



# Strategic Plan: 2023-2026

How are we supporting the work of ACTE? By helping industry associations connect their members (business) to career and technical education (CTE) to achieve a skilled and diverse workforce.

Focusing on our creative and practical actions in **Strategic Direction**

to deal effectively with **Underlying Contradictions**

and realize our **Practical Vision**

**Expanding our Coalition**

**Learning and growing as a community**

**Developing and sustaining a highly effective team**

- No formalized membership structure
- Unclear expectations and deliverables
- Undefined value proposition
- Narrow revenue stream
- Mostly volunteer-run

- Recognized as a leader in business and education partnerships
- Includes diverse members from associations across all industry sectors
- Serves as a successful conduit between industry associations and educators
- Advocates for the importance of CTE in workforce development
- Provides unique and valuable benefits for paid members