

2021-2022 Region 6 Goals

Approved October 8, 2014

ACSA staff propose continuing to work on the following strategic objectives:

Issue: LEADERSHIP DEVELOPMENT

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

By 2022:

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.

- *Support by job-alike groups*
- *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*

Issue: PROFESSIONAL DEVELOPMENT – DELIVERY/REINFORCEMENT

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

By 2022:

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)*

Issue: DISTRICT/COUNTY/SCHOOL SITE SUPPORT SERVICES

Objective: Better connect the value of ACSA to administrators at the site, county and district levels, tailoring ACSA services and engagement opportunities to the different needs and dynamics of each area as identified by state and local indicators.

By 2022:

N. Differentiated assistance has been developed to meet top needs based on state and local indicators.

O. Networking groups have been convened to support differentiated assistance.

Issue: GRASSROOTS ADVOCACY AND INFLUENCE

Objective: Amplify the voice of the profession at the local, state and federal levels by fully leveraging the influence of educational leaders.

By 2022:

S. Each region and charter understands the importance of and is fully engaged in local advocacy efforts.

T. ACSA members are empowered to organize education stakeholders through ongoing training, tools and support.

U. State, regions and charters have developed and are implementing year-round strategies for communication and engagement of elected officials and community stakeholders.

Issue: MEMBER COMMUNICATION

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

By 2022:

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

- *Open PD's to non-members*
- *Highlight more about ACSA legislative actions and focus on equity*
- *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)*
- *Talking points about ACSA benefits, shared through charters and districts*
- *Create marketing plan touting ACSA membership benefits*