

**Association of California School Administrators**  
**Region XI – 2017-2018 Annual Organizational Goals**  
*Representing the Counties of Inyo, Kern, Kings, Mono, and Tulare*  
*Serving California’s Region XI School Administrators and Youth*

Strategic Plan #	Focus Area	Goal/Objective	Action Steps/ Equitable Practices	Completion Date	Person (s) Responsible
1	We will be authoritative advocates for all matters pertaining to education and its leaders.	Increase Region XI involvement with state and local legislation.	<ol style="list-style-type: none"> <li>1. Designate Leg Action Coordinator for each charter and establish a Region 11 Leg Action Committee.               <ol style="list-style-type: none"> <li>a. Set Calendar of Region Leg Action Activities</li> <li>b. Establish region Leg Action communication network</li> </ol> </li>   <li>2. Region 11 Leg Action Day held locally with all local state legislators</li>   <li>3. Coordinate and implement a series of school visits by local State legislators               <ol style="list-style-type: none"> <li>a. Establish a target calendar</li> <li>b. Establish a common theme, purpose of visits, for Region 11</li> <li>c. Involve all charters in this activity</li> </ol> </li>   <li>4. Develop and implement a communication/publicity plan for all Region 11 Leg Action activities that includes social traditional media (Twitter, Facebook, TV, &amp; newspaper)</li> </ol>	Ongoing	<p>Region VP of Legislative Action</p> <p>Charter Presidents</p> <p>Executive Director</p> <p>Region Leaders</p>

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4	We will build and maintain vibrant, purposeful networks of educational communities.	Increase support from top administrators to build meaningful involvement for members and districts.	<p>Target Superintendents to share relevance of ACSA through venues such as County Superintendents meetings, Superintendents Symposium, etc.</p> <p>“Did you know?” Campaign involving Social Media</p> <p>Increase Committee and Council opportunities to gather with members (job-like)</p> <p>Encourage local access to academies and presenters</p> <p>“Each one, reach one”- Each member recruit out to a non active member with the goal of equity in mind.</p>	Ongoing	Charter President Executive Director Region Leaders

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7	We will cultivate transformational technologies in all aspects of our work.	Increase accessibility of information and visibility of ACSA brand to all members.	Utilize WebEx and connect link of meetings to website to archive.  Interact with the ACSA app at each meeting.  Expand social media presence.	Ongoing	Region President  Director of Communications  Region Leader