



Ohio Art Education Association

Strategic Action Plan 2016-18

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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.

CONFERENCE

ACTION PLAN			
Strategy:	Make OAEA's conference accessible to everyone.		
Issues to Address:	<ul style="list-style-type: none"> ● Maintaining high quality professional development ● Cost of the Conference ● Location ● Increase participation at all levels – participants, presenters, vendors 		
<i>ACTION STEPS</i>	<i>RESPONSIBILITY OF (person or committee):</i>	<i>RESOURCES NEEDED</i>	<i>DUE DATE</i>
C1. Maintain a high quality professional development conference.	State Conference Chair; Conference Committees; OAEA board	Significant budget item Annual conference surveys	Annual event
C2. Increase the number of commercial exhibitors. Explore incentives for commercial exhibitors.	State Conference Chair; State Exhibit Chair	Host Wednesday night reception to draw more people to exhibit hall	2016 Conference - ongoing
C3. Increase the number and variety of presenters.	State Conference Chair	Develop incentives for presenters such as a raffle for free registration and/or hotel nights	2016 Conference Evaluate and revise if necessary for future.
C4. Consider the image, marketing, and content of the annual conference	Conference Chair; Conference Committee; Professional Standards Committee	Tie all aspects to high quality professional development – budget and committee item	On-going
C5. Explore ways to cut the cost of conference, such as research dining options.	State Conference Chair; Conference Committees; OAEA board	<ul style="list-style-type: none"> ● Research alternative conference sites and dates ● Consider Columbus every other year 	Pilot revised program for 2018 conference

MEMBERSHIP

ACTION PLAN			
Strategy:	Increase OAEA's membership while providing benefits and services to meet the needs of the membership.		
Issues to Address:	Grow OAEA's membership while enhancing its diversity and engaging more active members.		
<i>ACTION STEPS</i>	<i>RESPONSIBILITY OF (person or committee):</i>	<i>RESOURCES NEEDED</i>	<i>DUE DATE</i>
M1. Develop a statewide membership campaign to communicate with non-members, current members and non-renewed members. Increase membership by 5% - targeting those in Higher Ed., college students, Affiliate and diverse members.	State Membership Chair; ODE representative, Division Chairs, Regional membership; Communication committee	Marketing expertise; design materials to be distributed to non-members; ODE art educator employment list cross-referenced with OAEA list. Volunteer time; list of names and contact information; email communication; personal communication	Dec. 31, 2018
M2. Plan and host events to enable current members to invite potential members.	Regional Directors; regional board members, 1st Vice president	Volunteer time; list of names and contact information (possible regional budget item)	Regions to plan at least 2 events each year to reach out to non-members.
M3. Regions will create ways to recognize new members	State Membership Chair in collaboration 1st Vice President and regions	Volunteer time; member contact information, possible budget item	Plan developed by September 2016
M4. Maintain an evolving yet flexible state membership awards program (Circa Award).	State Membership Chair; State Awards Chair	Determine recognition materials (budget item)	Ongoing

<p>M5. Create a membership renewal plan that is simple, offers a member incentive component and involves multiple media sources.</p>	<p>State Membership Chair; Executive Committee</p>	<p>Volunteer time; Artline; website; social media</p>	<p>Review current system and possibly revise by September 2016</p>
<p>M6. Explore alternative ways to manage OAEA membership database such as becoming a contract affiliate member of the NAEA to streamline the membership function of the OAEA and provide additional benefits to our members.</p>	<p>State Membership Chair; Executive Committee; ODE representative</p>	<p>Volunteer time/research</p>	<p>Begin research May 2016</p>
<p>M7. Explore an “open dialogue element on the website” for members to respond and communicate with the Executive Committee and/or Board of Directors.</p>	<p>Membership Chair; Communication Committee</p>	<p>Technical resources, additional volunteer(s)</p>	<p>Technical resources to have this option ready by September 2017</p>

ORGANIZATION

ACTION PLAN	
Strategy:	Enhance OAEA's organizational structure and capacity.
Issues to Address:	<ul style="list-style-type: none"> ● Guiding Documents; Constitution & Bylaws, Policies & Procedures ● Organization Structure; Executive, Advisory and Council ● Leadership preparation, charge and resources; Job Descriptions ● Staffing; volunteer and professional ● Communication tools; digital and print ● Collaborative contact time; calendar and meeting structure ● Advocacy Policy/Program

<i>ACTION STEPS</i>	<i>RESPONSIBILITY OF (person or committee):</i>	<i>RESOURCES NEEDED</i>	<i>DUE DATE</i>
O1. Improve job descriptions for accuracy, consistency, ease of use	1st Vice President; 2nd Vice President; Past President; President-Elect; Parliamentarian; Professional Standards Committee.	<ul style="list-style-type: none"> ● Time ● Reading ● Editing ● Common template ● Google Doc 	December 2016, then reviewed annually
O2. Improve guiding documents: <ul style="list-style-type: none"> ● Constitution & Bylaws ● Policy & Procedures 	President; President Elect; Parliamentarian; OAEA Foundation President.	<ul style="list-style-type: none"> ● Time ● Reading ● Editing ● Google Doc 	December 2016 to board Presented to membership January 2017
O3. Consider professional staffing <ul style="list-style-type: none"> ● Accounting ● Executive director ● Technology 	President; Past President; President Elect; Treasurer OAE Foundation President	Benchmark other similar organizations that have paid staff <ul style="list-style-type: none"> ● Compensation ● Job Description Research necessary finances	Present to Executive/Board September 2017 If approved, initiate by June 2018
O4. Improve Communication System; digital and print with a focus on content, consistency and access.	State Membership Chair; Communication Chair; Communication Committee	Meeting time, plus	Ongoing
O5. Review meeting calendar	President; Executive Committee	Meeting time Google Calendar	Annually

<p>O6. Redesign meeting procedure</p> <ul style="list-style-type: none"> ● agenda building ● reports and discussion procedures 	<p>President; President Elect; Past President; Parliamentarian</p>	<p>Meeting time</p>	<p>January 2017</p>
<p>O7. Develop an Advocacy Policy that reaches a broad spectrum of programs and activities such as</p> <ul style="list-style-type: none"> ● update OAEA website ● connect to state and national advocacy outreach ● member created advocacy outreach ● PR for OAEA exhibitions 	<p>2nd Vice President; Executive Committee; Communications Chair; Exhibit Chairs; PR/ Advocacy Committee</p>	<p>Meeting time Conference</p>	<p>For approval – September 2017 - ongoing</p>
<p>O8. Develop a Leadership Development Strategy to seek new leaders and retain experienced ones.</p>	<p>President; Executive Committee; Division Chairs</p>	<p>Summer Retreat - Planning</p>	<p>January 2018</p>

