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## Membership

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**Goal 4:**  
**Increase member engagement and diversity.**

**Objectives:**

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

**Chair: Carol Dillman**

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# Strategic Plan 2007-2009

**Virginia Association for  
Supervision and Curriculum  
Development**

*An Affiliate of ASCD*

[www.vaascd.org](http://www.vaascd.org)

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# VASCD Strategic Plan

2007-2009

*Mission: Advancing Excellence Through Teaching, Learning, and Leadership*

## Resource Management

### Goal 1:

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

#### Objectives:

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

**Chair: Mike Rettig**

## Programs and Services

### Goal 2:

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

#### Objectives:

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

**Chair: Betsy Poulsen**

## Influence

### Goal 3:

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

#### Objectives:

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

**Chair: Sarah Armstrong**