

2022-2023 Region 6 Goals

Approved October 7, 2022

Region 6 Focus Areas: Membership and Communication

Issue: LEADERSHIP DEVELOPMENT

Objective: Provide engaging, career-long leadership development opportunities for all members.

By 2023:

A. A strategy has been developed to identify and support personal and professional leadership development along a career pathway – from pre-certification through retirement.

B. Implementation of supports at each career stage is underway.

D. A system is in place that leverages the collective expertise of members to support development of leadership in others.

- *Enlist superintendents in the region to be key collaborators in membership recruitment including conversations of supporting membership dues*
- *Create affinity groups for co-administrators and classified leaders*
- *Select alternate region leadership positions (Board of Directors)*
- *Offer a mentor (formal or informal) to each new member*
- *Share personal stories in newsletters*
- *Offer monetary incentives or complimentary registration*
- *Reach out to new administrators and credential students*
- *Survey non-members on their reasons of not being members*

Issue: PROFESSIONAL DEVELOPMENT – DELIVERY/REINFORCEMENT

Objective: Improve member access to convenient, ongoing development opportunities that reflect the latest trends in professional learning.

By 2023:

J. Members are recognized when they gain new competencies and reach new professional development milestones.

- *Continue virtual workshops*
- *Collaborate with partners/sponsors*
- *Offer workshops that support members' personal needs (e.g. retirement, insurance)*
- *Recognize Academy graduates, advance degrees, other awards*
- *Partner or co-sponsor with other administrators groups (e.g. CASBO, CAAASA, CALSA)*
- *Open PD's to non-members*

Issue: MEMBER COMMUNICATION

Objective: Raise member awareness of ACSA benefits, services and initiatives, and the overall value of ACSA membership and engagement.

By 2023:

II.A more comprehensive member database is being developed to better target member interests and preferences for communication.

- *Welcome (Onboard) each new member by Vice President of Membership and Ambassador (notes, phone calls, visits, etc.)*
- *Highlight more about ACSA legislative actions and focus on equity in newsletters*
- *Send one monthly communication specifically through superintendents for sharing*
- *Feature an administrator a month that includes their reasons for joining ACSA (through Facebook, Twitter, etc.)*
- *Increase public visibility (e.g. public comments at Board meetings, media releases)*
- *Provide printed copies of talking points about ACSA benefits, shared through charters and districts*