



Ohio Art Education Association Final Strategic Action Plan 2019-2021

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MISSION

The mission of the Ohio Art Education Association is:

Building community for visual art educators by promoting professional growth and leadership.

BELIEF STATEMENT

The Ohio Art Education Association believes that all professional art educators can be served by the Ohio Art Education Association.

Professional Development

ACTION PLAN			
Strategy:	Make OAEA’s professional development relevant and <i>accessible</i> to everyone.		
Issues to Address:	<ul style="list-style-type: none"> ● Maintaining high quality professional development ● Maintain a cost effective conference and symposium ● Increase participation in all areas 		
<i>ACTION STEPS</i>	<i>RESPONSIBILITY OF (person or committee)</i>	<i>RESOURCES NEEDED</i>	<i>DUE DATE</i>
P1. Schedule conference 1 to 3 years out.	State Conference Chair, Executive Committee	Money, hosting facility availability and cooperation. Stay in contact with Helms Briscoe to make sure site visits are as early as possible for the different cities. Some cities will book more than 1 year out.	January 2019 and ongoing.
P2. Continue to improve incentives for vendors.	State Conference Chair; Marketing Chair; OAEA representatives to NAEA	Host Wednesday night reception to draw more people to exhibit hall. OAEA representatives to NAEA Convention collect vendor information	January 2019 and ongoing
P3. Research dining options, corporate and institutional sponsorships	State Conference Chair; Conference Committee; Executive Committee	Research alternative conference sites Corporate sponsorships Grant-writer	January 2019 and ongoing
P4. Create Professional Development Grant Writer and State Speakers Chair assembly positions	Executive Committee	Job Descriptions written by Parliamentarian.	Ready for appointment January 2019

<p>P5. Develop an evaluation system for the Summer Symposium</p>	<p>Distinguished Fellows, Symposium Chair, Executive Committee</p>	<p>Measurement tools to record participation, participant satisfaction, communications shared about the event</p>	<p>March 2019</p>
<p>P6. Explore online professional development alternatives ex. open online forums, Google Hangouts by topics, Zoom, etc</p>	<p>Executive Committee, Communications Team, Professional Development Chair</p>	<p>New, streamlined website platform that supports video Training in best practices for online learning strategies and technology options</p>	<p>January 2021</p>

MEMBERSHIP

ACTION PLAN			
Strategy:	Increase OAEA's membership through reaching out to non-members, current members and non-renewed members while providing benefits and services to meet the needs of the membership.		
Issues to Address:	<ul style="list-style-type: none"> ● Grow OAEA's membership ● Increase organization diversity ● Engage more active members ● Improve member benefits 		
<i>ACTION STEPS</i>	<i>RESPONSIBILITY OF (person or committee)</i>	<i>RESOURCES NEEDED</i>	<i>DUE DATE</i>
M1. Targeted invitations to local higher ed and preservice at local host conference or symposium site.	Membership Chair, Division Chairs, Local Conference Chair, Symposium Chair	Updated list of potential higher ed and preservice individuals	Send invitations at least one month in advance of the event beginning in 2019.
M2. Plan and host regional events to enable current members (cross-region) to invite potential members.	Membership Chair, Regional Directors Committee	A reoccurring event in each region that is directed specifically toward new members. Cross-region email access	September 2019
M3. Plan and host regional events in collaboration with and hosted by higher ed and museum institutions to include preservice	Membership Chair, Regional Directors Committee, Museum Chair, Higher Ed Chair, SPA Chair, Preservice Chair	Better involvement in the Colleges to be able to access the declining number of art ed students.	September 2020
M4. Continue to recognize and welcome new members to regions and divisions	Membership Chair, Regional Directors Committee, Professional Standards Committee	Notification of each new member from Membership Chair. Plan developed in each region/ division to recognize new members.	January 2019 and ongoing

M5. Recognize Ohio NAEA/ national honorees at the state conference annually	President, State Conference Chair, Awards Chair, Historian	Awards booklet, awards presentation, social media, e-blasts	November 2019
M6. Develop comprehensive online calendar of regional and state activities	Membership Chair, Communications Chair, Regional Directors Committee, Professional Standards Committee	New website with online calendar	January 2020
M7. Highlight student programming to increase member engagement	Student Programming Committee, Regional Directors Committee, PR/ Advocacy Committee	Advertising Social media Administrators and political outreach City and state proclamation	December 2021
M8. Increase awards/ recognition for 9-12 student exhibition participants; ex. scholarships/ grants	Student Programming Committee, Marketing Chair, Grant Writer	Seek outside sponsorships; request LA members to share names of supportive businesses and organizations in their regions	January 2020
M9. Increase member awareness of relevant arts partners	Public Relations/ Advocacy Committee, OAAE Rep, ODE Rep	Public Relations/ Advocacy Committee plan of action Communications from our partners	January 2021
M10. Improve and promote PR/Advocacy Committee resources.	Public Relations/ Advocacy Committee, Communications	Review current system through the website and plan for improvements for the next website	December 2021
M11. Explore new Membership Benefits; such as TED talks, OAEA cruise, member exhibitions, digital Journal	Leadership Assembly	Survey membership for ideas Determine who will facilitate these new opportunities	December 2021
M12. Encourage Ohio universities to promote OAEA membership.	Membership Chair, Higher Ed, SPA, Preservice Chair	Time, good communication, meet and greets, panel talks, graduation gifts	January 2020

ORGANIZATION

ACTION PLAN			
Strategy:	Enhance OAEA's organizational structure, management and capacity		
Issues to Address:	<ul style="list-style-type: none"> ● Guiding documents ● Leadership development ● Staffing ● Communication tools ● Collaborative contact time 		
<i>ACTION STEPS</i>	<i>RESPONSIBILITY OF (person or committee)</i>	<i>RESOURCES NEEDED</i>	<i>DUE DATE</i>
O1. Update Individual and Committee Job Descriptions including timelines.	Parliamentarian, President, President-Elect, Leadership Assembly	Time, improved format	January 2020
O2. Update Policy & Procedures including formatting and timelines	Parliamentarian, Executive Committee	Executive retreats in 2019 Ad Hoc Committee	August 2019
O3. Explore professional staffing	Executive Committee, Grant Writer	Ohio Arts Council grant funding, additional budget money, Ad Hoc Committee	December 2021
O4. Manage an effective multi-tiered Communication System	Executive Committee, Communication Committee	Scheduled user and operator training, system consistency Financial resources may be needed for operator training	January 2019 and ongoing
O5. Develop a Leadership Development Strategy to seek new leaders and retain experienced ones.	Leadership Assembly	Time to develop leadership strategies that align with organizational needs.	September 2020

