

Report: Creating Strategic Initiatives

It's not just WHAT or HOW you do things that matters; what matters more is that WHAT and HOW you do things is consistent with your WHY.
– Simon Sinek

Report: Creating Strategic Initiative – November 1, 2017

The Association for the Gifted, a division of the Council for Exceptional Children met on October 12, 2017 at Western Kentucky University in Bowling Green, Kentucky to develop strategic initiatives. Over the next three to five years, CEC-TAG will use these initiatives to drive the organization. Current board members who worked together on this task were:

Tracy L. Cross, President	Julia Link Roberts, Past President	Lynette Breedlove, President Elect
Jennifer Robins, Treasurer	Debbie Dailey, Secretary	Kim Chandler
Wendy Behrens	Ken Dickson	Yara N. Farah
Tracy Inman	Javetta Jones-Roberson	Mary Cay Ricci
Kianga Thomas	Debbie Troxclair	Christine Weber

Begin with the Why: Core Values

The following core values fit the organization and serve as the foundation of other decisions made throughout the day.

Service

Values

Collaboration

Respect

Advocate

Quality

Diverse

Value Statement

CEC-TAG, a service community, values working collaboratively and respectfully to advocate for quality education and service for all children with gifts and talents, especially those from twice-exceptional and other diverse populations.

Move to the Who: Stakeholders

Stakeholders	Ability to Pay Ranking	Members of the Group
Policy Makers	1	Legislators, state directors, school boards, central office administrators
Family and Community	2	
Out-of-School Practitioners	3	Private psychologists, therapists, social services, after school programs, school consultant, talent development centers, publishing companies
School Practitioners	4	Teachers, specialist/diagnosticians, preservice teachers, administrators
University Faculty/Researchers	5	
CEC	6	

Mission Statement Rationale

Why does the CEC-TAG exist?

- To serve as a voice
- To advocate for twice-exceptional students

What does the CEC-TAG provide?

- Resources
- Advocacy
- Leadership
- Professional learning

How does CEC-TAG supply the service or product?

- Conference
- Journal
- Newsletter
- Service publication
- Websites
- Advocate with policy makers
- Presentations
- Booth at conferences
- International

What would happen if CEC-TAG didn't exist?

- Fewer advocates for 2E
- Lose JEG with 40,000 readers
- Lose voice
- Lose GT discussion with policy makers
- Voice in standards

Mission Statement

The Association for the Gifted (TAG), a division of the Council for Exceptional Children (CEC), embraces and supports the needs of students with gifts and talents, focusing on multi-exceptional and other diverse learners, through advocacy, professional learning, and resources.

Strategic Questions

How might we increase and sustain our visibility and value with CEC?



How might we increase and sustain our visibility and impact in the field of education?



How might we diversify our sources of funding so that we are more financially stable?



How can we better utilize board talent to make the organization more effective?



Strategic Initiatives

1. Increase and sustain our visibility within CEC.
2. Increase and sustain our visibility in the field of education.
3. Diversify our sources of funding.
4. Increase the effectiveness of the structure and function of the organization.

Action Items

Strategic Initiative 1: Increase and sustain our visibility within CEC.				
Action	Responsible Party	Timeline	Stakeholders	Future Action Item Ideas
Establish relationship with national CEC office through CAEP SPA partnership.	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	All board members: Each board member to join another	12 months	Out of School Practitioners School Practitioners	<ul style="list-style-type: none"> • Each board member joins another division • Submit proposals to other divisions

resources to CEC and other divisions' publications.	division Form a committee to organize and oversee (Outreach Committee)		University Faculty/Researchers Family and Community	<ul style="list-style-type: none"> • Write for division newsletters-2e • Collaborate with other divisions (request articles/submit articles) • Collaborate with other divisions to develop strands • Establish relationships with pioneers • 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
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Strategic Initiative 2: Increase and sustain our visibility and impact in the field of education.				
Action	Responsible Party	Timeline	Stakeholders	Future Action Item Ideas
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	<ul style="list-style-type: none"> • Identify yourself with TAG when presenting at conferences • Advertise in a BIG

			Faculty/Researchers Family and Community	<p>conference book</p> <ul style="list-style-type: none"> • Presence at state and national conferences- NCTE, NCSS, ISTE, ASCD, CAEP, AACTE, NSTA, NCTM • PTA • 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	Future Action Item Ideas
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	Future Action Item Ideas
Clarify board structure and role; Establish duties of each board member	Board officers	6 months	Policy Makers University Faculty/Researchers	<ul style="list-style-type: none"> • Provide board training-history, duties, <i>Robert's Rules</i> • 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
Increase number of meetings to quarterly; add 2 virtual meetings	Board officers	12 months	Board	<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
Increase effectiveness and frequency of communication with members	Membership committee, webmaster, social media person; student representative	6 months	Out of School Practitioners School Practitioners University Faculty/Researchers	<ul style="list-style-type: none"> • Links to new podcast • Roll out podcasts (few at a time)

Next Steps

What	Who	When
Approval of Mission Statement, Strategic Initiative, and Strategic Actions	Board	Friday, October 13, 2017
Budget-new and continuing	Treasurer and Board	Annually
Share new plan	President and Board	Immediately and ongoing
Create workgroups	Board	Prior to next board meeting
Report progress	Chair of workgroups	Every three months
Monitor progress	Board	Twice a year at board meetings
Evaluate progress	Board	Twice a year at board meetings