



# KASCD

Kansas Association for Supervision and Curriculum Development  
A State Affiliate of ASCD

Strategic Plan

2013-2015

Updated June 2013



## **KASCD Mission:**

“KASCD: The premier Kansas education organization focused on teaching and learning; moving from success to significance.”

## **KASCD Goals:**

Diverse Active Membership: KASCD will actively pursue broad representation of membership in terms of ethnicity, gender, age, geographic location, job role, and other representation as identified. KASCD will plan strategically for membership growth, recruitment, retention, involvement, recognition, and diversity.

Communications: KASCD will disseminate high quality print and electronic communications that are widely used by the membership, other practitioners, and policymakers.

3. Professional Learning: KASCD will design and deliver formal and informal programs as opportunities to develop educators' capacity for learning and to fulfill their mission and goals.

Influence/Policy: KASCD will be a visible, respected and sought after reliable and informed source for accurate information regarding quality teaching and learning. KASCD will anticipate issues and be proactive in shaping recommendations to improve education policy for the success of all learners.

Leadership and Governance: KASCD will enhance the organization's effectiveness through organized, well-functioning, and flexible structures, and astute business and fiscal processes. KASCD will ensure the future of the organization through leadership development processes and a strong relationship with ASCD.

1. Diverse Active Membership: KASCD will actively pursue broad representation of membership in terms of ethnicity, gender, age, geographic location, job role, and other representation as identified. KASCD will plan strategically for membership growth, recruitment, retention, involvement, recognition, and diversity.

| <b>Goal Area:<br/>Membership</b>   | <b>Responsible<br/>Party</b>                  | <b>Timeline</b> | <b>Emerging</b>  | <b>Effective</b>   | <b>Exemplary</b>   |
|--|---|-----------------|--|--|--|
| 1.1 Recruit New Members  | Volora Hanzlicek                              | 2013-2014       | Each board member will recruit one new member as reported at the April 2014 KASCD Board of Directors Meeting.                              | Minimum of 30 new members.   | Members total 600 confirmed, paid memberships. At least 20 teachers as new members and 10 superintendents as new members   |
| 1.2 Retain Membership  | Volora Hanzlicek                              | 2013-2014       | Recognize total membership years.  | Consistent Membership  | Have 100% of members renew membership.   |
| 1.3 Board membership represents diversity, both role specific and in geography. Geography: membership regions<br>Roles: superintendent, assistant superintendent, curriculum director or coordinator, service center consultant, principal, assistant principal, instructional coaches, and teachers | Volora Hanzlicek                              | 2013-2016       | Board members come from each geographical region.<br>Establish regional membership representatives.<br>Board members represent most roles. | Board members come from each geographical region.<br>Board members represent all targeted roles                            | Board members come from each geographical region.<br>Board members represent all targeted roles, with a teacher in a committee leadership position.                                    |
| 1.4 Website includes online membership page to create a database directory in real time for communication, collection of data, and providing services.<br><b>Contingent on Website Redesign</b>  | Volora Hanzlicek                              | 2013-2016       | Online membership registration to create a relational database that includes demographic data  | Membership can be paid for through an online application.<br>Communication list serv established as linked to the database | Real time data regarding membership and dollars collected available 24/7. Wikki or blog established for member discussions. Specific sections that target different educational roles. |
| 1.5 Awards and Recognition   | Verneda Edwards,<br>Chair<br>Volora Hanzlicek | 2013-2016       | Give awards in all categories at Luncheon (Curriculum Leaders or KSDE fall conference) .   | Generate new enthusiasm for awards. Increase number of applications for awards.  | Increase number of applications for awards.  |

2. Communications: KASCD will disseminate high quality print and electronic communications that are widely used by the membership, other practitioners, and policymakers.

| <b>Goal Area:<br/>Communications</b>    | <b>Responsible<br/>Party</b>   | <b>Timeline</b> | <b>Threshold</b>   | <b>Target</b>  | <b>Maximum</b>  |
|---|--|-----------------|--|--|---|
| 2.1 Website                             | President<br>Communications<br>Chair<br>All members for<br>contributions | 2013-2016       | Updated Quarterly; Board<br>of Directors; Conference<br>Information; Information<br>on ASCD Conferences;<br>Constitution; Minutes;<br>Resources; Available<br>Awards | Update regularly.  | Establish a message board<br>and chat room for threaded<br>discussions and looping;<br>Differentiate information<br>between new leaders and<br>experienced; Add Hot<br>Topics; Add a members only<br>section (post jobs, ASCD<br>library member information,<br>etc.); Allow members to<br>purchase membership online |
| 2.2 Newsletter                          | President<br>Communications<br>Chair<br>All members for<br>contributions | 2013-2016       | Quarterly Ezine to<br>membership   | Send to superintendent list<br>serve and principal's list<br>serve; Completely revamp<br>the look of the Ezine | Send 4 times yearly; keep all<br>archives available on the<br>website   |
| 2.3 Increase visibility and<br>branding | President<br>Communications<br>Chair<br>All members for<br>contributions | 2013-2016       | Establish Branding Task<br>Force   | Purchase Ad Specialty –<br>pens, lapel pins, screen<br>cleaners  | Have a booth at one or more<br>conferences  |

**3. Professional Learning: KASCD will design and deliver formal and informal programs as opportunities to develop educators’ capacity for learning and to fulfill their mission and goals.**

| <b>Goal Area: Professional Learning</b>              | <b>Responsible Party</b> | <b>Timeline</b>   | <b>Threshold</b>   | <b>Target</b>  | <b>Maximum</b>   |
|--|--------------------------|---|--|--|--|
| 3.1 New Curriculum Leaders Academy – 2-3 day Academy | Karen Brack<br>Pam Irwin | Planning – 2013-14<br>1 <sup>st</sup> Session – June 2014 – additional sessions will be attached to the multiple curriculum leaders meetings/KSDE conf<br><br>Academy begin on an every-other-year rotation | Create a cohort group to participate in the first year, then add another group each year to ensure that everyone participating has a current group to  | Design the Kansas Curriculum Leaders Academy, present the plan to the KASCD Board of Directors for approval at the November meeting.<br><br>Add incentive to program if participant attends all sessions – possibly free registration at Curriculum Leaders and/or KSDE conference, free registration to future “just in time” | First Kansas Curriculum Leaders Academy Level 1 – planning during the 13-14 school year, implement June 2014-2015                      |
| 3.2 Just in Time – Responsive Sessions               | Karen Brack              | 2013-16   | Respond to at least one request from the field for “just in time” opportunities  | Hold Curriculum Conversations the day of the KSDE Curriculum Leaders meeting   | Respond to at least two requests from the field for “just in time” opportunities, either training sessions or curriculum conversations |
| 3.3 Coaching/Jim Knight                              | Karen Brack/Pam Irwin    | 2013-14 school year   | Conduct a survey of Western Kansas Schools – Who has instructional coach positions? Are you interested in a session titled “Coaching for College and Career Ready Standards”? How do we get teachers ready and what coaching skills do I need? | Once survey is completed, compile the data to determine both the need for this workshop as well as possible locations based on locations of responses.   | Up to 3 sessions per year, repeated for multiple locations.  |

4. Influence/Policy: KASCD will be a visible, respected and sought after reliable and informed source for accurate information regarding quality teaching and learning. KASCD will anticipate issues and be proactive in shaping recommendations to improve education policy for the success of all learners.

| <b>Goal Area:<br/>Influence/Policy</b>  | <b>Responsible<br/>Party</b>  | <b>Timeline</b> | <b>Threshold</b>   | <b>Target</b>  | <b>Maximum</b>   |
|---|-------------------------------|-----------------|--|--|--|
| 4.1 Facilitate the orientation of new curriculum leaders  | All KASCD members             | 2013-2015       | Annually offer a curriculum leadership conference of some type             | Create a 1 day session to network and then multiple quick hit webinars to follow.  | Develop a process of endorsing those who attend all meetings in a full year session at a curriculum leader conference with a certificate and pin.    |
| 4.2 Serve as a leader for Legislative Advocacy in the state.                                      | Board of Directors Membership | 2013-2015       | Keep membership informed and active through listserve, E-zine and website. | Serve to provide expertise and leadership for the state legislature through direct communication, testifying at legislative committee meetings, and serving as a expert contact for educational issues to legislators. | Create partnerships with multiple educational organizations to collaborate to fill this role.  |
| 4.3 KASCD is seen as a primary source of information on teaching and learning (State level focus) | Board of Directors Membership | 2013-2015       | KSDE contacts KASCD for potential members of curriculum committees         | KASCD is provided reserved "spots" on all KSDE curriculum committees   | Commissioner, Deputy Commissioner for Learning Services, and legislators regularly meet with KASCD members for input on teaching and learning issues |

5. Leadership and Governance: KASCD will enhance the organization’s effectiveness through organized, well-functioning, and flexible structures, and astute business and fiscal processes. KASCD will ensure the future of the organization through leadership development processes and a strong relationship with ASCD.

| <b>Goal Area:<br/>Leadership and<br/>Governance</b>          | <b>Responsible<br/>Party</b>                                      | <b>Timeline</b> | <b>Threshold</b>  | <b>Target</b>   | <b>Maximum</b>   |
|--|---|-----------------|---|---|--|
| 5.1 Evaluate current status                                  | KASCD President   | 2013-2015       | Keep the consensus/evaluation of handbook and constitution by KASCD Board | Present discrepancies between policy and practice to the KASCD Board at the April Board meeting | Align policy and practice  |
| 5.2 Collaboration with other educational/professional groups | KASCD President<br>KASCD Board                                    | 2013-2015       | Maintain status quo with existing groups                                  | Develops at least one new partnership with a group (i.e., KASB or NEA) through a liaison        | KASCD will be a leader with other groups speaking with the Kansas Legislature especially in the area of College and Career Readiness Standards |
| 5.3 Member communication                                     | KASCD President<br>Communications<br>Chair<br>Membership<br>Chair | 2013-2015       | KASCD list serv of members  | Initiate at least four “mailings” per year via the member list serve                            | KASCD website, blog and/or social media  |