



# Career Technical Educators of Idaho

## Unit Action Plan | Year beginning Fall 2017

### Public Relations Committee

Chair: **Brenda Jacobsen**

Members:

Randy	Lords	lordsr@msd321.com
Marla	Marosvari	mmarosvari@nsd131.org
Colby	Mattila	colby@ktctraining.org
Season	McClelland	McClelland.Season@westada.org
Cody	Sanders	csanders@sugarsalem.com

#### Summary Statement of Charge:

1. Produce and distribute monthly Frist Friday Flash.
  - a. Member Spotlights
  - b. PD Opportunities
  - c. Roundtable briefs
2. Recognize member success and achievement in collaboration with Awards/Recognition Committee.

#### CTEI Goals (2017-18 Focus):

1. Provide quality membership services
  - a. Gather/Review/Respond to information provided by all stakeholders.
  - b. Establish and facilitate roundtable discussion with Idaho CTE Administrators, CTEI Executive Board, and other stakeholders.
  - c. Produce timely communications focused on professional development opportunities, member profile/spotlights, legislative updates, and roundtable briefs. Ensure communication of high levels and not program area specific.
2. Provide dynamic programs
  - a. Collaborate and assist Idaho CTE to ensure opportunities foster professional and personal growth.
  - b. Recognize member success and achievement.
3. Ensure organizational stability and growth.
  - a. Create an environment of mutual respect between all stakeholders.
  - b. Ensure adequate funding to sustain operations.
  - c. Oversee fiscal integrity of organization's use of funds.

Prepare monthly update/report during CTEI Board Meetings.

Provide a preliminary electronic copy of the Unit report/recommendations to the CTEI Secretary (using the format below) prior the assigned meeting date.

Provide a final electronic copy of the Unit report/recommendations to the CTEI Secretary no later than \_\_\_\_\_.

<b>ADDITIONAL MATERIAL REQUESTED</b>			
<b>Item</b>	<b>From</b>	<b>When</b>	<b>Received</b>

<b>Objective/Activity</b>	<b>Assigned to</b>	<b>Due date</b>	<b>Estimated Cost</b>	<b>Completion/Evaluation Date</b>