



TAEA *Forward*
2022-2027 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 structure and ramifications.

II. Students

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

I. Members:

● Communication

Goal: Provide, open, effective and interactive communication			
Action	By When	Responsibility	Measure of Success
Disseminate information and opportunities via the website, blasts, publications, social media, video conferencing, and other electronic means	As needed and in a timely fashion	Council-at-Large TAEA Executive Board - Advisors	Member feedback, Surveys, Attendance at meetings, workshops, conferences, increase in membership
Present and discuss relevant topics, changes, and innovations in the field of art education with current and new teachers and with ED&I in mind.	Ongoing	Council-at-Large (Division Chairs & Regional Reps), Conference, Regional Conference, & Workshop Committees TAEA Executive Board - Advisors	Member feedback, Surveys, TRENDS, STAR, Conference & workshop agendas

● Membership

Goal: Develop a campaign to increase membership and broaden the membership base.			
Action	By When	Responsibility	Measure of Success
Develop a membership campaign designed to attract new members in all divisions and develop strategic initiatives for low membership areas	Annually	Vice President / Membership, TAEA Executive Board - Advisors	Campaign information Increase in membership in strategic divisions
Develop an annual membership campaign specifically designed for pre-service teachers to join TAEA	Annually	Vice President / Membership, Higher Education Division Chair TAEA Executive Board – Advisors	Campaign information
Grow membership benefits like Lesson Plan Bank, TAEA Connect, additional Regional Conferences and new initiatives	Ongoing	TAEA Executive Council Vice President / Membership, Regional Reps TAEA Executive Board - Advisors	Increase in the quantity and quality of membership benefits offered to members
Provide opportunities for entry- level involvement in TAEA like Leadership Scholar	Ongoing	Council-at-Large (Division Chairs & Regional Reps), Annual Conference, Regional Conference,	Committee rosters, Website, Blogs, & other Electronic and Personal Interactions

Program & support for members who apply to NAEA School for Art Leaders		Workshop Committees, & TAEF TAEA Executive Board - Advisors	
Continue to enhance a supportive environment to increase diversity in membership and leadership	Ongoing	Council-at-Large (Division Chairs & Regional Reps), All conference & Workshop Committees, Members at large TAEA Executive Board - Advisors	Membership numbers, Agendas

● **Professional Development:**

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

<i>Action</i>	<i>By When</i>	<i>Responsibility</i>	<i>Measure of Success</i>
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	Council-at-Large (Division Chairs & Regional Reps), Conference, Regional Conference, & Workshop Committees TAEA Executive Board - Advisors	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	Council-at-Large TAEA Executive Board - Advisors	Website content
Network with NAEA to support related activities, projects, events, and membership opportunities	Ongoing	Council-at-Large, Members at large TAEA Executive Board - Advisors	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	Council-at-Large (Division Chairs & Regional Reps), Conference, Regional Conferences, & Workshop Committees TAEA Executive Board - Advisors	Agendas for sessions, feedback, and surveys
Provide mentors for emerging leaders and newly elected officers through Texas Art Education Outreach (TAE0)	Ongoing	Council-at-Large TAEA Executive Board - Advisors	Mentor Roster
Network with NAEA to support related activities, projects, events, and membership opportunities	Ongoing	Council-at-Large, Members at large TAEA Executive Board -Advisors	Appointments to committees Conference participation
Provide opportunities for emerging leaders to attend NAEA's Western Region Leadership Conference – <i>TAEA Leadership Scholar Cohort</i> .	Once every two years	Support from TAEF for the NAEA SAL (School Art Leadership) program TAEA Executive Board -Advisors	Conference attendance

● Organizational Structure:

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

Action	By When	Responsibility	Measure of Success
Review guidelines for overlap of responsibilities and functions	Annually	Council-at-Large TAEA Executive Board - Advisors	Streamlined and updated policies and procedures
Review financial implications of all programs	Annually	Council-at-Large TAEA Executive Board, -Advisors	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.

II. Students

- **Competitions and Program**

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	VASE High School Director TAEA Executive Board - Advisors	VASE schedule of events
Design a plan to increase opportunities for students and teachers at the Junior VASE event	Annually	Junior VASE Director TAEA Executive Board – Advisors	Junior VASE schedule of events
Design a plan to increase participation in the Texas Elementary Art Meet (TEAM)	Annually	TEAM Director TAEA Executive Board - Advisors	Campaign ads Attendance numbers
Design a plan to increase participation in Youth Art Month (YAM)	Annually	Vice President / YAM TAEA Executive Board	YAM Booklet YAM schedule of events
Raise awareness of art careers and services through programs (e.g. AP Strand, Sketchbook Initiative, and Memory Project)	Ongoing	Council-at-Large (Division Chairs & Regional Reps), Specific Committees TAEA Executive Board - Advisors	Participation numbers
Design a plan to increase opportunities for students and teachers at the TASA/TASB event	Annually	Vice President / YAM TAEA Executive Board - Advisors	TASS/TASB event/exhibition
Support local National Art Honor Society Chapters in Middle School and High School	Annually	Local Chapter Sponsors	Membership numbers

III. 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	Council-at-Large (Advocacy Chair) TAEA Executive Board - Advisors	Campaign materials Increased events and presence within Texas communities
Develop and distribute TAEA “Talking Points” and additional resources for members	Annually	Council-at-Large (Advocacy Chair) TAEA Executive Board - Advisors	Talking Points Resource index on website

● Research and 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 relevant and art related topics	Ongoing	Council-at-Large, Ad Hoc Committees TAEA Executive Board - Advisors	Publication of Position 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 (e.g. CEDFA, Texas Cultural Trust, Raise Your Hand Texas)	Annually	Council-at-Large Local Art Associations TAEA Executive Board - Advisors	Community-based programming in effect.