

TAEA FORWARD - THE 2015-2020 STRATEGIC PLAN

The purpose of the Strategic Plan is to chart the direction of TAEA to meet the challenges of the future. The Council-at-Large has identified three audiences who will benefit from the actions of the organization – Members, Students, and Professional Community. Under each group are listed areas of concentration, each having specific goals.

I. Members

- Communication
Goal: Provide open, effective, and interactive communication.
- Membership
Goal: Develop a campaign to increase membership and broaden the membership base.
- Professional Development
Goal: Provide opportunities for members to train for 21st Century Skills.
- Leadership
Goal: Investigate and create a plan to increase leadership opportunities for all members.
- Organizational Structure
Goal: Examine structural components of TAEA with regard to relevance, complexity, and financial ramifications.

II. Students

- Programs and Competitions
Goal: Create a plan to increase opportunities for students to enter programs and standards- based competitions designed to promote student growth.

III. Professional Community

- Advocacy
Goal: Design an advocacy program to assist teachers in promoting their program.
- Research & Knowledge
Goal: Collaborate and develop trends and emerging ideas in art education.
- Community-Based Programs
Goal: Expand community-based programs to meet the needs of students and members.

ACTION PLAN

Members

- **Communication**

Goal: Provide open, effective, and interactive communication.

<i>Action</i>	<i>By When</i>	<i>Responsibility</i>	<i>Measure of Success</i>
Disseminate information and opportunities via the website, blasts, publications, video conferencing, and other electronic means	As needed and in a timely fashion	TAEA Executive Board Council-at-Large	Member feedback Surveys Attendance at meetings, workshops, and conferences
Present and discuss relevant topics, changes, and innovations in the field of art education	Ongoing	TAEA Executive Board Council-at-Large (Division Chairs & Regional Reps) Conference, Regional Conference, & Workshop Committees	Member feedback Surveys TRENDS STAR Conference & workshop agendas

- **Membership**

Goal: Develop a campaign to increase membership and broaden the membership base.

<i>Action</i>	<i>By When</i>	<i>Responsibility</i>	<i>Measure of Success</i>
Develop a membership campaign designed to attract new members in all	Annually	TAEA Executive Board Vice President / Membership	Campaign information Increase in

Action	By When	Responsibility	Measure of Success
divisions and develop strategic initiatives for low membership areas			membership in strategic divisions
Develop an annual membership campaign specifically designed for pre-service teachers to join TAEA	Annually	TAEA Executive Board Vice President / Membership Higher Education Division Chair	Campaign information
Grow membership benefits like Lesson Plan Bank, TAEA Connect, additional Regional Conferences and new initiatives	Ongoing	TAEA Executive Board TAEA Executive Council Vice President / Membership Regional Reps	Increase in the quantity and quality of membership benefits offered to members
Provide opportunities for entry- level involvement in TAEA	Ongoing	TAEA Executive Board Council-at-Large (Division Chairs & Regional Reps) Annual Conference, Regional Conference, & Workshop Committees	Committee rosters Website, blogs, & other electronic and personal interactions
Continue to enhance a supportive environment to increase diversity in membership and leadership	Ongoing	TAEA Executive Board Council-at-Large (Division Chairs & Regional Reps) All conference & Workshop Committees Members at large	Membership numbers Agendas

- **Professional Development**

Goal: Provide opportunities for members to train for 21st Century Skills.

Action	By When	Responsibility	Measure of Success
Conduct leadership orientation sessions, <i>TAEA Leadership Institute</i> (bi-annually), <i>TAEA Leadership Scholar Cohort</i> (bi-annually) and workshop opportunities	During: Fall conference Spring meeting Regional Conferences Workshops	TAEA Executive Board Council-at-Large (Division Chairs & Regional Reps) Conference, Regional Conference, & Workshop Committees	Agendas Conference & workshop feedback and surveys
Provide online resources to teachers: selected conference workshops online, virtual field trips, scholarship opportunities, tips for teachers, etc	Ongoing	TAEA Executive Board Council-at-Large	Website content
Network with NAEA to support related activities, projects, events, and membership opportunities	Ongoing	TAEA Executive Board Council-at-Large Members at large	Appointments to committees Conference participation

- **Leadership**

Goal: Investigate and create a plan to increase leadership opportunities for all members.

Action	By When	Responsibility	Measure of Success
Conduct leadership orientation sessions, <i>TAEA Leadership Institute</i> (bi-annually), <i>TAEA Leadership Scholar Cohort</i> (bi-annually) and workshop opportunities	During: Fall conference Spring meeting Regional Conferences Workshops	TAEA Executive Board Council-at-Large (Division Chairs & Regional Reps) Conference, Regional Conference, & Workshop Committees	Agendas for sessions, feedback, and surveys
Provide mentors for emerging leaders and newly elected officers through <i>TAEA Connect</i> .	Ongoing	TAEA Executive Board Council-at-Large	Mentor Roster
Network with NAEA to support related activities, projects, events, and membership opportunities	Ongoing	TAEA Executive Board Council-at-Large Members at large	Appointments to committees Conference participation
Provide opportunities for emerging leaders to attend NAEA's Western Region Leadership Conference – <i>TAEA Leadership Scholar Cohort</i> .	Bi-Annually	TAEA Executive Board	Conference attendance

- **Organizational Structure**

Goal: Examine structural components of TAEA with regard to relevance, complexity and financial ramifications.

<i>Action</i>	<i>By When</i>	<i>Responsibility</i>	<i>Measure of Success</i>
Review guidelines for overlap of responsibilities and functions	Annually	TAEA Executive Board Council-at-Large	Streamlined and updated policies and procedures
Review financial implications of all programs	Annually	TAEA Executive Board Council-at-Large	Financial reports Budgets
Use the Texas Art Education Foundation model to grow assets in scholarships and grants	Annually	TAE Foundation Board	Growth in available monies for scholarships and grants. Additional donations to the Foundation.

Students

- **Competitions and Programs**

Goal: Create a plan to increase opportunities for students to enter programs and standards-based competitions designed to promote student growth.

<i>Action</i>	<i>By When</i>	<i>Responsibility</i>	<i>Measure of Success</i>
Design a plan to increase opportunities for students and teachers at the Visual Arts Scholastic Event (VASE)	Annually	TAEA Executive Board VASE Director	VASE schedule of events
Design a plan to increase opportunities for students and teachers at the Junior VASE event	Annually	TAEA Executive Board Junior VASE Director	Junior VASE schedule of events
Design a plan to increase participation in the Texas Elementary Art Meet (TEAM)	Annually	TAEA Executive Board TEAM Director	Campaign ads Attendance numbers
Design a plan to increase participation in Youth Art Month (YAM)	Annually	TAEA Executive Board Vice President / YAM	YAM Booklet YAM schedule of events
Raise awareness of art careers and services through programs (ie AP Strand, Shoe Project, Sketchbook Initiative, and Memory Project)	Ongoing	TAEA Executive Board Council-at-Large (Division Chairs & Regional Reps) Specific Committees	Participation numbers

Professional Community

- **Advocacy**

Goal: Design an advocacy program to assist teachers in promoting their program.

<i>Action</i>	<i>By When</i>	<i>Responsibility</i>	<i>Measure of Success</i>
Continue to build and grow the TAEA <i>Be Visual</i> and Big Art Day advocacy programs specific to the public, administration, & parents	Annually	TAEA Executive Board Council-at-Large (Advocacy Chair)	Campaign materials Increased events and presence within Texas communities
Develop and distribute TAEA “Talking Points” and additional resources for members	Annually	TAEA Executive Board Council-at-Large (Advocacy Chair)	Talking Points Resource index on website

- **Research & Knowledge**

Goal: Collaborate and develop trends and emerging ideas in art education.

<i>Action</i>	<i>By When</i>	<i>Responsibility</i>	<i>Measure of Success</i>
Continue to publish TRENDS and the STAR (online)	Annually	TAEA Executive Board (Executive Director) TRENDS editors STAR editor	TRENDS publication STAR online
Develop and review TAEA Position Statements on	Ongoing	TAEA Executive Board Council-at-Large	Publication of Position

<i>Action</i>	<i>By When</i>	<i>Responsibility</i>	<i>Measure of Success</i>
relevant and art related topics		Ad Hoc Committees	Statements
Offer research grants	Ongoing	TAEA Executive Board	Grant research given back to the association and members

- **Community-Based Programs**

Goal: Expand community-based programs to meet the needs of students and members.

<i>Action</i>	<i>By When</i>	<i>Responsibility</i>	<i>Measure of Success</i>
Offer community-based forums, round table talks, and dialogue sessions on art education topics	Annually	TAEA Executive Board Council-at-Large	Community-based programming in effect.