

Region 6 Strategic Goals 2023-24

COMMUNICATION

1. Increase and expand social media presence to include Instagram, LinkedIn, and Threads
2. Increase outreach to non-members through communication
3. Focus on district/charter events and highlight their value and scope

PROFESSIONAL DEVELOPMENT

1. Provide member access to convenient, short, ongoing, and differentiated professional development opportunities focused on equity and diversity, best practices for equity, changes in legislation/Ed Code, and SEL for adults.

LEGISLATIVE ACTION AND ADVOCACY

1. Provide more frequent communication regarding governmental relations activities, suggested ideas to connect with local leaders, opportunities to participate and advocate, etc.
2. Provide legal updates on new legislation including educational information on legislative process and how to advocate at different points in the process.
3. Highlight ACSA legislative actions and focus on equity

MEMBERSHIP

1. Expand Scope of Recruitment – Continue with the “What ACSA can do for you” campaign
2. Gather and analyze district level data on supporting administrators to be members of ACSA
3. Develop a coherent Region communication plan addressing membership