

Virginia ASCD Strategic Plan 2011-2013

Strategic Plan Goals and Objectives 2011-13

VASCD: Powerful Networks to Advance Learning

Influence & Advocacy: Advocate for policies and initiatives that promote effective instruction and meaningful accountability for all Virginia's students and schools.

- Establish a network of constituent groups to inform and endorse positions held by VASCD relative to effective instructional and accountability practices.
- Serve as the "go-to" source for Virginia stakeholders seeking information, understanding, and guidance on promoting a system of learning standards and assessments that is rigorous, relevant, and prepares students for citizenship, college, and the workforce.

Sample Activities:

- *Develop and implement a Standards Symposium for VA educators*
- *Develop position statements on trends and issues*
- *Work with the VA Education Coalition to establish areas of common focus*

Powerful Networks: Create and manage networks where Virginia educators access, share and discuss ideas about teaching, learning and leadership.

- Redesign the VASCD website as a rich and powerful resource for Virginia educators.
- Design and deliver timely, useful, and engaging professional development.

Sample Activities:

- *Work with a web designer to create a website with rich content and links to lesson plans, videos, and examples of 21st century instruction and assessment*
- *Develop and facilitate blogs written by Virginia educators*
- *Use ASCD resources to develop a marketing plan for the VASCD website*

Resource Management: Plan for, generate, and use resources in ways that advance VASCD goals.

- Develop annual and long-range financial plans that are responsive to organizational trends and economic realities.
- Analyze both revenue and expense trends to generate specific ways to maintain or increase revenue while maintaining or decreasing expenses

Sample Strategies:

- *Adopt annual budgets based on revenue and expense trends with Board and membership approval*
- *Work with ASCD staff and other affiliate leaders to generate new sources of revenue and revise existing sources as needed*



Mission Statement: To Advance Excellence in Teaching, Learning, and Leading