



Strategic Plan 2007-2009

VASCD'S RESOURCE MANAGEMENT GOAL

Goal: Adopt a long-range financial plan and annual reporting process.

Objectives:

- Engage the services of a financial planner to provide advice about budgeting and investment (December, 2007).
- Adopt a financial plan that supports the organization's mission (May, 2008).
- Produce an annual financial report for member consumption (September, 2008).

VASCD'S MEMBERSHIP GOAL

Goal: Increase member engagement and diversity

Objectives:

- Distribute leadership by directly involving non-Board of Directors members on task forces, committees, and in other leadership roles (ongoing).
- Establish a two-year rotating appointment to the Board for a Key Communicator who works in a school-based role (January, 2008).
- Establish a secure link on the website where Board members can access information from the membership database (July, 2008).
- Establish online networks accessed through the VASCD website (October, 2008).
- Conduct a membership needs assessment (January, 2009).

VASCD'S INFLUENCE GOAL

Goal: Advocate effectively for policies and practices that promote success for every learner.

Objectives:

- Increase the number of Key Communicators and other members engaged in influence work as representatives of VASCD (August, 2008).
- Increase the frequency of personal contacts between VASCD representatives and legislators/staffers at both the state and federal levels (August, 2008).
- Collect and distribute data (including anecdotal) that supports VASCD positions (July, 2009).
- Forge additional relationships with other educational associations (October, 2007).

VASCD'S PROGRAMS AND SERVICES GOAL

Goal: Design and deliver programs and services aligned to the needs of 21st century learners.

Objectives:

- Utilize current technology to provide professional development in alternative formats desired by members (July, 2009).
- Increase levels of participation in VASCD events in targeted school divisions and regions (ongoing).
- Provide communication and services that align with ASCD's "whole child" campaign (ongoing).
- Pilot a webinar or a MySpace service on the VASCD website for practitioners to share what works and post questions (August, 2008).