



*Educate, Connect, Inspire*

Mission
<p>To educate, connect and inspire the educational community by:</p> <ol style="list-style-type: none"> <li>1. Providing high-quality professional learning</li> <li>2. Leveraging knowledge and expertise</li> <li>3. Recognizing innovation, excellence and courage</li> <li>4. Advocating for strategic policies and programs</li> </ol>
Vision
<p>MassCUE is a community where every learner creates, contributes, and succeeds in a connected world.</p>

## Operating Plan FY24

MISSION GOAL: <i>Extend the Mission and Vision of MassCUE to Include All</i>	
Action Items	Tasks
Conduct an Equity Audit	<ul style="list-style-type: none"> <li>● Acquire funds by December</li> <li>● Begin January 2024</li> </ul>
Continue DEIB training for Board and Staff	<ul style="list-style-type: none"> <li>● At Board and Staff meetings and events</li> <li>● Includes keynote for fall/spring conference</li> </ul>
Define who is “all” in MassCUE4ALL	<ul style="list-style-type: none"> <li>● By December 2023</li> </ul>
Target outreach to “all”	<ul style="list-style-type: none"> <li>● Reassess at completion of audit</li> <li>● Investigate during strategic planning process</li> </ul>
CONNECT GOAL: <i>Expand Membership, Partnerships, and Community Participation</i>	
Action Items	Tasks

Examine and resolve current questions about the purpose and goals for membership	<ul style="list-style-type: none"> <li>● Examine membership analysis by December 2023</li> <li>● Convene ideas at Winter Retreat</li> </ul>
Redefine and re-envision our partnerships with other nonprofit organizations in MA and New England	<ul style="list-style-type: none"> <li>● Review and assess all event-level partnerships to ensure mutually beneficial relationships are in place</li> <li>● Develop a process to guide the development of partnership agreements</li> <li>● Engage with new partners!</li> </ul>
Generate income through new revenue opportunities and sources	<ul style="list-style-type: none"> <li>● Expand group-buy program</li> <li>● Create new partnerships/sponsorships</li> </ul>

**EDUCATE GOAL: *Maintain and Deliver High Impact Programming***

Action Items	Tasks
Invest in sustainable PD development and expansion	<ul style="list-style-type: none"> <li>● Continue quarterly CUECamps</li> <li>● Market BC→DE to new districts</li> </ul>
Expand access to programming	<ul style="list-style-type: none"> <li>● Apply for grants to offer free PD</li> <li>● Expand passive income opportunities</li> <li>● Webinars that give a glimpse into other programming</li> </ul>
Offer opportunities for educators to discuss relevant new advances in tech	<ul style="list-style-type: none"> <li>● Expand informal in-person events</li> <li>● Find new ways for educators to discuss virtually</li> </ul>

**INSPIRE GOAL: *Lead and amplify innovation in EdTech***

Action Items	Tasks
Advocate and amplify student voices to gain their perspective on the role EdTech can/does play in their lives	<ul style="list-style-type: none"> <li>● Seek change makers/experts in this area to inform our practice</li> <li>● Develop sustainable opportunities for students to engage with MassCUE</li> </ul>
Continue to innovate our conferences	<ul style="list-style-type: none"> <li>● Use spring conference as a “laboratory” for innovation</li> <li>● Attend other non-MassCUE</li> </ul>

	conferences to assess what is successful in other environments
Collaborate with district, state and federal level policy makers, with the goal of advocating for equity in educational technology spaces	<ul style="list-style-type: none"><li>• Maintain relationships with policy makers</li><li>• Explore new relationships with policy makers</li></ul>