

Defining a CTE Vision/Mission Statement

CTE PROGRAM MANAGEMENT PART II

ED GARCIA, CTE SPECIALIST

REGION ONE EDUCATION SERVICE CENTER

We are going on a trip to the Super Bowl.....!



We are taking a tour bus full of football fans to the game!

- What do you plan to do while we are there?

- Take a minute and share with your table.



Do you all plan to do the same thing on the trip?Probably not.

What if the group had discussed the following questions when planning the trip?

- What is the actual purpose of the trip?
- What are the goals of the attendees?
- What does everyone envision for the weekend?
- Has everyone shared these things with one another?



Now....

Consider these questions in the context of defining a vision and mission statement for your CTE program.

- What is the actual purpose of the program?
- What are the goals of the program?
- What does everyone envision for the program and individuals involved?
- Has everyone shared these things with one another?



The Idea is the Same...



In order to move forward there needs to be an understood, agreed-on purpose whether it is going on vacation or defining a program vision/mission statement.



Why develop a vision and mission statement?



- PER - Administrative Leadership Section
 - Indicator #1 – The LEA has a clearly articulated mission for Career and Technical Education (CTE) that is consistent with the state plan; policies and procedures exist for translating the vision into action.
- State CTE Plan (Click on Accountability:Federal, State, Local)
 - http://tea.texas.gov/index2.aspx?id=4881&menu_id=720

What is a vision?

Communicates both the purpose and values of an organization or program.

A goal for the future.

Key ideas, values, and beliefs are the beginning of powerful visions.

Less is more, keep it simple.



Sample Vision Statements

- Every Battlefield High School student will achieve personal success and become a responsible and productive citizen.
- Our vision, as a community, is to inspire a passion for learning.

What is a mission statement?

Defines the purpose and primary objectives of your program.

The “how-to” statement or action plan that helps achieve a vision.

The mission statement should:

- Define the broad purposes of the program
- Describe who the program is designed to serve
- State the values and guiding principles which define its standards

Components of a Program Mission Statement

Primary functions or activities of the program

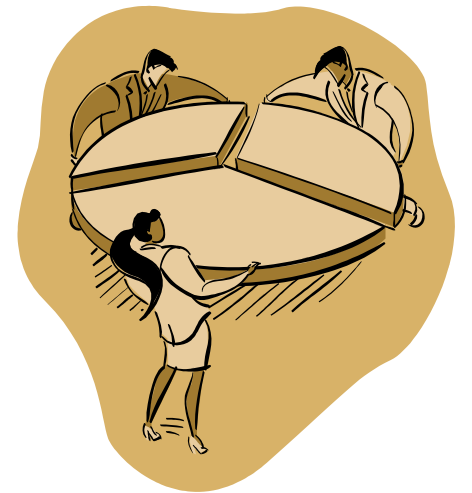
- Most important functions, operations, outcomes, and/or offerings of the program

Purpose of the program

- Primary reasons why you perform your major activities or operations

Stakeholders

- Groups or individuals that participate in the program and those that will benefit from the program



Structure of a Program Mission Statement

Examples of structure

“The mission of (name of your program) is to (your primary purpose) by providing (your primary functions or activities) to (your stakeholders).” (Any additional clarifying statements).

The _____ (organization) will _____ for _____
_____ by _____.

Sample Mission Statements

Mission Statement - State Board of Education

Every public school student will graduate from high school, globally competitive for work and post-secondary education and prepared for life in the 21st century.

Mission Statement - Public Schools of Robeson County

To educate all students by building a foundation for learning in an ever-changing global society.

Mission Statement - PSRC Career and Technical Education

Empower students to be successful citizens, workers and leaders in a global economy.

CTE Mission Statement Activity

1. Independently, write a 20-word mission statement for CTE.
(3-4 minutes)

Twenty-Word Mission Statement for CTE

1. Independently, write a 20-word mission statement for CTE.
2. Compare your summary with a colleague and write a new mission statement that combines the content of both.
3. Join another two colleagues and combine responses to write a collective 20-word mission statement for CTE.

The mission of CTE is to:

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

CTE Mission Statement Activity

2. Compare your statement with a colleague and write a new mission statement that combines the content of both.
(3 – 4 minutes)

CTE Mission Statement Activity

3. Join another two colleagues and combine responses to write a collective 20-word mission statement for CTE.
(3 – 4 minutes)

If you felt like....



I hope you feel like....

