

**Ontario Association for Supervision and Curriculum Development
Strategic Plan 2006 - 09 (as revised at the July 6th - 8th, 2008 Board Meeting)**

GOAL	INDICATOR	MEASURE	TARGET	ACCOUNTABILITY	
<p align="center">Membership</p> <p>By the year 2009, Ontario ASCD will increase membership opportunities for involvement in activities, membership and leadership.</p>	Capacity	Activity	At least 1 active regional group.	Brenda Ritchard (Chair) Peter (Liaison) (Eastern Ontario Regional Group)	
			At least 1 network forum.	David	
			Monitor % who attend Ontario events.	Event Working Group	
			Involvement/Leadership	Increase membership involvement in committees and working groups.	Committee and Working Group Chairs
		Number	Count of Ontario ASCD	Increase of 15% to Ontario ASCD.	Membership Working Group
		Diversity	Years of Teaching Experience	At least 15% of new membership comprised of members having 0 - 5 years of teaching experience.	Membership Working Group
			Job Role	Activities/services offered to target audiences aligned.	Board of Directors
<p align="center">Programs, Products and Services</p> <p>To develop capacity in teaching, learning and leadership and to advance the vision of the Association by 2009, Ontario ASCD will provide pertinent programs, products and services.</p>	ASCD Worldwide	Attendance	100% completion of affiliate responsibilities.	Board of Directors	
		Strategic Distribution	Existing Ontario ASCD products be distributed at all worldwide events.	Board of Directors	
	Provincial	Attendance	At least 25% of attendees at Ontario ASCD events are Ontario ASCD members.	Board of Directors	
		Strategic Distribution	\$1,000 / year profit on ASCD product sales.	Book Sales Working Group	
			Journal and 4 newsletters distributed free to all Ontario ASCD members.	Journal and Newsletter Working Groups	
			5% increase in number of journal sales per year.	Journal Working Group	
	Regional	Attendance	At least 1 regional event in 2008 - 09.	Eastern Ontario Regional Group	
		Strategic Distribution	Products, programs and services promoted at each regional event.	Eastern Ontario Regional Group	

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<p>Communication By 2009, in order to impact learning, teaching and leadership, Ontario ASCD will build a high profile with all stakeholders in the Ontario education community.</p>	1 Way Communication	Website	At least 10% increase in hits / year.	Website Working Group
		Newsletter	4 / year, with alignment of ASCD educational philosophy to Ontario educational priorities and practices.	Newsletter Working Group
		Journal	1 / year, with alignment of ASCD educational philosophy to Ontario educational priorities and practices.	Journal Working Group
		Brochure	Distribute at all Ontario ASCD and in-kind events.	Event Working Group
	2 Way Communication	Network Forum	Develop 1 as a model; participation from 200 members.	David
		Regional Group	Sustain 1 over 3 years.	Peter (Liaison)
		Survey	At least 10% rate of return annually.	David / Peter
		Study/Reading Group	Facilitate study group use of ASCD products through website development.	Mary / Sue
	Complex Communication	Conference	Hold conference October 07 with April 08 follow-up; goal of 250 participants.	Conference Working Group
		Journal	Maintain high quality; include at least 1 article / issue with supplementary material posted on website.	Journal Working Group
		Ontario ASCD and ASCD Relationship	Bi-monthly exchange; Leadership Council delegates nurture at least 1 new relationship / year.	Leadership Council Delegates
		Partnership	1 partnership / year.	Board of Directors
		Network Forum	Maintain at least 200 members.	David
Marketing		Develop at least 3 strategies / year (eg. faculties of education, letters, testimonials, teacher inductions).	Advertising Working Group	

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<p>Leadership and Governance By the year 2009, Ontario ASCD will have a governance structure that enables the leadership to realize the shared vision through the strategic plan.</p>	Alignment	Governing Documents	Full alignment of Constitution with ASCD.	Governance Committee
			Full alignment of Policies and Procedures with Ontario ASCD Constitution	
			Alignment of Strategic Plan with Vision.	Board of Directors
			Full alignment of programs, products and services with Vision.	
	Identity	Articulation of Shared Vision	Time devoted annually to reflection about Ontario ASCD and the nature of leadership in this organization.	Board of Directors
	Sustainability	Leadership	Recruit 1 project-connected and 2 succession-driven Board members annually.	Board of Directors
		Membership	At least 2 strategies / year to ensure membership engagement.	
		Financial	A reserve fund of at least \$50,000.	Finance Committee
Reciprocity	Interact with Learning Community	At least 1 joint venture / year.	Board of Directors	

<p>Influence In order to become visible, respected and sought after by the year 2009, Ontario ASCD will become informed and proactive on issues of learning, teaching and leadership.</p>	Representation on Influential Groups	Attendance / Participation	At least 2 / year (Eg. OPC, ETFO, OCT, EDU).	Board of Directors
		Solicitations of Invitations	At least 2 / year.	
		Development of Partnerships	At least 1 partnership / year.	Christine
	Public Articulation of ASCD Positions within the Ontario Context	Creation of Position Paper	A staged process, to complete one over 3 years.	Christine
		Dialogue	Each Director initiates / cultivates dialogue with identified influential organizations / people.	Board of Directors
		Media	At least 2 press releases / year; respond to at least 1 editorial / year.	
		Publishing	At least 2 published articles / year.	
	Pan-Canadian Engagement	ascd.ca Site	Create network forum links.	Website Working Group
	Awareness of Ontario ASCD	Influence List	Products, program and services distributed to identified, influential organizations / people and Canadian affiliates; follow-up by each Director of at least one recipient.	Board of Directors Leadership Council Christine / Rosemary
		Contribution to ASCD Worldwide	At least 3 contributions / year.	Board of Directors
	Membership Engagement	Regional Groups	At least 1 maintained over 3 years.	Peter (Liaison)
Network Forums		At least 1 established and sustained over 3 years.	David	