



Educate, Connect, Inspire

Strategic Plan 2016-17

1 Goal: To educate, connect and inspire the educational community across Massachusetts

Action Item	Responsibility	Timeline	Evidence
1. Implement the rebranding initiative, and marketing collateral focusing on the website redesign with approved consultant Viaspire 2. Integrating the blog, Review and Update Communications Plan, Create Calendar of Events 3. Review and update the OnCUE platform and Social Media Presence to integrate with website. Analyze OnCUE functions to Optimize readership. Market Materials relating to PD	Marketing Task Force & ComCom	July 2016 - June 2017	<ul style="list-style-type: none"> • Redesigned Website • Promotion of website at Conference 2016 • Coordination of Social Media, Web Presence and Marketing Materials • Coordination of work of Social Media Ambassador • Increased traffic to the website and through social media
4. To Increase Membership <ul style="list-style-type: none"> • Through Sponsorship Events • DOC Table combined with OnCUE table at Fall/Spring Conference with availability of signing up for membership on the spot • Investigate other opportunities for membership 	DOC	Ongoing	<ul style="list-style-type: none"> • Increased Membership



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<i>2 Goal: To increase and diversify programs and services</i>			
Action Item	Responsibility	Timeline	Evidence
1. Design expanded services PD and non-PD services (at least one in each category) <ul style="list-style-type: none"> • Cohort by Subject • Offer more content specific PD • Strands within a conference • Theme based • Micro-Credentialing 	PD	Ongoing	<ul style="list-style-type: none"> • Professional Development offered • Calendar of events published • Evaluations • Expansion of Learning Tours
2. Identify Organize SIG groups 3. Improve outreach and communication of benefits to SIG leaders 4. Requirement of active SIG groups to submit content to OnCUE	SIG	Ongoing	<ul style="list-style-type: none"> • All SIG groups identified actively meeting and reporting back • SIG presence at Fall Conference
5. Continue to advocate for state funding for technology. <ul style="list-style-type: none"> • Continue to work and collaborate with ISTE around advocacy. • Outreach to other groups and work toward a common vision • Having Presentation at MassCUE from Education Superhighway and ISTE(Flannigan) • Plan a Summit coordinate and collaborate with groups with a common purpose 	Influence & Advocacy	Ongoing	<ul style="list-style-type: none"> • Schedule of Meetings • Letters to State officials • Presentation at MassCUE Conference • Summit



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<i>3 Goal: To increase mutually beneficial partnerships</i>			
Action Item	Responsibility	Timeline	Evidence
1. Establish strategic partnerships for mutual benefits <ul style="list-style-type: none"> • Pursue potential affiliations with like-minded organizations • Maintain corporate partnerships • Sponsor events which promote MassCUE goals and PD offerings for members 	DOC	Ongoing	<ul style="list-style-type: none"> • New partnerships forged, signed agreements • Presence of new partners at Events and Conferences • Accomplishment of mutually determined goals such as cooperation at MassCUE/MASS Annual Conference
<i>4 Goal: To improve operations and governance of MassCUE</i>			
Action Item	Responsibility	Timeline	Evidence
1. Review and develop our Financial Structures and Goals <ul style="list-style-type: none"> • Finance Committee will have regular meetings and budget oversight • Re-evaluate long-term Investment Plan • Develop various financial policies and procedures 	Finance	Ongoing	<ul style="list-style-type: none"> • Monthly Financial Reports to Board with Summary • Continue to decrease material weaknesses in annual audit • Accountability and accuracy with billing
2. To identify, document, and implement operational Board and Committee procedures <ul style="list-style-type: none"> • Update Executive Director operational procedures in OneNote • Update Board Manual • Complete Conference Manual and Procedures 	ED, Conference & BPP	Ongoing	<ul style="list-style-type: none"> • Document of operational procedures with timelines and responsibilities • Board manual with procedures • Conference manual • Updated Board Documents



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<ul style="list-style-type: none"> • Review Committee Abstracts and Procedures 			
<p>3. Establish process by which new Board members are inducted</p> <ul style="list-style-type: none"> • Develop Board Orientation • Pair with a mentor • Update guide for new board members • Develop Guidelines for Mentors 	Executive	Complete by June 2017	<ul style="list-style-type: none"> • Guide for new board members • Orientation for new board members • Meeting before next Retreat for new members • Guide for Mentors