



PENNSYLVANIA

Association of Career & Technical  
Administrators

## **Strategic Plan 2016-2020**

### **-VISION 2020-**

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# ***PENNSYLVANIA ASSOCIATION OF CAREER AND TECHNICAL ADMINISTRATORS***

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***The Pennsylvania Association of Career and Technical Administrators strives to promote excellence in career and technical education through leadership, advocacy and service.***

## **PACTA Supports the Following Beliefs:**

- Career and technical education is an integral part of the state system of economic and workforce development.
- Career and technical education is an integral part of Pennsylvania's public education system which serves secondary students as well as adults.
- Career and technical education must serve the needs of business and industry by delivering programs which meet national skill standards and offer recognized credentials.
- All citizens have the right to quality, affordable and accessible career and technical education.

## **Goal 1:**

**Promote quality practices in career and technical education.**

### **Objective**

A. Provide assistance to increase the number of career and technical education programs meeting the requirements of State Board of Education Chapter 4 Regulations and Chapter 339 Standards.

### **Action Items**

1. Create a committee to gather input and make recommendations.
2. Facilitate a mentor program for new members.
3. Coordinate resources and provide statewide and regional collaboration opportunities for the development of conferences and workshops.
4. Disseminate, share, and present on successful professional development as defined by PACTA Goal 1.

## **Goal 2:**

**Collaborate to enhance the role of career and technical education.**

### **Objective**

- A. Foster partnerships with other education associations, workforce development associations, business and industry associations, and governmental agencies.

### **Action Items**

1. Develop advocacy regarding certifications for teachers, administrators, and PDE requirements.
2. Communicate opportunities to attend both state and national events.
3. Facilitate a statewide branding and marketing agenda that promotes and unifies career and technical education in the commonwealth (collect and share best practices).
4. Engage members in new state and national initiatives.
5. Disseminate, share, and present on successful collaboration, as defined by the PACTA Goal 2.
6. Develop and utilize social media outlets to promote partnerships that strengthen the CTE learner experience.

### **Goal 3:**

#### **Promote professional growth opportunities for members.**

##### **Objective**

A. Offer professional development activities which respond to identified needs of members.

##### **Action Items**

1. Promote industry credential relevance.
2. Support structured career counseling activities to enhance CTE college and career readiness (Chapter 339 Comprehensive Guidance Plan).
3. Support academic integration in career and technical education.
4. Promote CTE as a model for instructional technology and provide on-going training (i.e. STEM, PBL).

##### **Objective**

B. Provide opportunities for members to develop leadership skills.

##### **Action Items**

1. Communicate with local governmental and non-governmental agencies regarding CTE opportunities.
2. Promote materials in collaboration with PACTA, PDE, and PA Department of Labor & Industry.
3. Communicate funding opportunities to support CTE learners.
4. Support conference strands reflecting CTE learning opportunities.

**Goal 4:**

**Advocate the critical role of career and technical education in quality education and workforce development.**

**Objective**

A. Market the value and benefits of career and technical education.

**Action Items**

1. Develop and implement a plan to market CTE, including inter-agency and inter-association collaboration.
2. Develop a framework to implement partnerships.
3. Assist members to connect with local and state workforce development boards (WDB).
4. Develop a committee of PACTA members to strengthen current lobbying and advocacy communication.

**Objective**

B. Promote policy and legislative actions which increase access to career and technical education.

**Action Items**

1. Develop benchmarks that will define successful partnerships.
2. Disseminate, share, and present on successful partnerships as defined by the PACTA Goal 4.