



Strategic Plan 2009-2011

VASCD'S RESOURCE MANAGEMENT GOAL

Goal 1: Maintain a long-range financial plan and annual reporting process

Objectives:

- Identify one excellent financial planner and continuously receive advice to strengthen VASCD financially (scheduled by November 1, 2009)
- Adopt a financial plan that covers the years July 2009-2011, taking into account the current economic environment
- Produce an annual report that relates income and expenditures to the mission and strategic plan of the organization (published on-line by December 2009)

Goal 2: 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 (annually)
- Utilize VASCD membership input to design professional development offerings; periodically evaluate and readjust
- Utilize a 'green' approach while serving as a resource for professional development
- Continue to develop and expand social networking sites to both inform and connect VASCD members

Goal 3: Advocate effectively for policies and practices that facilitate educational leadership and promote success for every learner.

Objectives:

- Determine actions that would elevate VASCD as the "go to" organization for educational leadership and the dissemination of relevant research and information supported by technology and professional development
- Increase the frequency of personal contacts between VASCD representatives and legislators/staffers at both the state and federal levels
- Survey, collect and distribute data using all available technologies that support VASCD positions
- Forge new relationships with other educational associations, affiliates, information conduits, and social networks

Goal 4: Increase member engagement and diversity

Objectives:

- Distribute leadership by directly involving non-Board members on task forces, committees, and in other leadership roles
- Establish a secure link to the membership database
- Use an online presence to engage current and future members
- Utilize results of membership surveys to inform Board and committee work