



Washington State ASCD 2017 Action Plan

Problem or opportunity of practice: Increase awareness of WA State ASCD and the Whole Child across all stakeholders in Washington State.

Goal: Continue to find ways to get educators to seek WA State ASCD as their go to provider for professional development opportunities. We want to be the resource that educators in our state seek and strive to provide relevant information for educators on current topics (i.e. teacher shortage and trauma informed practice).

Impact Statement: We will have increased awareness and membership, then educators will seek and use WA State ASCD resources and attend our professional learning opportunities and have deeper knowledge of the 5 tenets of the Whole Child.

July 2017

Influence and Advocacy Committee & Leadership and Governance Committee

Chair: Heidi Members: Monica, Marissa, Dave

Goal/Target	Due	Lead
Streamline Whole Child -OYEA Award application	12/1/2017	Marissa
LFA Representative -concise email reports -opportunity to network and share	On going/monthly	Dave
Identify critical partnerships with higher ed, organizations/associations and advocacy -Develop strategies for building or maintaining relationships -Networking/communication, opportunities	10/1/2017 (first draft)	Heidi with the support from Monica, Dave, Marissa - The Team
Determine ways to advocate/promote the Whole Child	9/1/2017 (initial draft)	Marissa
Establish process for L2L participants to share out with board and consider future involvement	9/1/2017	Monica (with feedback from Marie, Janet and Carrie)
Establish/identify precedent for Distinguished Educator Award -Criteria -Based on models from other states (CA)	9/1/2017 (After L2L conference)	Heidi – follow up with Marie, Janet, Carrie
Review Board Meeting agenda to ensure model leadership strategies/activities are incorporated	Ongoing/per board meeting	Heidi and Monica

Communications & Publications, Marketing/Website and Social Media Committee

Notes from "Repair Shop": Website -refresh, brand -colors, fonts, taglines, Publications, increase visibility & readership, consider combining some publications, PD online, WSASCD presence - signature line in email, social media presence. "Not for sale": Twitter "Museum": Blog
 Chair: Members: Brian, Marci, Ashley, Doreen

Goal/Target	Due	Lead
Hashtag at each conference - on programs, table tents, etc.		
Create QR codes to drive people to website, surveys, etc.		
Create graphics for events and share them		
Collect and post photos, posts, etc. Feed us info to post		
Brand all communications Branding - colors, fonts, tag line Shared file - logo, branding		
Twitter chat around critical question that month Website Twitter campaigns- teacher appreciation, award nominations		
Conversation platform App (17-18 SY) Voxer for board igroup		
Membership marketing, include on Step and repeat (backdrop) -Set up at conference -participants get pic by logo -#hashtag		
Elevate publications Ways to use critical questions - share ideas Make connections to whole child, cohesive mission Remind or push notification format		
Consistent information sending to same point person at ESDs, listservs cc sponsors Republish in other places ASCD Authors - post on website Could align with Critical Question series topic or feature in quarterly newsletter.		
Marissa Gbenro consult for Curriculum in Context, website, and branding		

Programs, Products and Services, PD committee

Notes from “Not for Sale”: partner with consultant, Kristin Souers, affiliate reception, board retreat, focused, targeted workshops, Whole Child Focus, connect PD to Whole Child, Critical Question series, etc., clock hours, members as hosts. “Toxic Waste Dump”: dual conferences west/east
Chair: Janet Members: Kindra, Celina, Forrest

What are we going to do...

1. Continue with Kristin Souers

October- Whitworth- East Side

January- Tacoma?- West Side

Or

Lynwood- depending on cost- Brian???

2. Affiliate Reception

March- Boston- connect with Oregon (Colin) and California (Kathy)

Get sponsorships- MyOn, McGraw Hill, Achieve 3,000, BERG group, Educurious

Contact sponsors by October 2017- before board meeting

3. Partner with White River- Janel Keating host – Coteaching Workshop- Marilyn Friend

Not to be Forgotten:

Continue with clock hours

Partner with districts

Members as hosts

How are we promoting these events?

Align ALL PD with Whole Child

In the Future:

Design a business model for using Kristin with districts- we are the Solution Tree of WA- what do we do when districts ask for Kristin?

Kristin has agreed to contact WSASCD before signing with a school district in WA

Next Steps:

July:

Contact Kristin- set January date

Find venue for January date

Contact Janel

Contact Kaiser- for sponsorship- Keith for Whitworth

August:

Looking for sponsors for January

Advertise October event

Contact sponsors for reception

September:

Looking for sponsors for January

Advertising for October and January

Contact Sponsors for reception

October:

Next meeting- prepare for January Souers event

Contact Sponsors for reception

Diverse Active Membership, Membership Committee

Notes from "Repair Shop": Board Diversity, consider strengthening our diversity, Membership growth, Membership benefits

Chair: Sheree Members: Shannon, Marie, Keith, Carrie

What are we going to do...

1. Continue to work with WACTE- **Keith and Marie**
 - Registration application for membership
 - Student Chapter

2. Increase association with private K-12 institutions to advertise, increase and diversify membership and attendance at PD offerings. **-Shannon**
 - Washington Federation of Independent Schools

3. Board members role – to be cognizant of who we are recruiting to replace as potential board candidates.

Not to be Forgotten:

Highlight that WS ASCD is Whole Child

Marketing Membership -Sheree

- Via FB and Twitter
- Communication with school districts to join

WSASCD

Continue to Market Membership through social media

In the Future:

- General meeting for all members to attend
- Hold a general meeting prior to a PD event with promising practices/ASCD national
 - Include a round table activity -surrounding a relevant theme or topic
 - Hold in a location that doesn't cost.

Membership table at district retreats to increase our reach

Next Steps:

Create a one-age recruitment description with FAQ's for potential board members – **Marie & Carrie**

Highlight membership benefits –**Marie & Carrie**

- What do members "get" what is appealing for members?
- \$50 for membership = access to publications/ejournals, critical question series, awards nominations,

Create a brand/look for WSASCD and include that look in all WSASCD materials, website ... etc. **contact with Marissa Gbenro -Marie, Janet, Carrie**

Fall:

Create FAQ's for board member recruitment
Re-brand current WSASCD membership information

Reach out to Washington Federation of Independent Schools with WSASCD membership information

Membership materials that can be displayed WSASCD PD events or with school districts, ESD events...etc