



IOWA ASCD STRATEGIC PLAN

2013 - 2016

Presented to the Iowa ASCD Board of Directors for Final Approval on December 6, 2013
and Based on the Summer Retreat in July, 2013, and the October 9, 2013 Board Meeting

Updated on 8/25/14 based on Summer Retreat Input (Note the "blue")

Updated on 7/25/15 based on Summer Retreat Input (Note the "magenta")

Goal of Iowa ASCD: By 2016, Iowa ASCD will have a systems-wide approach to all structures in the organization as evidenced by the expected outcomes of the following actions with updates in progress annually at the summer retreat and as requested for specific actions and activities:

STRATEGIC ACTION 1: INNOVATION AND LEADERSHIP IN TEACHING AND LEARNING

EXPECTED OUTCOMES:

- Programs, services, and partnerships based on members' needs as they strive to assure the success of Iowa's students.

- Quality programming that is comprehensive in the development and support of leaders in teaching and learning and evaluated for impact
- Quality tools and coaching to support best practices in the classroom, the building, the district, and state
- Partnerships with organizations in the state on common platforms supporting teaching, learning, and leading for the success of Iowa students

KEY STEPS	TIME FRAME	RESPONSIBLE PARTY	STATUS
<p>ACTION: PARTNERSHIPS WITH OTHER EDUCATIONAL ORGANIZATIONS</p> <ul style="list-style-type: none"> • Continue to develop and extend partnerships with organizations whose platforms are aligned with our desire to support teaching, learning, and leading for the success of Iowa students <ul style="list-style-type: none"> • Iowa Department of Education – meetings with the Director of Iowa Department of Education, DE liaison on Iowa ASCD board, Rtl, Iowa Core, grade-level conferences, Fall Institute, Fall Academy, CBE, Curriculum Leadership Academy • ISEA – grade-level conferences • Leaders Partnership (chaired by Dan Smith of SAI with representatives from legislature, non-profit educational organizations, AEAs, and districts) • Professional Learning Providers – development of proposal for legislators, focus on executive coaching for principals and TLC grants 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Executive Director and All Directors of Iowa ASCD • Partnership Director with Support of Executive Director and Board of Directors 	

<ul style="list-style-type: none"> • Joint productions of special editions of <i>The Source</i>: Family and Consumer Science, e.g., math – Grade 5, science, Rtl, Competency-Based Education, for example TLC, curriculum leadership • Other ASCD affiliates: e.g., Wisconsin, Minnesota, Illinois, Nebraska, Missouri, Kansas <ul style="list-style-type: none"> ○ Competency Based Education (2014) ○ Teacher/Principal Evaluation (2015) ○ Summer Institute (2016) ○ Other • Legislators, including House and Education Committees and Democratic and Republican caucuses • Explore “content-level” and other “non-profit” connections with state organizations (e.g., science, math, social studies, middle-level learning, Learning First - Iowa) • Iowa Future – supporting innovation and change in the state and is in a partnership with the Iowa Area Education Agencies, Iowa ASCD, Iowa Association for School Boards, Iowa State Education Association, School Administrators of Iowa, and the Urban Education Network • ASCD: biennial plan, influence grant, advocacy training, mentoring of emerging leaders, nominations, Possible seed grants with California and Mid-west Affiliates • Other • Higher Education <ul style="list-style-type: none"> ○ Continued reduced prices for cohorts in 	<ul style="list-style-type: none"> • 2013-2014 and Ongoing 	<ul style="list-style-type: none"> • Executive Director and Directors representing Higher Education 	
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<p>graduate programs and pre-service programs</p> <ul style="list-style-type: none"> ▪ Distribution of letters/ opportunities to ICPEA committee members ▪ Contacts with Iowa ASCD members who are in higher education ○ Dissertation summaries posted in <i>The Source</i> ○ Conference space – available at Drake, ISU, UNI, and U of Iowa ○ Local keynote experts for research and best practices (e.g., teacher leadership, instructional leadership) ○ STEM Hubs for expertise and resources ○ The role and impact of SAM’s in development of instructional leaders ○ Iowa Reading Center <ul style="list-style-type: none"> • Sponsorships <ul style="list-style-type: none"> • Explore and support the role of sponsorships for Iowa ASCD and conferences <ul style="list-style-type: none"> ○ Logical partners ○ Business partners/strategic partners ○ Comparisons with other affiliates • Mobile App <ul style="list-style-type: none"> ○ Implementation of mobile app for Iowa ASCD (Note: Board voted for financial support in February, 2014) 	<ul style="list-style-type: none"> • 2013-2014 and Ongoing • 2014-2015 and Ongoing 	<ul style="list-style-type: none"> • Partnership Director, Executive Director and President’s Council with report to full board • Director of Technology, Director of Partnerships and Executive Director 	
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<p>Evidence of Completion and Impact: special editions of <i>The Source</i>, list of collaborations/partnerships/ sponsorships, mobile app, summary of sponsorship funding</p> <p>Approximate Budget:</p>			
<p>ACTION: PROGRAMS AND EVENTS</p> <ul style="list-style-type: none"> • Develop and maintain an 18-month plan for Programs and Events, including presenters and pre-/during-/post opportunities. <ul style="list-style-type: none"> ○ Develop and use a protocol for planning, promoting, and evaluating each event (See Goal 2 – Membership) ○ Provide the “why,” the purpose/intended outcomes, the “how to,” and the “how well” ○ Consider connecting all events to the six outcomes of the Iowa Core, where applicable ○ Recognize volunteers at all events either in print and/or recognition at the conference ○ Identify “first-time attenders” at each event and then connect them with specific resources, including other members with same/similar interests/needs/supports ○ Expand ways to support more educators and leaders in the Curriculum Leadership 	<ul style="list-style-type: none"> • 2013-2014 and ongoing (Present to board no later than December, 2013 with ongoing updates) 	<ul style="list-style-type: none"> • Co-Chairs of Action 1 - Innovation and Leadership in Teaching and Learning in collaboration with Event Chairs and Director of Member Relations and E-Learning and Director of Technology 	

<p>Academy (e.g., instructional/peer coaching – new teacher leader tracks in legislation)</p> <ul style="list-style-type: none"> ○ Explore and provide for needs of educators in appropriate conference (e.g., content area, process) ○ Expand ways to provide appropriate pre- and follow-up opportunities and activities (e.g., webinars, Twitter, podcasts, blogs, book studies, Q & A, coaching) ○ Consistently provide presenters with press release, certificate commendation, thank-you, reduced registration fee, and mileage reimbursement <ul style="list-style-type: none"> • Continue to build all events and programs around the analysis of the data from the needs assessment, the evaluations of previous events/programs, cutting edge/need to learn and do, and using the planning protocol: <ul style="list-style-type: none"> • Clear articulation of audience and purpose(s) of program or event, recognizing and supporting need for differentiation • Plan for pre-, during-, and post-opportunities to increase depth of support for participants. <ul style="list-style-type: none"> ○ Upon registration, consider communication of deliverables, including pre- and follow-up options, to registrants and their administrators ○ Establishment of “communities of 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Co-Chairs of Action 1 - Innovation and Leadership in Teaching and Learning in collaboration with Event Chairs, Director of Member Relations and E-Learning, and Director of Technology 	
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<p>practice” to support both pre- and post-learning</p> <ul style="list-style-type: none"> ○ Increase role of technology for support (e.g., Author’s Forum, webinars, podcasts, website, blogs) • Provide supporting tools and coaching opportunities to sustain learning • Adjustment of programs/events based on evaluation of previous program/event <ul style="list-style-type: none"> • Participants’ evaluation, including focused conversations with small groups of participants • Impact based on clear expectations • Financial impact • Seek to answer the questions in evaluating the impact of all events (e.g., grade-level conferences, Fall Institute, Fall Academy, Summer Institute, Curriculum Academy): Are we meeting an identified need? Is timeframe appropriate? Is event impacting? Is event cost effective? The Summer Retreat of 2014 identified a need to focus on outcomes, evidence of impact, and support. <ul style="list-style-type: none"> • Increase use of technology to support major events and programs and to expand learning beyond those major events/programs. 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Director of Technology in collaboration with Co-Chairs of Action 1 - Innovation and Leadership in Teaching and Learning, Event Chairs, and Director of Member Relations and E-Learning 	
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<p>Evidence of Completion and Impact: 18-month plan, updates by Event Chairs, completed planning protocol; lists of pre- and post-activities for events, evaluations of events based on identified criteria.</p> <p>Approximate Budget: Based upon plan for each event</p>			
<p>ACTION: PROGRAM EVALUATION</p> <ul style="list-style-type: none"> • Assess effectiveness of programs/events through program evaluation <ul style="list-style-type: none"> • Participants' evaluation • Impact based on clear expectations • Financial impact • Summer Retreat of 2014 identified need to focus each event on outcomes, evidence, and support. • Other <p>Evidence of Completion and Impact: Evaluation of each plan and evaluation of entire program</p> <p>Approximate Budget: \$</p>	<ul style="list-style-type: none"> • Ongoing, with annual summation of program at summer retreat and individual evaluation following each event or program opportunity 	<ul style="list-style-type: none"> • Co-Chairs of Action 1 - Innovation and Leadership in Teaching and Learning in collaboration with Event Chairs and Director of Member Relations and E-Learning 	

STRATEGIC ACTION 2: MEMBERSHIP, INCLUDING COMMUNICATION

EXPECTED OUTCOMES: NOTE THAT MUCH OF THE WORK IS INTEGRATED WITH ACTIONS 1 AND 3 WITH SPECIFIC ADDITIONS/CLARIFICATIONS NOTED IN THIS ACTION.

- Increasing and sustained membership, representing diversity in position/role and region of the state
- Ongoing support for the work of teachers, administrators, and leaders as they strive to increase the success of Iowa's students.
 - Multiple forms of communication with members, including face-to-face, virtual, and digital opportunities
 - Pre- and post-supports for participants in conferences/academies and advocacy initiatives
 - Updated records of key roles in education (e.g., superintendents, curriculum leaders, principals, ASCD members – joint and non-members of Iowa ASCD
 - Increased participation of members (e.g., advisories, planning teams, writers for Iowa ASCD communications/opportunities, leads of book discussion, leads of personal learning networks)

KEY STEPS	TIME FRAME	RESPONSIBLE PARTY	STATUS
<p>ACTION: CONTINUATION AND SUPPORT FOR STEERING/ADVISORY COMMITTEE FOR MEMBERSHIP AND E-LEARNING</p> <ul style="list-style-type: none"> • Led by Director for Member Relations and E-Learning • Includes 2-5 members from across the state, based on geography, role, interest <ul style="list-style-type: none"> ○ See volunteer lists on Iowa ASCD website and shared with board of directors • Includes as needed the directors for advocacy/influence, events, and technology • Meeting Schedule <p>Evidence of Completion and Impact: Membership list and meeting schedule with agendas and minutes</p> <p>Approximate Budget: \$200 for mileage</p>	<ul style="list-style-type: none"> • On-going 	<ul style="list-style-type: none"> • Director of Member Relations and E-Learning 	
<p>ACTION: COMMUNICATIONS, INCLUDING SOCIAL MEDIA</p> <ul style="list-style-type: none"> • Update/Provision of brochures and press releases for conferences/ institutes/ academies/advocacy and other initiatives as requested by directors of events and advocacy 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Director of Membership and E-Learning in coordination with directors of events and advocacy 	

<ul style="list-style-type: none"> • Continue digital communications of welcome to new and renewing members • Increase communications via Social Media <ul style="list-style-type: none"> • Continue with <i>The Source</i>, first and third Friday of month with special editions several times a year • Continue to tweet, striving for 1000 followers by December 31, 2013, 2000 followers by June 30, 2015 2500 followers by June 30, 2016, recognizing that Twitter is the “hub” of our social communication • Focus on Twitter as the “hub” of our social media and strive to maintain/Initiate Face Book, Pinterest, Learnist, LinkedIn, YouTube and/or other social media to connect educators and share the stories of success, striving for a goal of 300 educators in each by December 30, 2014, 2015 with 100 additional each year. • Provide supports for pre-, during- and post-activities (including evaluations) for conferences/ institutes/ academies/ advocacy and other initiatives in collaboration with directors of events and 	<ul style="list-style-type: none"> • Ongoing • Ongoing • Ongoing • Ongoing • Ongoing 	<ul style="list-style-type: none"> • Executive Director and Secretary to the Executive Director • Executive Director with support of Directors of Iowa ASCD • Executive Director with support from Director of Member Relations and E-Learning • Director of Member Relations and E-Learning and Director of Technology • Director of Member Relations and E-Learning in collaboration with Director of 	
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<p>advocacy. This may include twitter nights, webinars, pod casts, back channeling, social media boards, e-blasts, daily tips for technology use, personal learning networks focused on specific area, articles for <i>The Source</i>, etc. (Note that this may also include face-to-face opportunities, including regional opportunities, Saturday Scholars, Coffees with the Director of Iowa Department of Education)</p> <ul style="list-style-type: none"> ○ Development and use of planning protocol with input by directors of events and advocacy to address pre-post-during activities, including technology/social media, tweets, press release, “presenter plusses “ (e.g., podcast, reviews of books for <i>The Source</i>, book studies, certificate commendation, thank you, mileage) • Train Board (at each board meeting and virtually) and members (via virtual and regional opportunities) in use of social media <ul style="list-style-type: none"> ○ Follow members with Twitter “Handle” ○ Twitter ○ Iowa ASCD app ○ LinkedIn, Facebook, Pinterest ○ ASCD Edge • Explore and implement Virtual Conference and “unconferences” 	<ul style="list-style-type: none"> • October 9, 2013 and Ongoing • 2013-2016 <ul style="list-style-type: none"> ○ <i>The Source</i> request • 2014 – 2016 	<p>Technology and Iowa ASCD Directors working on conferences/ institutes/ academies/ advocacy and other initiatives</p> <ul style="list-style-type: none"> • Director of Member Relations and E-Learning, Chairs of Action 1, and Executive Director • Director of Member Relations and E-Learning and Director of Technology 	
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<ul style="list-style-type: none"> • Purchase and implement technology that will provide quality website, webinars, podcasts, feeds for Twitter on FaceBook and website (Suggestion: Contact ASCD Consultant Ito to provide information on ASCD technology.) <ul style="list-style-type: none"> ○ Explore and implement “app” for Iowa ASCD that will give “mobile version” a positive presence <p>Evidence of Completion and Impact: Summary of social communications, training dates/participation of board members, protocol for identification/evidence of implementation of pre-, during-, and post-opportunities for participants in conferences/ institutes/ academies/advocacy and other initiatives of Iowa ASCD</p> <p>Approximate Budget: \$500 for face-to-face opportunities</p>	<ul style="list-style-type: none"> • Fall, 2013 and on-going 	<ul style="list-style-type: none"> • Directors involved in Action 1, Director of Member Relations and E-learning, Director of Technology • Director of Technology with final approval by Iowa ASCD Board 	
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<p>ACTION: INCREASING AND SUSTAINING MEMBERSHIP</p> <ul style="list-style-type: none"> • Continue Pilot of Institutional Memberships with recommendation made at October, 2013, board meeting regarding opening it up to all districts. • Personal invitations to join Iowa ASCD (e.g., individuals with new jobs, new teachers, new administrators, personal contacts, institutional memberships, individuals in higher education programs, pre-service teachers) • Development of webinar/podcasts/YouTube/Ignite highlighting benefits of Iowa ASCD (May want to consider President sharing this on web site welcome; may want to give consideration to additional ones on advocacy, contacting legislators, featured speakers at conferences, members' sharing their stories) • Development, implementation, and summary of 3-year survey/needs assessment of membership 	<ul style="list-style-type: none"> • October, 2013 • Ongoing • Ongoing • 2015-2016 and every 3 years <ul style="list-style-type: none"> ○ Resent August 20, 2013 	<ul style="list-style-type: none"> • Director of Member Relations and E-Learning with consideration by All Directors • Director of Member Relations and E-Learning with support of all Iowa ASCD Directors • Director of Member Relations and E-Learning and Director of Technology in collaboration with President and directors • Director of Member Relations and E-Learning in collaboration with Executive Director and other directors 	
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<ul style="list-style-type: none"> • Development, implementation, and summary of other surveys/needs assessments of members as requested by Directors (e.g., people “in the room” at conferences; link to 5 questions with “welcome letter” sent to new and renewing members, focused conversation/interview/survey of randomly selected members) • Participation of Iowa ASCD members on committees/advisory teams <ul style="list-style-type: none"> ○ Each active committee will be responsible for recruiting at least 2-5 non-Board members for participation • Presence/Visibility at conferences/events/partnership meetings other than Iowa ASCD sponsored events w/ identifiable link to Iowa ACSD. Examples might include, special edition of <i>The Source</i> with other organizations (e.g., Gifted and Talented, Learning Forward, STEM); participation on Iowa Task Forces, Leadership Advisory, Professional Leadership Providers, Iowa Core Commission; attendance/booths/hospitality suites at other conferences (e.g., SAI) • Development and use of Communication Lists to communicate with individuals and groups <ul style="list-style-type: none"> ○ Curriculum contacts for each district ○ Principal contacts for each district 	<ul style="list-style-type: none"> • Ongoing • Ongoing • Ongoing • Ongoing with emphasis in 2013-2014 on curriculum leads and 2014-2015 	<ul style="list-style-type: none"> • Directors responsible for events, advocacy, and technology as well as Director of Member Relations and E-Learning and Executive Director • Directors responsible for membership and events • Director of Member Relations and E-Learning in collaboration with Executive Director and all Directors of Iowa ASCD • Director of Member Relations and E-Learning in collaboration with 	
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<ul style="list-style-type: none"> ○ Superintendent contacts for each district ○ Joint dues members for Iowa ASCD/ASCD ○ ASCD members who are not joint members ○ Organizational contacts (e.g., AEA, SAI, Gifted and Talented, Learning Forward-Iowa, Iowa 1:1, content-specific organizations) <ul style="list-style-type: none"> • Development, implementation and evaluation of value-added opportunities, including a definition of value-added, design of opportunities, delivery of those opportunities, and evaluation/summaries of progress. <p>Evidence of Completion and Impact: Lists of contacts, summary of communications with individuals/groups, webinar/podcast</p> <p>Approximate Budget: \$?</p>	<p>on private schools</p> <ul style="list-style-type: none"> • 2012-2013 and ongoing 	<p>Executive Director</p> <ul style="list-style-type: none"> • Director of Member Relations and E-Learning and Director of Technology in collaboration with Executive Director, Chairs of Action 1, and leads of other actions 	
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STRATEGIC ACTION 3: ADVOCACY AND INFLUENCE

EXPECTED OUTCOMES:

- Regular advocacy for students’ success based on key issues by Iowa ASCD board members and the members across the state with Iowa legislators, State Board of Education, and Director of Education.
 - Quality training to develop skills and practices of advocacy based on best practices and key issues
 - Quality tools (e.g., brochures, webinars, talking points, VINE, Ignite) to use in advocacy.
 - Partnerships with organizations in the state on common platforms supporting teaching, learning, and leading for the success of Iowa students.

KEY STEPS	TIME FRAME	RESPONSIBLE PARTY	STATUS
<p>ACTION: CONTINUATION AND SUPPORT FOR STEERING/ADVISORY COMMITTEE FOR ADVOCACY AND INFLUENCE WITH ESTABLISHED MEETINGS</p> <ul style="list-style-type: none"> • Led by Directors for Advocacy and Influence • Includes at least two directors and 3-5 members from across the state, based on geography, role, interest • <i>Ad hoc</i> members includes Directors of Member Relations and E-Learning and Technology • Meeting Schedule <p>Evidence of Completion and Impact: Membership list and meeting schedule with agendas and minutes</p>	<ul style="list-style-type: none"> • On-going 	<ul style="list-style-type: none"> • Directors of Advocacy and Influence 	

<p>Approximate Budget: \$200 for mileage</p>			
<p>ACTION: TRAINING OF IOWA ASCD BOARD OF DIRECTORS IN BEHAVIORS APPROPRIATE FOR ADVOCACY AND INFLUENCE</p> <ul style="list-style-type: none"> • Provide training to board members • Webinars/Ignites/Vines developed and shared based on initial training and used to train new board members and members of Iowa ASCD • “On the Hill” Training and Visits – annually, as appropriate and specifically with the Republican and Democratic caucuses and education committees <ul style="list-style-type: none"> ○ Match participants and board members with members of Education Committees in the House and Senate <ul style="list-style-type: none"> ▪ Visits “on the hill” – “Novice and Experienced” ▪ Ongoing communications • Advocacy Visits with Legislators at home posts and on the hill, based on “match” for their geographic area and personal connections at the “on the hill” training and 	<ul style="list-style-type: none"> • October 9, 2013 Board Meeting and on going in Annual Advocacy Workshops • November, 2013, - January, 2014 • February 12, 2014 with additional dates recommended by Directors of Advocacy and Influence • After training and throughout the year 	<ul style="list-style-type: none"> • Iowa ASCD Directors of Advocacy and influence • Iowa ASCD Directors of Advocacy and Influence and Director of Technology • Iowa ASCD Directors of Advocacy and Influence • Iowa ASCD Directors of Advocacy and Influence and all Iowa ASCD Directors 	

<p>visits</p> <p>Evidence of Completion and Impact: List of participants identified in the minutes of board meetings and the participation lists of “on the hill” training and visits with Congress members, including Republican and Democratic caucuses and House and Senate Educational Committees; summary of reflections of participants using advocacy rubric – quantitative data and theme analysis; completed webinar(s)/Vine(s)/Ignite(s); number of visits at home post and on hill.</p>			
<p>ACTION: TRAINING OF IOWA ASCD MEMBERS IN BEHAVIORS APPROPRIATE FOR ADVOCACY AND INFLUENCE – ON THE HILL AND REGIONAL MEETINGS</p> <ul style="list-style-type: none"> • Webinars/PodCasts/Vine/Ignites (e.g., contacting legislators for visits, role and responsibilities of advocates, legislative updates) • “On the Hill” Training: Legislative training for Iowa ASCD Board of Directors and Members (also open to non-members) <ul style="list-style-type: none"> ○ Invitations to all members, with a focused connection with attendees in February, 2014; invitations to other 	<ul style="list-style-type: none"> • Fall, 2013 – Spring, 2016 • February 12, 2014, and ongoing as recommended by the Directors of Advocacy and Influence 	<ul style="list-style-type: none"> • Iowa ASCD Directors of Advocacy and Influence and Director of Technology and Director of Member Relations and E-learning • Iowa ASCD Directors of Advocacy and influence and Director of Membership Relations and E- 	

<p>support advocacy and influence of Iowa ASCD members</p> <ul style="list-style-type: none"> ○ 10-minute sessions at conferences on importance/how to of advocating for learning and learners – at the district, state, and national levels. ○ Highlight hearings that align with Iowa ASCD legislative agenda ○ Blogs around legislative issues ○ Connect with lobbyist of ISEA (Contact: Iowa ASCD Director Cindy Swanson) ○ Emphasis on “influence from afar” (e.g., telephone calls, personalized e-mails, regional meetings) ○ Twice-monthly updates on legislative issues when legislators are in session ○ Legislative alerts as needed <p>Evidence of Completion and Impact: List of Webinars and number of participants and summary of communications; number/use of Vines and Ignites; summary of reflections of participants using advocacy rubric – quantitative data and theme analysis; number of meetings with legislators at home posts and “on the hill”</p> <p>Approximate Budget for Communication Development (e.g., webinars, podcasts, Vine, Ignite, legislative agendas): \$500</p> <p>Approximate Budget for “On the Hill” Advocacy</p>	<p>communications in <i>The Source</i> and ongoing updates on website and using other social media (e.g., Facebook, Twitter, Pinterest, Learnist, Linked in, The Source Alerts, Conference presentations, archived webinars, Vines, Ignites)</p>	<p>of Advocacy and influence, Director of Membership Relations and E-Learning, Director of Technology, Executive Director</p>	
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<p>Training: \$1000.00</p> <p>Approximate Budget for Regional Meetings: \$2500 for mileage, hotel, and printing (requested in the grant proposal to ASCD)</p>			
<p>ACTION: LILA (LEADERSHIP INSTITUTE FOR LEGISLATIVE ADVOCACY) TRAINING AND VISITS “ON THE HILL” OF DIRECTORS OF ADVOCACY AND INFLUENCE AND EXECUTIVE DIRECTOR</p> <ul style="list-style-type: none"> • Set up meetings with United States Senators and Representatives • Development, printing, and distribution of Legislative Agenda and talking points based on key issues of ASCD and Iowa. <ul style="list-style-type: none"> ○ Survey of membership to determine priorities for legislative agenda (Fall, 2013 and ongoing) • Training provided by ASCD • Visits “on the Hill” based on key issues 	<ul style="list-style-type: none"> • November, 2013, and ongoing years • Fall, 2013 and ongoing years • January, 2014, and ongoing years • January, 2014, and ongoing years 	<ul style="list-style-type: none"> • Iowa ASCD Directors of Advocacy and Influence and Executive Director • Iowa ASCD Directors of Advocacy and Influence and Executive Director • Iowa ASCD Directors of Advocacy and Influence and Executive Director • Iowa ASCD Directors of Advocacy and Influence and Executive Director 	

<p>Evidence of Completion and Impact: List of participants; list of contacts; completed legislative agenda; summary of reflection on advocacy based on rubric – quantitative data and theme analysis</p> <p>Approximate Budget: \$3000.00 for flights and hotels</p>		Executive Director	
<p>ACTION: MEETINGS WITH DIRECTOR OF EDUCATION</p> <ul style="list-style-type: none"> • Schedule and participate in meeting at least annually <ul style="list-style-type: none"> • Includes President, past-President, President-Elect, Executive Director, Iowa 	<ul style="list-style-type: none"> • January or February, 2014, and ongoing years – based on state and national 	<ul style="list-style-type: none"> • Iowa ASCD Directors of Advocacy and Influence and Executive Director 	

<p>ASCD Directors of Advocacy and Influence, and other board members if interested.</p> <ul style="list-style-type: none"> • Meeting focused on key issues, as outlined in brochure and talking points • Ongoing communications with the director <ul style="list-style-type: none"> • Twitter • Coffees with the Directors • Other, as identified by board <p>Evidence of Completion and Impact: Date(s) of meetings; list of participants; summary of reflections on advocacy based on rubric – quantitative data and theme analysis</p> <p>Approximate Budget: \$500 for mileage and costs associated with Coffee with the Director</p>	<p>issues</p> <ul style="list-style-type: none"> • Ongoing with Coffee with the Director initiated in November, 2012 	<ul style="list-style-type: none"> • Executive Director, President, and Director of Membership Relations with support from the Iowa ASCD Directors of Advocacy and influence 	
<p>ACTION: PARTICIPATION IN TASK FORCES OF IOWA DEPARTMENT OF EDUCATION</p> <ul style="list-style-type: none"> • Participation of Iowa ASCD Directors and Members on task forces requested of the Iowa Department of Education by the Iowa Legislature 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • All Iowa ASCD Directors and members 	

<p>Evidence of Completion and Impact: List of participants; final task force reports</p>			
<p>ACTION: INCREASED COMMUNICATIONS FOR ADVOCACY AND INFLUENCE</p> <ul style="list-style-type: none"> • On-going “tweets” regarding both state and national legislation as well as updates on actions/work of the Iowa Department of Education that influence and/or are influenced by legislation. • Articles in each edition of <i>The Source</i>, the digital newsletter of Iowa published twice a month to all members of Iowa ASCD • Use of social media (e.g., Pinterest, LinkedIn, e-mail, Facebook, Twitter, Vine, Ignite) for communication of legislative updates and alerts • Development and distribution of Legislative Agenda • Special editions/alerts of <i>The Source</i>, including summary of Summits and other actions/activities of the Governor, the Iowa Department of Education, and the legislators and legislation 	<ul style="list-style-type: none"> • Ongoing • Ongoing • December, 2013, and ongoing • Fall, 2013, and ongoing • Ongoing 	<ul style="list-style-type: none"> • Executive Director • Directors of Advocacy and Influence • Directors of Advocacy and Influence and Executive Director • Executive Director and Directors of Advocacy and Influence • Executive Director and Directors of Advocacy and Influence 	

<ul style="list-style-type: none"> Virtual learning opportunities for members to learn how to contact legislators, complete an “ask,” and follow up with on-going communications. <p>Evidence of Completion and Impact: Dates and issues of Tweets, <i>The Source</i> (including special editions), the legislative agenda</p> <p>Approximate Budget: \$100 for printing of legislative agenda</p>	<ul style="list-style-type: none"> Fall, 2014 	<ul style="list-style-type: none"> Directors of Advocacy and Influence with assistance of Director of Technology 	
<p>Action: Relationship Building and Follow-up Connections with Organization and Legislators</p> <ul style="list-style-type: none"> Summer and ongoing meetings with State Legislators, including Cindy Winckler, member of House Education Committee Presentations to the House and Senate Education Committees around state-wide issues, such as <ul style="list-style-type: none"> Teacher evaluation Principal Evaluation Competency-Based Education Third-Grade Retention Other <p>Evidence of Completion and Impact: Summary of dates and focus of conversations and presentations</p>	<ul style="list-style-type: none"> Ongoing Begin November, 2013 and ongoing 	<ul style="list-style-type: none"> Directors of Advocacy and Influence and Executive Director Directors of Advocacy and Influence and Executive Director 	

<p>Approximate Budget: \$750.00 for mileage and lunches for informal meetings and \$250 for legislative presentations</p>			
<p>ACTION: ALIGNMENT OF LEARNING SUPPORTS OF IOWA WITH ASCD WHOLE CHILD INITIATIVE</p> <ul style="list-style-type: none"> • Meet with Cyndi Erickson and Barb Ohland, co-chairs, to understand new grant focused on Learning Supports • Support liaison to School Administrators of Iowa’s Legislative Committee • Support liaison to ASCD Legislative Committee • Do Crosswalk of Whole Child Tenets with goals/activities of Learning Supports and CBE Work • Emphasize connections and missing activities in work with Director of Iowa Department of Education and State Board of Education <p>Evidence of Completion and Impact: Meetings with DE Chairs of Grant, DE Liaison on Board, Crosswalk of Whole Child Tenets with Learning Supports, presentation to State Board of Education</p>	<ul style="list-style-type: none"> • Fall, 2013 Fall, 2014 • Summer, 2013 and ongoing • Summer, 2013 and ongoing • 2013-2014-2014- 2015 • 2014-15 	<ul style="list-style-type: none"> • Executive Director and Directors for Advocacy and Influence and other interested directors • Director Susan Pecinovsky • Director Susan Pecinovsky • Advocacy Steering Committee • Advocacy Steering Committee 	

Approximate Budget: To be determined			
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