**Strategic Target 1: Expand awareness of, support for, and access to high-quality Career Technical Education by leading, building and maintaining strategic partnerships.**

* 1.1 – Develop, maintain and grow strategic partnerships with lawmakers, federal agencies, advocacy groups and other key organizations to advance the Board-approved federal legislative priorities.
* 1.2 – Develop, maintain and grow strategic partnerships with advocacy groups and other key stakeholders to support states' adoption and implementation of legislation and policies that increase access to high-quality CTE.
* 1.3 –Develop, maintain and grow strategic partnerships, particularly with employers and industry and workforce development organizations, to ensure CTE is considered an essential partner to workforce and economic development.
* 1.4 – Develop, maintain and grow strategic partnerships with education organizations to ensure CTE is considered an essential partner in the full education continuum.
* 1.5 – Collaborate and coordinate with partner organizations on key initiatives and advocacy efforts to improve access to and support for the high quality of CTE.

**Strategic Target 2: Build on our existing strong public policy leadership by developing and disseminating legislation and public policy that impacts education, economic and workforce development in support of expanded access to and quality of Career Technical Education.**

* 2.1 – Develop and advance federal legislative priorities that support, promote and increase access to high-quality CTE.
* 2.2 – Develop state policy frameworks, resources and tools that support, promote and increase access to high-quality CTE.
* 2.3 – Support Advance CTE members in the implementation of federal and state legislation and policies that promote and increase access to high-quality CTE.
* 2.4 – Develop, disseminate and support Advance CTE and key stakeholders in the utilization of communications and outreach resources, tools and messages to make the case for high-quality CTE at the federal, state and local levels.

**Strategic Target 3: Provide, encourage and support professional learning to expand the skills, content knowledge and leadership of state Career Technical Education leaders.**

* 3.1 – Provide meaningful opportunities for Advance CTE members to inform and participate in the work of the organization.
* 3.2 – Provide professional learning opportunities and resources to build, grow and strengthen the leadership skills and content knowledge of Advance CTE members.
* 3.3 – Deliver a robust, year-round, intensive program supports the on boarding and leadership development of Advance CTE members.
* 3.4 – Encourage and support collaboration between K-12 and postsecondary leaders within and beyond our membership.

**Strategic Target 4: Strengthen and increase utilization of the National Career Clusters Framework and supporting resources.**

* 4.1 – Integrate the Common Career Technical Core in The National Career Clusters Framework.
* 4.2 – Develop policy, communications and implementation resources, tools, technical assistance and supports to achieve universal recognition and acceptance of The National Career Clusters Framework.
* 4.3 – Conduct a comprehensive review and refresh of the National Career Clusters Framework’s structure.
* 4.4 – Market, develop and refresh Career Cluster products to support the awareness and utilization of the National Career Clusters Framework.

**Strategic Target 5: Lead a cross-organizational and cross-state effort to successfully build awareness, advocacy and accomplishment of the Putting Learner Success First: A Shared Vision for the Future of CTE.**

* 5.1 – Serve as an ongoing convener of partnering organizations to ensure advocacy for and collaborative and coordinated advancement of the vision.
* 5.2 – Develop and disseminate communications tools and resources to support Advance CTE members, partnering organizations and stakeholders in building awareness of and advocacy for the vision.
* 5.3 – Ensure alignment and prioritization of organizational assets, technical assistance, resources, federal and state policy priorities and strategies, communications, and professional learning opportunities with the advancement and accomplishment of the vision.
* 5.4 – Document and disseminate progress of the states, partnering organizations and Advance CTE in the accomplishment of the vision.

**Strategic Target 6: Ensure strong organizational governance and fiscal security for both Advance CTE and The Center to Advance CTE.**

* 6.1 – Ensure Advance CTE’s governance and membership structure reflect the organizational brand and offers sufficient leadership development and engagement opportunities.
* 6.2 – Ensure management of Advance CTE/The Center to Advance CTE is effective, legally compliant and efficient.
* 6.3 – Ensure Advance CTE/The Center to Advance CTE's budgets, finances and investments are accurate and in compliance with all legal requirements.
* 6.4 – Ensure all human resource functions are managed in a timely, accurate and legal manner.
* 6.5 – Ensure all Advance CTE/The Center to Advance CTE’s resources, communications and tools are high-quality, error-free, support the brand and consistent with the style guide.
* 6.6 – Ensure that Career Clusters products and inventory are effectively managed.
* 6.7 – Implement an intentional strategy to showcase unique benefits of being a member of Advance CTE, including differentiated communications, tools, virtual resources/assets, etc.