



Educate, Connect, Inspire

Strategic Plan 2018-19

<i>1 Goal: To educate, connect and inspire the educational community across Massachusetts</i>			
Action Item	Responsibility	Timeline	Evidence
<ol style="list-style-type: none"> 1. To offer more grants, scholarships, and learning opportunities to our membership 2. Inspire and Educate Building, District, and State leaders through strategic partnerships 3. To attract new and future educators 4. To recognize achievements of MassCUE Members 5. Better Communicate about Membership Benefits 6. Continue to unify and expand the mission via the website, social media, and marketing materials 7. Expand our Professional Development Opportunities 	Grants, DOC, PD, ComCom, Awards & Recognitions, I&A,	July 2018 - June 2019	<ul style="list-style-type: none"> • Increased Grants & Scholarships • Increased PD Offerings for Leadership • Communicated Membership Benefits through Social Media, Website, EdCamps, Strategic Partnership Events & Conferences • Continued Recognition of Pathfinders, Administrators and Featured Educators, Explore other avenues for recognitions • Increased Communications to higher ED organizations • Continued Coordination of Social Media, Web Presence, and Marketing Materials with Social Media Ambassador and Marketing Assistant • Increased content and traffic to the website and through social media



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<i>2 Goal: To increase inclusivity and diversity of membership, programs, and services</i>			
Action Item	Responsibility	Timeline	Evidence
1. Design and publicize PD opportunities <ul style="list-style-type: none"> • MassCUE4You • Learning Tours • Strands within the conferences • MassCUE Central • F2F & Online Workshops and Events 	PD, ComCom, Conference,	Ongoing	<ul style="list-style-type: none"> • Offered Professional Development • Published Calendar of events published • Expanded Learning Tours • Strands Created for conference workshops
2. Expand and diversify membership and participation <ul style="list-style-type: none"> • SIG groups • Regional Ambassadors • Subject Areas • Demographic • New Teacher Program 	SIG, DOC	Ongoing	<ul style="list-style-type: none"> • Identified SIG groups actively meeting and reported back and awarded PDP's • SIG presence at Fall Conference • Developed at least 1 region and identified ambassadors • Featured Diverse Subject areas
3. Increase the variety of Grants/Scholarships/Sponsorships offered to membership	Grants, Finance	Ongoing	<ul style="list-style-type: none"> • Greater variety of opportunities offered



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3 Goal: To develop strategic relationships & mutually beneficial partnerships

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 to eliminate redundancy, enhance productivity and ensure flexibility for growth • Maintain corporate & collaborative partnerships • Sponsor events/opportunities and PD offerings for members 2. Continue to work and collaborate with ISTE, SEDTA, COSN, DESE, MTA, MASS, MASCD, MSLA, METAA, and other like-minded organizations	Staff, PD, Vendor Relations Committee, I&A	Ongoing	<ul style="list-style-type: none"> • Forged, signed agreements of new partnerships • Increased presence of new partners at events and conferences • Continued advocacy for state/federal funding for technology. • Increased opportunities for group buys for our members

4 Goal: To improve operations and governance of MassCUE

Action Item	Responsibility	Timeline	Evidence
1. Continue to review and develop our Financial Structures and Goals <ul style="list-style-type: none"> • Re-evaluate long-term Investment Plan 	Finance & Staff	Ongoing	<ul style="list-style-type: none"> • Provided Monthly Financial Reports to Board with Summary • Continued accountability, accuracy and expediency with billing



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<ul style="list-style-type: none"> • Develop various financial policies and procedures • Consider best practices for cash flow 			
<p>2. To identify, document, and implement operational Board and Committee procedures</p> <ul style="list-style-type: none"> • Update Governing Documents <ul style="list-style-type: none"> ▪ Review Committee Abstracts and Procedures ▪ Review guidelines and policies 	Executive Director, Conference, BPP, and Whole Board	Ongoing	<ul style="list-style-type: none"> • Documented operational procedures with timelines and responsibilities • Updated Board Documents • Communicated with the BPP Committee • Policies, Procedures presented to the board for approval
<p>3. Explore restructuring of the board from a working board to a governing board</p> <ul style="list-style-type: none"> • Research other CUES • Determine what is working and what is not working • Discuss interaction of volunteers and the board 	Whole board	Complete by June 2019	<ul style="list-style-type: none"> • Established protocols of interactions between volunteers, Board members, and employees • Finalized 3-year Long Range Strategic Plan
<p>4. Increase non-board member roles on committees</p> <ul style="list-style-type: none"> • Outreach throughout the state • Regional events • Non-board member recruitment at fall and spring conference 	Whole board, ED, DOC	Ongoing	<ul style="list-style-type: none"> • Increased participation with committee activities of non-board members
<p>5. Review and refine roles of committees' work and board work to determine staffing needs in the future</p>	Whole board, Staff, Consultant	Ongoing	<ul style="list-style-type: none"> • Reorganization as determined by the board



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6. Improve communication among board members, committees, and employees <ul style="list-style-type: none">• Follow developed norms	Whole board, ED, employees, BPP	Ongoing	<ul style="list-style-type: none">• Follow up discussions at future meetings