



Educate, Connect, Inspire

## Strategic Plan 2017-18

<b><i>1 Goal: To educate, connect and inspire the educational community across Massachusetts</i></b>			
<b>Action Item</b>	<b>Responsibility</b>	<b>Timeline</b>	<b>Evidence</b>
<ol style="list-style-type: none"><li>1. To offer more grants, scholarships, and learning opportunities to our membership</li><li>2. Inspire and Educate Building, District, and State leaders through strategic partnerships</li><li>3. To attract new and future educators</li><li>4. To recognize achievements of MassCUE Members</li><li>5. Better Communicate about Membership Benefits</li><li>6. Continue to unify and expand the mission via the website, social media, and marketing materials</li></ol>	Grants, DOC, PD, ComCom, Awards & Recognitions, I&A,	July 2017 - June 2018	<ul style="list-style-type: none"><li>• Increase Grants &amp; Scholarships</li><li>• Increase PD Offerings for Leadership</li><li>• Promote Membership Benefits through Social Media, Website, EdCamps, Strategic Partnership Events &amp; Conferences</li><li>• Continued Recognition of Pathfinders, Administrators and Featured Educators, Explore other avenues for recognitions</li><li>• Communications to higher ed organizations</li><li>• Coordination of Social Media, Web Presence and Marketing Materials</li><li>• Coordination of work of Social Media Ambassador and Marketing Assistant</li><li>• Increased content and traffic to the website and through social media</li></ul>



Educate, Connect, Inspire

## Strategic Plan 2017-18

### *2 Goal: To increase inclusivity and diversity of membership, programs, and services*

Action Item	Responsibility	Timeline	Evidence
1. Design and publicize PD opportunities <ul style="list-style-type: none"><li>• MassCUE4You</li><li>• Learning Tours</li><li>• Strands within the conferences</li><li>• MassCUE Central</li></ul>	PD, ComCom, Conference,	Ongoing	<ul style="list-style-type: none"><li>• Professional Development offered</li><li>• Calendar of events published</li><li>• Expansion of Learning Tours</li><li>• Create strands for conference workshops</li></ul>
2. Expand and diversify membership and participation <ul style="list-style-type: none"><li>• SIG groups</li><li>• Regional Ambassadors</li><li>• Subject Areas</li><li>• Demographic</li><li>• New Teacher Program</li></ul>	SIG, DOC	Ongoing	<ul style="list-style-type: none"><li>• All SIG groups identified actively meeting and reporting back</li><li>• SIG presence at Fall Conference</li><li>• Develop at least 1 region and identify ambassadors</li><li>• Feature Diverse Subject areas</li></ul>
3. Explore Global Connections	PD, DOC, Conference, Grants	Ongoing	<ul style="list-style-type: none"><li>• International presence at our conference; sessions with a Global Ed focus</li><li>• Virtual conferencing with International groups/individuals</li><li>• Scholarships to attend International events</li><li>• Sponsorships of Global Ed Student Showcase</li></ul>



Educate, Connect, Inspire

## Strategic Plan 2017-18

--	--	--	--



Educate, Connect, Inspire

## Strategic Plan 2017-18

### *3 Goal: To develop strategic relationships & mutually beneficial partnerships*

Action Item	Responsibility	Timeline	Evidence
<p>1. Establish strategic partnerships for mutual benefits</p> <ul style="list-style-type: none"><li>• Pursue potential affiliations with like-minded organizations to eliminate redundancy, enhance productivity and ensure flexibility for growth</li><li>• Maintain corporate partnerships</li><li>• Sponsor events/opportunities and PD offerings for members</li><li>• Establish Influence &amp; Advocacy Committee to work with legislature to develop mandates that support appropriate use of technology in schools.</li></ul> <p>2.Continue to work and collaborate with ISTE, SEDTA, COSN, DESE around advocacy</p> <p>3.Determine focus areas for pro-active committee work.</p>	DOC, PD, I&A	Ongoing	<ul style="list-style-type: none"><li>• New partnerships forged, signed agreements</li><li>• Mutually engagement, planning and mounting</li><li>• Presence of new partners at Events and Conferences</li><li>• Continue to advocate for state/federal funding for technology.</li><li>• Committee planning and documentation</li><li>• Strategic planning opportunities for Administrators</li><li>• Summit around central focus areas at conference</li></ul>

### *4 Goal: To improve operations and governance of MassCUE*

Action Item	Responsibility	Timeline	Evidence
<p>1. Review and develop our Financial Structures and Goals</p> <ul style="list-style-type: none"><li>• Finance Committee will have regular meetings and budget oversight</li></ul>	Finance	Ongoing	<ul style="list-style-type: none"><li>• Monthly Financial Reports to Board with Summary</li><li>• Continue to decrease material weaknesses in annual audit</li></ul>



Educate, Connect, Inspire

## Strategic Plan 2017-18

<ul style="list-style-type: none"> <li>• Re-evaluate long-term Investment Plan</li> <li>• Develop various financial policies and procedures</li> </ul>			<ul style="list-style-type: none"> <li>• Accountability and accuracy with billing</li> </ul>
<p>2. To identify, document, and implement operational Board and Committee procedures</p> <ul style="list-style-type: none"> <li>• Update Governing Documents <ul style="list-style-type: none"> <li>▪ Review Committee Abstracts and Procedures</li> <li>▪ Review guidelines and policies</li> </ul> </li> <li>• Research and implement a full time position of Conference Coordinator</li> </ul>	Executive Director, Conference & BPP	Ongoing	<ul style="list-style-type: none"> <li>• Document of operational procedures with timelines and responsibilities</li> <li>• Updated Board Documents</li> <li>• New employee hired</li> </ul>
<p>3. Explore restructuring of the board from a working board to a governing board</p> <ol style="list-style-type: none"> <li>a. Research other CUES</li> <li>b. Determine what is working and what is not working</li> <li>c. Discuss interaction of volunteers and the board</li> </ol>	Whole board	Complete by June 2018	<ul style="list-style-type: none"> <li>• Report with data</li> <li>• Establish protocols of interactions between volunteers, Board members, and employees</li> </ul>
<p>4. Increase non-board members roles on committees</p> <ol style="list-style-type: none"> <li>a. Outreach throughout the state</li> <li>b. Regional events</li> <li>c. Non-board member recruitment at fall and spring conference</li> </ol>	Whole board, ED, DOC	Ongoing	<ul style="list-style-type: none"> <li>• Increased number of non-board members on committees</li> </ul>
<p>5. Improve communication among board members, committees, and employees</p> <ol style="list-style-type: none"> <li>a. Follow developed norms</li> </ol>	Whole board, ED, employees, BPP	Ongoing	<ul style="list-style-type: none"> <li>• Follow Up surveys and discussions at future meetings</li> </ul>



Educate, Connect, Inspire

## Strategic Plan 2017-18

b. Develop guidelines for what to do if there is an issue			
---	--	--	--