-type: none"> <li>1. Provide resources to assist in the internal promotion of a positive organizational image</li> <li>2. Provide resources to assist in the external promotion of a positive organizational image</li> </ol>