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