



## MAEA Strategic Plan 2021-2025

Category	Problem/Issue/Initiative	Goal/Desired Outcome	Action Steps	Timeline	Support Person or Agency
Promotion and Advocacy	Social Media	Facebook: Promoting Regional and State Opportunities	Keeping logins consolidated with one board member-- have one social media chairperson.  Collective voice of members	Ongoing	Betsy Welfare
		Instagram: Join for presence	Standardize and communicate HOW-TO use-- clearer how to get things published  Filtered or targeted voice of organization as a whole	Ongoing	Betsy Welfare
		Twitter: Join for presence	Standardize and communicate HOW-TO use - clearer how to get things published	Ongoing	Betsy Welfare

			Filtered or targeted voice of organization as a whole		
Promotion and Advocacy	ArTeacher Publication	Continue this publication	Publish for mail and website	Same	Jane Inhullsen
Promotion and Advocacy	K-12 Art Exhibition	Streamline and update this event	CaFE update in progress	Ongoing	Division Chairs, Eboard
Promotion and Advocacy	MAEA/MEA Art Acquisition	Continue this Partnership	No action needed	Ongoing	Art Acquisitions Chair, MEA (Shelly Long)
Promotion and Advocacy	Postcards (Advocacy, Membership Recruitment)	Focus on "internal advocacy" as well as general promotion of the arts.	Reinstitute said postcards. Tools for REGION LIAISONS to provide to nonmembers		Roger Drabant
Promotion and Advocacy	Website	More Advocacy Tools, Update job descriptions, add new articles and videos, talking points	Adding resources as we create them (see other fields in this Promotion and Advocacy) such as teacher of the month, employment in the arts etc. etc. Advocacy section already exists.	Ongoing	Contact Steve Harryman? 'Steve on the Road' series showing visual art in Michigan?
Promotion and Advocacy	Lobbying at State Level	Find ways to connect with legislators.  Maybe focus communication to state superintendent?	Assessment Learning Network Contacted  Advocacy through the designated AFT and MEA lobbyists? Standardize methods of sending information to them? Invite to e-board meetings?  Presentation from MEA about the legalities that impact visual art teachers the most? Class caps etc? Like what are we allowed to ASK for at a bargaining table	Ongoing	Roger Drabant knows most of the MEA board apparently go Roger  MAEA contacts who are MEA/AFT delegates
Promotion and Advocacy	NAEA Opportunities	Communicate Opportunities with members	Publish on social media, newsletters, and emails to members	Ongoing	Constant Contact
Promotion and	Systematic Presence with	Connect with ALN, other state	Partnership with MIEIA,	Annually	E-board

Advocacy	Art State Leaders	legislation connections (?)	attend quarterly MIEIA meetings, report back to council		
Promotion and Advocacy	Job Descriptions Listed and Updated	Update and post online	Biannually review with council and e-board	Biannually	Past President
Promotion and Advocacy	Learning From Other States	Seek tools from Ohio and Texas	National Leadership Conventions	Summer meetings annually	E-Board, Council MEmbers
Promotion and Advocacy	Communication to Superintendents	Invitations to attend and join, advocacy letters	Email blast? Poster? Postcards sent to Admins?  Make available as a digital resource first, then have the option to request a printed poster or request info be sent to district leadership	As needed	Jane, E-board, Constant Contact, social media
Promotion and Advocacy	Student Chapters	Continue to encourage these.		ongoing	Higher ed
Promotion and Advocacy	Connections and Conversations with Peers	Division level and Higher Ed presentations	Survey membership on what has been successful or what they need help with most  INCENTIVIZE member feedback (survey enters you in raffle for amazon gift card)	As needed	E-board, Jane
Promotion and Advocacy	Letters for Members, Chairs, Leadership	NAEA Pres letters, MAEA president letters, etc.	Letters of encouragement to members 'this has been a tough year', letters of thanks to chairs/leadership, AND possibly highlighting teachers of the month using social media? Perhaps using the OTHER nominees for teacher of the year	As needed	Social media, constant contact, eboard, council
Promotion and Advocacy	Emailing System	Continue to use for communications		As needed	Constant contact
Promotion and Advocacy	Employability in the arts	Advertise former students success stories in fine art	Reach out to teachers to get in touch with HS art	ongoing	Conferences, mentoring position

		careers	<p>graduates who are employed in the arts successfully</p> <p>Make available as a digital resource first, then have the option to request a printed poster or request info be sent to district leadership</p>		
Promotion and Advocacy	Empowering teachers	To speak at BOE meetings, share their teaching, publish work they are doing,		ongoing	NAEA website resources, advocacy page on site
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Organizational Vibrancy and Leadership Development	Social Events	Art social events for members at large or by division (Museum going, virtual meeting hour)	Brainstorm what things to do. Choose one minimum Follow through	One month lead time	Council Member
	Michigan Fall Leadership retreats	Team Building. Special Locations		3-4 month lead time	Executive Board
Organizational Vibrancy and Leadership Development	SAL (School For Art Leaders)	Continue to promote applying.	<p>Post the information about SAL</p> <p>Present information at MAEA conferences</p>	<p>6 months previous application</p> <p>Yearly</p>	Executive Board Prior SAL Attendees
Organizational Vibrancy and Leadership Development	Elections	Encourage people to join our council and to run for E-board positions	<p>Keep communicating</p> <p>Keep asking PR about positions at Fall Conference</p> <p>Sign up at conference registration where people talk about how they are interested in being involved</p>	Bi Yearly	
Organizational Vibrancy and	Fall Conference	Continue the fall conference	<p>1.Find Venues that members are interested in</p> <p>2.Find Co Chairs</p>	One year ahead minimum	Conference Mentor and President Elect

Leadership Development			3.Develop support system - committee		
Organizational Vibrancy and Leadership Development	Summer PD	Continue to offer courses in person and virtual	<ol style="list-style-type: none"> <li>1. Find venues</li> <li>2. Find presenters</li> <li>3. Find SCECH provider</li> <li>4. Promote</li> </ol>	4-6 months	PD Chair
Organizational Vibrancy and Leadership Development	Leadership and Membership Outreach	To Reach out to members and potential members	Create a framework for leadership Use Social Media and the the Website Effectively Highlight Teachers	ongoing	Council, members
Organizational Vibrancy and Leadership Development	Lack of clearly defined responsibilities	Clearly defined responsibilities and job descriptions within MAEA	Plan a time to review current documents.	BiAnnually	Past President

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Community	In-person Conference	Personal Interaction and recorded session accessible after	Covid Parameters and recording of session that are accessible after	Annually	Conference Chairs position added to record and organize
Community	Online Conference	Recorded and Live	Recording of ALL sessions be accessible beyond six months	Annually	Conference Chairs position added for video
Community	Regional Shows	Continue Regional exhibitions- in person or online	Publishing to MAEA Facebook and miarted.org site	Annually	Past President- website
Community	Digital Show	Transitioning to a K-12 digital show	Encourage and use examples of past online exhibits to model	Annually	Liaisons
Community	Care of members	Cards for loss, hardships and	Add awards and life	Annually	Form for members to fill

		retirement	achievements (marriage, new baby, etc.)		out- add to miarted.org Membership
Community	Enthusiasm	Liaison- Shorter meeting or maybe use something like with the share out verbally and document in padlet to to answer the ice breaker and everyone comments	Reflect and feedback	Annually	ALL MAEA members
Community	Website and Social Media	Hashtag Instagram- miarted1	Start posting and create a form for members to fill out and post	Annually	Social Media
Community	In person meetings vs Virtual meetings	Some meetings could be virtual regularly, multi-day meetings could be blended	Covid Parameters and recording of session that are accessible after	Annually	Board Members
Community	Welcoming new members	Create a welcome packet that could be emailed and invite to the next MAEA meeting. Announce on social media. Continue blog of featured artists MAEA	Find the blog and add a blog space on the miarted.org	Annually	Social Media or person interested in this type of promoting online
Community	Involving members	Regional Show, MAEA Acquisition, Conference	Announce these events through social media	Annually	Social Media
Community	Innovation	Monthly Mentors- with Post to MAEA Blog	Create forms to allow collection of this	Monthly	Student(s)/ Higher Ed, EL, MS and HS and Executive Secretary
Community	Division meet-ups and Regional community support	Encourage division meet ups	Virtual Meetings	3 to 4 times a year	Liaisons
Community	Video Tutorials	Consistency, document retirees, histories, awards	Added to page on website	Annually	Historian
Community	State community support	Advocacy			Advocacy
Community	PD	Virtual workshops, traveling meetings, EL/MS/HS Facebook Presenters	Post online and email blasts		PD Chair, EL/MS/HS Chair and Higher Ed

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Research and Knowledge	Availability of members to participate in research	Communicate opportunities for research to active members	Communicate opportunities for research to active members	1 - 2 year	Higher Education Division Chair
Research and Knowledge	Website / Social Media	Create a tool for research/knowledge findings - hosted on miarted.org Create a filter for sharing knowledge on social media	Link miarted.org to NAEA research resources Create a "selected resources" section on the the resources tab of miarted.org Draft filter/guidelines for posting research to social media	2 - 3 year	Digital Editor
Research and Knowledge	Higher Ed Collaboration and Research	Foster and support current collaboration	Survey higher education division members on needs	1 - 2 years	Higher Education Division Chair
Research and Knowledge	MAEA Research Task Force	Establish a task force that seeks out established research, filters appropriate information, and disseminates to members. Focus on: Research that benefits children, preservice teachers, active practitioners, and advocacy at the state and national level.	Assign task force chair Assign task force members Connect task force with National resources	2 - 3 years	Higher Education Division Chair