



# Ohio Art Education Association Final Strategic Action Plan 2019-2021

Draft Approved: August 1, 2018  
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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"> <li>• Maintaining high quality professional development</li> <li>• Maintain a cost effective conference and symposium</li> <li>• Increase participation in all areas</li> </ul> |  |                                       |
| <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.<br><br>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<br>Corporate sponsorships<br>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<br>January 2019 |

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

# MEMBERSHIP

| ACTION PLAN   |  |  |  |
|---|--|--|--|
| <b>Strategy:</b>  | <b>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.</b>                                  |  |  |
| <b>Issues to Address:</b>   | <ul style="list-style-type: none"> <li>● <b>Grow OAEA's membership</b></li> <li>● <b>Increase organization diversity</b></li> <li>● <b>Engage more active members</b></li> <li>● <b>Improve member benefits</b></li> </ul> |  |  |
| <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 pre service 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.<br>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   |

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| 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<br>Social media<br>Administrators and political outreach<br>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<br>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<br>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  |   |   |                          |
|--|---|---|--------------------------|
| <b>Strategy:</b>   | <b>Enhance OAEA's organizational structure, management and capacity</b>   |   |                          |
| <b>Issues to Address:</b>  | <ul style="list-style-type: none"> <li>● <b>Guiding documents</b></li> <li>● <b>Leadership development</b></li> <li>● <b>Staffing</b></li> <li>● <b>Communication tools</b></li> <li>● <b>Collaborative contact time</b></li> </ul> |   |                          |
| <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<br>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<br><br>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           |

