

**CEC TAG Strategic Plan Update
September 2019**

Strategic Actions: Over the next three years, how can our organization move forward in meeting the strategic initiatives?

Strategic Initiative 1: Increase and sustain our visibility and value within CEC				
Action	Responsible Party	Date Completed	Progress to Date	Ideas for Future Consideration
NEW: Work to establish a TAG representative on the Knowledge & Skills committee.	Standards & Accreditation Coordinator President President-Elect		Have 2 TAG previous board members on Knowledge and Skills but they do not participate at convention. Board members attended Knowledge and Skills meeting at convention 2019. They were invited to a post-convention webinar.	<ul style="list-style-type: none"> ● Thoroughly participate in CEC meetings ● Write a proposal for a webinar (2e topic maybe) ● Establish regular meetings with CEC leadership ● Create and submit CEC Tool of the Week ● Include TAG/Gifted information in CEC 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
NEW: Send letter to TED programs to inform them of our designation as SPA to increase visibility and possible membership from Teacher Education programs.	Standards & Accreditation Coordinator President President-Elect			
NEW: Submit webinar proposals on 2E to CEC.	Outreach Committee			
REVISED: Establish the Outreach Committee to organize and oversee TAG involvement within CEC, across divisions, and across the field.	Board		Committee established in Bylaws July 2018 Policy updated to address committee member selection Sept 2019; Timeline for call for volunteers approved Sept 2019	
ONGOING: Submit information such as: columns, articles, and resources	All board members		Google Spreadsheet added to TAG Google	

to CEC and other divisions' publications.	Outreach Committee		Drive to record publications May 2019	
COMPLETED: Establish relationship with national CEC office through CAEP SPA partnership.	CAEP Committee S & A Coordinator RA's Ad Hoc committee Board Members	Gifted Standards Committee added to bylaws July 2018 Standards & Accreditation Coordinator established as board member in bylaws July 2018		

Strategic Initiative 2: Increase and sustain our visibility and impact in the field of education

Action	Responsible Party	Date Completed	Progress to Date	Ideas for Future Consideration
NEW: Investigate ways in increase TAG's website ranking within Google.	Public Relations Committee			<ul style="list-style-type: none"> ● Make state affiliates aware of important presentations, publications, etc. ● Become aware of other organizations' policies on gifted education ● Collaborate with other organizations ● Work with universities (pre-service and graduate studies) ● Work with state directors ● Identify yourself with TAG when presenting at conferences, include TAG membership slide ● Create a relationship with PTA ● Each board member attends another conference or provides a professional learning session, sharing information about CECTAG
NEW: Select an article written by a TAG board member and submit it to all state affiliates represented by the board.	President (recruit/select article) Board Members (submit to their state affiliate)			
ONGOING: Submit articles to other organization publications.	Board Members Outreach Committee		Google Spreadsheet added to TAG Google Drive to record publications May 2019	
ONGOING: Present at state and national conferences mentioning TAG.	Board Members Outreach Committee		Google Spreadsheet added to TAG Google Drive to record publications May 2019	
COMPLETED: Adding board position related to maintaining our social media presence.	President-Elect	Public Relations Coordinator established by bylaws July 2018		

Strategic Initiative 3: Diversify TAG's sources of funding

Action	Responsible Party	Date Completed	Progress to Date	Ideas for Future Consideration
Increase resources for purchase and develop an expert speaker program.	Publication Committee President-Elect		Responsible Party established – President-Elect Pricing established	<ul style="list-style-type: none"> • Publications Committee will follow up with Prufrock Press and, if Joel is interested, determine next steps to produce new publications • Develop video series • Develop subscription program for video content on TAG's website • Increase the number of TAG publications • Partner with Responsive Learning for professional learning • 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 • Reach 100% board participation for annual giving • Create badging program (particularly in area of 2E)
Solicit sponsorships of various resources and/or events.	External Funding Committee			
REVISED: Establish the External Funding Committee to pursue sponsorships and other revenue streams.	Board Members		Committee established in bylaws July 2018 Described in policy February 2018 Policy updated to address committee member selection Sept 2019; Timeline for call for volunteers approved Sept 2019	
NEW: Investigate online professional learning experiences to accompany the expert speaker program.	External Funding Committee Publications Committee			
NEW: Develop an annual giving campaign and a long-term development plan.	Finance Committee			
COMPLETED: Increase cost of membership.	Membership Chair	Completed June 2018		

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

Action	Responsible Party	Date Completed	Progress to Date	Ideas for Future Consideration
Increase effective and frequency of communication with members.	Membership Chair		Purchased Constant Contact	

	Public Relations Coordinator		Sporadic Emails to Members	<ul style="list-style-type: none"> • Work with CEC on using best practices to develop leadership pipeline through committees and TAG • Match board talents with needs of organization • Evaluate recruitment and term limits of board members • Develop a leadership pipeline through committees [in progress with Committee on Committee]
NEW: Form standing committees primarily made up of members. (Establish protocol for the call for volunteers and assignment of volunteers to committees.)	President Ad hoc Bylaws Committee Ad hoc Committee on Committees		Policy updated to address committee member selection Sept 2019; Timeline for call for volunteers approved Sept 2019	
NEW: Provide board training (including history, duties, conflicts of interest Roberts rules).	Past President President			
COMPLETED: Clarify board structure and roles. Establish duties of each board member.	Board Member	Bylaws revised July 2018 Policy revised February 2018		
COMPLETED: Increase number of meetings to quarterly: add 2 virtual meetings.	Board Member	Bylaws revised July 2018 Policy revised February 2018		