

**CEC TAG Strategic Plan
October, 2017**

Strategic Initiative 1: Increase and sustain our visibility and value within CEC				
Action	Responsible Party	Timeline	Stakeholders	Other Action Items
Establish relationship with national CEC office through CAEP SPA partnership.	<ul style="list-style-type: none"> • CAEP Committee • Coordinate: Board Member or Committee Chair • RA's • Ad Hoc committee • Executive Board 	6 months	Policy Makers CEC	<ul style="list-style-type: none"> • Prepare for and participate in the RA • Create mentors for RAs • Thoroughly participate in CEC meetings • Write a proposal for a webinar-2e maybe • Establish regular meetings with leadership • CEC Tool of the week-create and submit • Include TAG/Gifted information in news blasts • Submit a proposal for special issue of TEC • Have a G/T keynote speaker at CEC conference • Get to know CEC staff • Ensure "and gifted" in language • Send email to CEC members that are not TAG members • Submit column in TEC • Establish relationship with state CEC's <ul style="list-style-type: none"> ○ Submit proposals to state CEC conferences ○ Engage with state CEC ○ Collaborate with state CECs conferences, articles, communication, ○ Booth at state conferences
Submit information such as columns, articles, and resources to CEC and other divisions' publications.	<p>All board members: Each board member to join another division</p> <p>Form a committee to organize and oversee (Outreach Committee).</p>	12 months	Out of School Practitioners School Practitioners University Faculty/Researchers Family and Community	<ul style="list-style-type: none"> • Each board member joins another division • Submit proposals to other divisions • Write for division newsletters-2e • Collaborate with other divisions (request articles/submit articles) • Collaborate with other divisions to develop strands • Establish relationships with pioneers

				<ul style="list-style-type: none"> • Establish relationship with state CEC's <ul style="list-style-type: none"> ○ Submit proposals to state CEC conferences ○ Engage with state CEC ○ Collaborate with state CECs-conferences, articles, communication, ○ Booth at state conferences
Strategic Initiative 2: Increase and sustain our visibility and impact in the field of education				
Action	Responsible Party	Timeline	Stakeholders	Other Actions
Adding board position related to maintaining our social media presence	President-Elect	6 months	Policy Makers Out of School Practitioners School Practitioners University Faculty/Researchers Family and Community	<ul style="list-style-type: none"> • Open a Wikipedia page (coding knowledge is necessary) • Include TAG on our bio • Easy access to our website • Webinars for Teacher Education programs • Live-feed on facebook of our presentations • An email that can be used to communicate with members • Increased social media presence
Submit articles to other organization publications	Outreach committee	12 months	Out of School Practitioners School Practitioners University Faculty/Researchers Family and Community	<ul style="list-style-type: none"> • Become aware of organization's policy on gifted education • Collaborate with other organizations • Working with universities (pre-service and graduate studies) • Write for journals of other organizations • Work with state directors
Present at state and national conferences mentioning TAG	Outreach committee	12 months	Out of School Practitioners School Practitioners University Faculty/Researchers Family and Community	<ul style="list-style-type: none"> • Identify yourself with TAG when presenting at conferences • Advertise in a BIG conference book • Presence at state and national conferences- NCTE, NCSS, ISTE, ASCD, CAEP, AACTE, NSTA, NCTM • PTA

				<ul style="list-style-type: none"> Each board member attends another conference or provides a professional learning session-must share information about CECTAG
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Strategic Initiative 3: Diversify our sources of funding

Action	Responsible Party	Timeline	Stakeholders	Other Actions
Increase resources for purchase and develop an expert speaker program	Publication Committee	6 months	Out of School Practitioners School Practitioners University Faculty/Researchers Family and Community	<ul style="list-style-type: none"> Develop video series Subscription to video content on website Expand publications Partner with responsive learning for professional learning
Solicit sponsorships of various resources and/or events	Organize committee for external funding	1 year	Out of School Practitioners School Practitioners University Faculty/Researchers Family and Community	<ul style="list-style-type: none"> Seek external funding Identify a list of foundations for funding Develop grant sub committee to search for grants Annual giving-to a specific purpose Corporate sponsorship of conference events and donations Advertisements in newsletter and website Develop campaign to leave an estate legacy Parent event in host CEC conference location
Increase cost of membership	Membership chair/committee	6 months	Out of School Practitioners School Practitioners University Faculty/Researchers	

Strategic Initiative 4: Increase the effectiveness of the structure and function of the organization

Action	Responsible Party	Timeline	Stakeholders	Other Actions
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<p>Clarify board structure and roles: Establish duties of each board member</p>	<p>Board officers</p>	<p>now</p>	<p>Policy Makers University Faculty/Researchers</p>	<ul style="list-style-type: none"> • Provide board training-history, duties, Roberts rules • Match board talents with needs of organization • Evaluate recruitment and term limits of board members • Review and revise Bylaws and Policies to reflect changes • Explore ways to increase accountability of all board members • Form committees using members and not just board members...for real work with real roles • Review standing committees role and responsibilities and their chairs • Develop a leadership pipeline through committees • Follow through on strategic plan
<p>Increase number of meetings to quarterly: add 2 virtual meetings</p>	<p>Board officers</p>	<p>1 year</p>	<p>Board</p>	<ul style="list-style-type: none"> • Utilize face-to-face meeting time effectively (agenda, timelines, publish agenda) • Meet at NAGC and/or AERA; Phone conferences as needed
<p>Increase effective and frequency of communication with members</p>	<p>Membership committee, webmaster, social media person; student representative</p>	<p>6 months</p>	<p>Out of School Practitioners School Practitioners University Faculty/Researchers</p>	<ul style="list-style-type: none"> • Links to new podcast • Roll out podcasts (few at a time)