DELAWARE ART EDUCATION ASSOCIATION

Strategic Plan: 2014-2015

**Significant Past State Activities – August 2013 -August 2014:**

* **LEARNING**—develop effective leadership, teaching and advocacy for art education:
* Monthly professional development highlighting effective teaching and leadership throughout the state with credits in PDMS, Professional Development Management System, for the State of Delaware
* Expo September 16th, 2013 – Cab Calloway
* Fall Conference, October 4th, 2013 - University of Delaware
* **COMMUNITY**—build a professional community:
* Recognized volunteers and leaders within our professional and organization with awards at reception
* Increased membership communication
* State Art Celebration! Have Youth Art Month Ceremony and Show at the Biggs Museum during March
* Art Expo in September Welcoming Members to a new school year!
* **RESEARCH/KNOWLEDGE**—assess programs/services and provide access to information on policy:
* Continued to work with the Delaware Department of Education with DPASII and Common Core Standards
* Reviewed New National Core Arts Standards
* Maintained organization website and updated it monthly
* Established the DAEA Research Group and produce 2 surveys for membership data collection
* **ADVOCACY**—communicate the value of visual arts:
* Promote Youth Art Month and open up communication with community through email, social media, and news outlets
* Have at least one art display, with local student artwork, in each county during March Work on ways to get more information in the news
* Include more social media Facebook and LinkedIn
* **ORGANIZATIONAL VIBRANCY**—strengthen culture, systems, structures, and resources to facilitate our mission of advancing visual arts education:
  + Delegate at Delegates Assembly 2014
  + Have 3 or more presenters at the NAEA National Conference in 2015
  + Create a working budget for 2013-2014
  + Approve current timelines and update constitution for 2014
  + Incorporate election process into timeline
  + Research and change organization from a 501c6 to a 501c3

**Significant Planned State Activities/ GOALS August 2014 -August 2015:**

* **LEARNING**—develop effective leadership, teaching and advocacy for art education:
  + Monthly professional development highlighting effective teaching and leadership throughout the state with credits in PDMS, Professional Development Management System, for the State of Delaware for members
  + Promote topic/theme/activity of professional development prior to meeting to current and prospective members
  + Fall Conference, October 3, 2014, Delaware State University
  + Create proposal form focusing on NAEA strategic plan for use so members can present teacher workshops for 2015 conference
* **COMMUNITY**—build a professional community:
  + Recognize volunteers and leaders within our professional organization with awards at reception
  + State Art Celebration! Have Youth Art Month Ceremony and Show at the Biggs Museum during March
  + Statewide Youth Art Month Show at the Darley Arts Center in Claymont-open to all member schools
  + Create an organization “e-newsletter” monthly or bi-monthly, detailing what is happening in DAEA, opportunities and events, maybe profile members/award-winners (see “Trends”, published by Texas Art Education Association for a model to aspire too). Members could also submit lesson plans or short articles, would help provide an opportunity for publication while building community within organization
  + Inform our members on the financial breakdown of the membership cost.
  + Consider partnering with DFVA (Delaware Foundation for the Visual Arts) and or DCAD to sponsor middle & high school student workshops led by DAEA member teachers (similar to Kaleidoscope Seminar for High School Students)
* **RESEARCH/KNOWLEDGE**—assess programs/services and provide access to information on policy:
  + Maintained organization website and update monthly
  + Generate a membership survey (survey monkey) to profile membership and determine their professional development needs (For example, public/private/charter, Number of years teaching, level of education, etc. to determine how we might help better serve and advance members professionally)
  + Publish data on DAEA web site; also use data to inform our annual fall conference. Maybe consider having a theme for fall conference reflective of membership wants and needs (similar to National)
  + Feature current State Art Standards on the DAEA website
* **ADVOCACY**—communicate the value of visual arts:
  + Promote Youth Art Month and open up communication with community through email, social media, and news outlets
  + Have at least one art display, with local student artwork, in each county during March Work on ways to get more information in the news
  + Include more social media communication through Facebook, LinkedIn, and Twitter
  + Encourage each member to submit 5 images to DAEA website for representation of each member school/art educator in online gallery
  + Meet with Superintendents and Curriculum Super visors to gain support for art education, include quotes on DAEA website and monthly newsletter
* **ORGANIZATIONAL VIBRANCY**—strengthen culture, systems, structures, and resources to facilitate our mission of advancing visual arts education:
  + Delegate at Delegates Assembly 2015
  + Team East Representatives (2-3 members), June 2015
  + Have 3 or more presenters at the NAEA National Conference in 2016
  + Continue process of changing organization from a 501c6 to a 501c3
  + Continue process of changing organization’s name legally