

**Washington State ASCD  
2008-09 Strategic Goals and Action Plan**

<b>Goals and Activities</b>		<b>Plan for Implementation</b>	<b>Who involved?</b>	<b>Time Frame</b>	<b>Evaluation</b>
<b>I. DIVERSE, ACTIVE MEMBERSHIP</b>	<i>Plan for recruitment, retention, diversity, involvement and recognition</i>				
A)	Personalized letter to non-member superintendents or a letter or personal contact to five non-members from each board member's region or district (i.e., teachers, administrators, specialists). The personal contact can be made by telephone or through face to face meeting.	Executive Board to create a template letter	Executive Board and Board Members	Accomplished by June meeting	Letters mailed or date of contact and result recorded by board members and shared at June meeting
B)	Invite Central Office 'purse string holders' to join WSASCD. This can be done via letter similar to A or by personal contact by a board member via phone call or meeting.	Executive Board to create a template letter	Executive Board and Board Members	Accomplished by June meeting	Letters mailed or date of contact and result recorded by board members and shared at June meeting

<b>II. COMMUNICATION AND PUBLICATIONS</b>	<i>Maintain high profile through creating and disseminating high-quality print and electronic for all stakeholders</i>	<b>Plan for Implementation</b>	<b>Who involved?</b>	<b>Time Frame</b>	<b>Evaluation</b>
A)	All WSASCD conferences and workshops will be submitted to the OSPI Events Planner.				
B)	Identify Washington state district professional development directors and distribute WSASCD information to them.	Each Board Member who represents an ESD will submit a list of PD directors and contact information to Kathy	ESD Board Members and Kathy	By January 2009	List submitted and information sent

<b>III. PROGRAMS, PRODUCTS AND SERVICES</b>	<i>Assist members to shape policy, develop capacity for teaching and learning, and improve classroom practice through developing and disseminating excellent program, products and services</i>	<b>Plan for Implementation</b>	<b>Who involved?</b>	<b>Time frame</b>	<b>Evaluation</b>

A) Create a data bank of at least 20 presenters on at least 5 specific topics to serve as a resource for educators across the state.	Introduce at Nov board meeting; Gather input via email	Kathy with input from board members	Accomplished by March board meeting	Data bank completed
B) Create an advisory committee from a list of past WSASCD Board members who have expertise that would be helpful as we plan future professional development programs and services.	Executive Board will create advisory committee with input from	Executive Board	Accomplished by January board meeting	Advisory Committee in place

<b>IV. INFLUENCE AND POLICY</b> <i>Serve as a sought-after source of accurate information for teaching and learning by anticipating issues and being proactive in shaping recommendations to improve educational policy.</i>	<b>Plan for Implementation</b>	<b>Who involved?</b>	<b>Time frame</b>	<b>Evaluation</b>
<p>A) Whole Child - Meet Your Local Legislator: Each WSASCD Board member will meet with one of their respective local legislative representatives and inform them about the ASCD Whole Child Initiative.</p>	<ol style="list-style-type: none"> <li>1) Present to Board</li> <li>2) Develop Talking Points</li> <li>3) Send out Whole child info to board (website link, flyers).</li> <li>4) Send email reminders to board members.</li> <li>5) Check in at ASCD conference in Orlando, what is working, what support is needed.</li> <li>6) Develop a thank you letter from WSASCD</li> <li>7) Meet Legislators</li> <li>Debrief /</li> <li>8) Celebrate / Re-commit</li> </ol>	<ol style="list-style-type: none"> <li>1) Josh</li> <li>2) Kathy/Josh</li> <li>3) Kathy/Josh</li> <li>4) Kathy</li> <li>5) Exec. Board &amp; other board member who are attending</li> <li>6) Kathy</li> <li>7) WSASCD Board Members</li> <li>8) WSASCD Board Members</li> </ol>	<ol style="list-style-type: none"> <li>1) January Meeting</li> <li>2) Jan/Feb</li> <li>3) Jan/Feb</li> <li>4) Feb, March, April, June</li> <li>5) March</li> <li>6) By Feb</li> <li>7) Ongoing</li> <li>8) June</li> </ol>	<p><b>Measures of Success</b></p> <p>Unsatisfactory – 1/3 of the board members reach the goal by June of 2009.</p> <p>Could do better – ½ of the board members reach the goal by June of 2009.</p> <p>Expected – All board members will reach the goal by June of 2009.</p> <p>Distinguished – All board will have reached goal and 1/3 will have meet with at least two representatives.</p>
<p>B) Meet the State Superintendent: Schedule a meeting with the new Washington State Superintendent to discuss who we are (<i>trusted resource</i>) and the whole child initiative (<i>seek buy-in</i>).</p>	<ol style="list-style-type: none"> <li>1) Present to Board.</li> <li>2) Develop Talking Points</li> </ol>	<ol style="list-style-type: none"> <li>1) Josh</li> <li>2) Kathy/Josh</li> </ol>	<ol style="list-style-type: none"> <li>1) January</li> </ol>	<p><b>Measures of Success</b></p> <p>Unsatisfactory – Contact his office we can't get a meeting.</p>

	<p>3) Contact his office and invite him to a meeting</p> <p>4) Send email reminders to board members.</p> <p>5) Check in at ASCD conference in Orlando, what is working, what support is needed.</p> <p>6) Develop a thank you letter from WSASCD</p> <p>7) Meet Mr. Dorn</p> <p>8) Debrief / Celebrate / Re-commit</p>	<p>3) Kathy/Josh</p> <p>4) Kathy</p> <p>5) Exec. Board and other Board members who are attending</p> <p>6) Kathy</p> <p>7) WSASCD Board Members</p> <p>8) WSASCD Board Members</p>	<p>2) Jan/Feb</p> <p>3) Jan/Feb</p> <p>4) Prior to coming</p> <p>5) March</p> <p>6) By Feb</p> <p>7) Depending on schedule</p> <p>8) June</p>	<p>Could do better – WSASCD schedules a meeting, but has to be in Olympia and limited attendance by board.</p> <p>Expected – Randy Dorn comes to our March 27<sup>th</sup> or June retreat.</p> <p>Distinguished – Randy Dorn comes to meeting and commits to having an OSPI rep. sit on the board.</p>
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<b>V. LEADERSHIP AND GOVERNANCE</b> <i>Ensure WSASCD's future through leadership development and evaluation reflection. Communicate our vision with action and our relationship with the ASCD Community.</i>	<b>Plan for Implementation</b>	<b>Who involved?</b>	<b>Time frame</b>	<b>Evaluation</b>
<p>A) Create a data a bank of three central office administrators, three building level administrators, and three practitioners (teacher, counselor, etc...) derived from the nine ESD Assistant Superintendents' input.</p>	<p>Introduce at Nov board meeting; Gather input from board</p>	<p>Tim and Mike with input from board</p>	<p><b>March</b> – for upcoming vacancies</p> <p><b>June</b> for following year vacancies</p>	<p>Completed Data Bank for WS ASCD board to utilize in determining options for filling vacancies.</p>
<p>B) Create a two part assessment tool to evaluate board effectiveness:</p> <ul style="list-style-type: none"> <li>• Self-assessment Tool for individual board member</li> <li>• Collective Assessment Tool for the board as a whole</li> </ul>	<p>Introduce at January Board Meeting; gather input from board</p>	<p>Tim, Mike and Kathy; other interested board members and/or input from the board</p>	<p>June Board Mtg.</p>	<p>Outcome of Individual and Collective Analysis</p>