

Our VISION	Each and every career and technical education student empowered and equipped to pursue a successful future.				
Our MISSION	To maximize student success through partnerships with districts, schools, families, students, business and industry and communities to provide leadership and support to ensure successful career transition for each and every Career and Technical Education student				
The 3 BIG IDEAS	Vibrant learning experiences for every student		Encouraging innovation, especially around assessment		Creating a bold new future for Kentucky's schools through collaboration with our communities
Core Values:	★ Equity	★ Student Success	★ Collaboration	★ Integrity	★ Innovation

Customer/Stakeholder Objectives & Goals					Key Performance Indicators		Strategies	
CTE Accountability GOAL: Increase the percentage of CTE 12 th grade cohort students graduating post-secondary career ready from 58.86% in 2024 to 70% by June 2028 as measured by CTE Accountability Data for 2028 school year					⌘ Increase number of students participating in CTE Dual Credit ⌘ Increase number of students attaining industry certifications ⌘ Increase number of students passing EOP ⌘ Increase number of students successfully completing a WBL experience as an apprentice, intern, or Co-op student ⌘ Increase number of students successfully passing alternative career readiness benchmarks		⌘ Expand communication regarding funding and correlation to post-secondary benchmarks ⌘ Increase technical assistance to districts	
Reduce Chronic Absenteeism GOAL: Decrease statewide chronic absenteeism rate from 28% in 2024 to 15% by 2028. (State Goal)					⌘ Decrease the percentage of schools in Kentucky who are experiencing high or extremely high chronic absenteeism rates ⌘ ATC chronic absentee rates (Reduce ATC chronic absenteeism rate from 25% in 2025 to 21% in 2028)		● Expand Opportunities for Vibrant Learning Experiences with CTE ● Empower Educators to Support At-Risk Students ● Engage in Proactive Communication with Family and Community ● Work with ATCs to continue reduction of chronic absenteeism	
2024	2025	2026	2027	2028				
58.86%	64.00%	66.5%	68.5%	70%				
2024	2025	2026	2027	2028				
—	25%	24%	22.5%	21%				
Middle School Career Exploration GOAL: Collaborate to develop, train staff, pilot a quality middle school exploration plan based on the Education Strategy Middle School 3 year plan and incorporating the ILP and Futuriti by June 2028 as measured by the 3 year plan.					● Plan Development ● Training Records ● Pilot Data ● Presentation records		● Create workgroups ● Develop Plan ● Develop Training Plan ● Pilot Plan ● Promote Plan	
Expand the Recruitment of Qualified Educators GOAL: Increase the completion rate of eligible high school students in a Teaching and Learning Pathway from 6% in 2024 to 9% by 2028.					● Increase enrollment in the Teaching and Learning pathway courses ● Increase enrollment in Fundamentals of Teaching pathway courses ● Increase in Registered Apprenticeships ● Increase enrollment in Educator Preparation Programs ● Increase in Educators Rising (EDRising) Participation ● Increase the number of students concentrating in the pathway		● Encourage Early Entry ● Elevate the Teaching Profession ● Effective Utilization of the Individual Learning Plan (ILP) ● Strengthen University Partnerships	

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Priorities	Key Performance Indicators	Strategies
Marketing/Communication Priority: Continue to increase stakeholder communication regarding the current and future state of CTE.	⌘ Documentation of presentations and stakeholder contacts ⌘ Quarterly marketing report	⌘ Increase speaking engagements to superintendents, coops, legislators, chamber, and KWIB ⌘ Increase online media presence ⌘ Marketing tools for office i.e. videos demonstrating the future of education
Emerging Technologies Priority: Continue to incorporate emerging technologies and techniques within the revalidation or creation of standards	• All pathways will have AI embedded standards • Revised standards • Continued work with Perkins leadership projects incorporating AI and emerging technology resources at UL	• Work with BEATs and Futuring Panels to determine emerging technologies • Collaborate with workforce • On going work with NTI participants to incorporate AI