



# Ohio Art Education Association Final Strategic Action Plan 2022-2024

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## **MISSION**

The mission of the Ohio Art Education Association is:

*Building a diverse and inclusive community of visual art educators by promoting professional growth and leadership.*

## **BELIEF STATEMENT**

*The Ohio Art Education Association believes quality art education should be provided equally to all students through professional art educators.*

# PROFESSIONAL DEVELOPMENT

<b>ACTION PLAN</b>			
<b>Strategy:</b>	<b>Make OAEA's professional development relevant and accessible to all members.</b>		
<b>Issues to Address:</b>	<ul style="list-style-type: none"> <li>● <b>Support high quality professional development.</b></li> <li>● <b>Sustain a cost-effective conference and symposium.</b></li> <li>● <b>Increase participation in all OAEA aspects.</b></li> <li>● <b>Strive for equitable content in all professional development.</b></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 2 years out.	State Conference Coordinator, Executive Committee	Money, hosting facility availability and cooperation. Stay in contact with our meeting resource firm, Helms Briscoe, to make sure site visits are as early as possible.	January 2022 and ongoing.
P1.2 Add regional conference hosting rotation to guiding documents	Executive Committee and Parliamentarian	Executive Committee Meeting	May 2022
P2. Continue to improve incentives for vendors.	State Conference Coordinator; Marketing Chair;	Host Wednesday night reception to draw more people to the exhibit hall.  Desserts with Vendors.  Survey vendors to find out their needs/wants.	January 2022 and ongoing

		<p>Highlight regional vendors in the PR tables.</p> <p>Review vendor advertising as part of conference promotion.</p> <p>Encourage vendors to advertise that they are presenting/attending at OAEA conference.</p>	
P3. Research and expand vendor participation to include more diverse options.	State Conference Coordinator, Marketing Chair, Local Conference Chair	<p>OAEA representatives to NAEA Convention to collect vendor information.</p> <p>Connecting with local area arts organizations/vendors</p> <p>Develop/review OAEA’s criteria for possible vendors.</p> <p>Consider what teachers want/need? Think outside of the box from “art supplies”.</p> <p>Identify Ohio specialty vendors.</p>	January 2022 and ongoing
P4. Explore corporate and business sponsorships and grants.	State Conference Coordinator; Conference Committee; Executive Committee, Marketing and Grant Writer	Redefine or add roles to marketing/communications and Funding for ED&I Training	January 2022 and ongoing
P5. Clarify Grant Writer position.	Executive Committee	<p>Does this need to be more of a “Development Coordinator” position? What do we want funding for? Looking for grants and/or partnerships? GW is too big of a job for one person. There needs to be a “need” first, then locate grant/funding.</p>	January 2022 and ongoing.

<p>P6. Cultivate digital professional development opportunities --provide multiple approaches for access, including: blended, face-to-face, and online.</p>	<p>Executive Committee, Communications Team, Professional Development Chair, Regional Directors</p>	<p>Develop digital resources that address “Best Practices” in art education.</p> <p>Make Graduate credit and/or CEU’s available for digital professional development.</p> <p>Intentionally develop cross-regional digital PD opportunities.</p>	<p>January 2022 and ongoing</p>
<p>P7. Create and develop ED&amp;I training opportunities.</p>	<p>ED&amp;I Committee, NAEA-ED&amp;I Liaisons, Executive Committee</p>	<p>Create a timeline of implementation.</p> <ul style="list-style-type: none"> <li>● 1 virtual/digital training opportunity</li> <li>● 1 in-person training opportunity at conference</li> </ul> <p>Review additional methods to share ideas with members (regional, Monday Meet-ups, Round table discussions, etc..)</p>	<p>January 2022 and ongoing</p>

8/10/21

# MEMBERSHIP

ACTION PLAN			
<b>Strategy:</b>	<b>Increase OAEA’s membership by connecting with 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 to include every art educator in Ohio.</b></li> <li>● <b>Increase organizational diversity as it is defined by OAEA’s Policies and Procedures.</b></li> <li>● <b>Engage more active members.</b></li> <li>● <b>Improve member benefits to include Equity, Diversity, &amp; Inclusion initiatives.</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, pre-service, and Museum at local host conference or symposium site.	Membership Chair, Division Committee, Fellows Chair, and PR Committee.	Updated list of potential higher ed and preservice individuals Museum Division specific content for conference. Research ways to increase participation by museum division members. Share procedures for developing Special Interest Groups with OAEA Members to encourage underrepresented groups to collaborate.	January 2022 and ongoing
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. Promotion of full OAEA Calendar. Partner with diverse arts leaders to	January 2022 and ongoing

		<p>build new opportunities to engage members/non-members that otherwise do not attend.</p> <p>Identify regional art venues to engage new partners. (i.e, host an art event in Central at Streetlight Guild, Arts Possible, etc.)</p>	
<p>M3. Plan and host regional events in collaboration with and hosted by higher ed and museum institutions to include preservice.</p>	<p>Higher Ed Chair, Museum Chair, Pre-Service Chair</p>	<p>Communicate with Higher Ed educators to create connections and encourage them to reach out to their students about the Association.</p> <p>Work with higher ed partners on initiatives that specifically address efforts to diversify recruitment.</p>	<p>January 2022 and ongoing</p>
<p>M4. Continue to recognize and welcome new members to regions and divisions</p>	<p>Membership Chair, Regional Directors Committee, Divisions Committee</p>	<p>Notification of each new member from Membership Chair.</p> <p>Plan developed in each region/division to recognize new members.</p>	<p>January 2022 and ongoing</p>
<p>M5. Recognize Ohio NAEA/ national honorees at the state conference annually</p>	<p>President, State Conference Coordinator, Awards Chair, Historian</p>	<p>Awards booklet, awards presentation, social media, e-blasts</p> <p>NAEA to inform states at appropriate times for awards recognition</p>	<p>November 2022 and ongoing</p>
<p>M6. Maintain and promote comprehensive online calendar of regional and state activities</p>	<p>Membership Chair, Communications Chair, Regional Directors Committee, Divisions Committee</p>	<p>Connect with leadership positions to promote use of the online calendar synced with the OAEA website.</p> <p>Audit regional standard events from the past few years to identify which have sustained and/or the</p>	<p>January 2022 and ongoing</p>

		same members attend regularly.	
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	January 2022 and ongoing
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 2022 and ongoing
M9. Identify relevant, diverse arts partners to add to OAEA's current arts education connections.	Public Relations/ Advocacy Committee, OAAE Rep, ODE Rep	Communications from current OAEA partners Audit past OAEA Distinguished Service award recipients to increase arts connections/ membership for OAEA. Identify diverse regional arts partners to connect with through OAEA.	January 2022 and ongoing
M10. Improve and promote PR/Advocacy Committee resources.	Public Relations/ Advocacy Committee, Communications	Review the current system through the website and plan for updates and revisions. Maintain a published list of arts partners on the website.	January 2022 and ongoing
M11. Explore new Membership benefits that reflect the diverse	ED&I Council, Membership Chair	Update Policies & Procedures to reflect OAEA's definition of diversity.	January 2022 and ongoing

<p>identities and needs of OAEA’s current and future members.</p>		<p>Review membership survey to identify diversity within OAEA. Discuss how to invite new members to “the table” to voice needs, wants, and hopes with OAEA.</p>	
<p>M12. Encourage Ohio universities to promote OAEA membership.</p>	<p>Membership Chair, Higher Ed, SPA, Preservice Chair</p>	<p>Time, good communication, meet and greets, panel talks, graduation gifts.</p>	<p>January 2022</p>
<p>M13. Research and implement EDI training.</p>	<p>EDI Committee, Executive Committee, Grant Writer</p>	<p>Connect with NAEA’s EDI initiatives. Reach out to Ohio universities to identify possible EDI programming that could be shared with OAEA. Identify new EDI training opportunities. Identify, write, and submit grants to establish funding for EDI initiatives.</p>	<p>January 2022 and ongoing</p>



# 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> <li>● <b>ED&amp;I Committee</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	December 2022
O2. Update Policy & Procedures including formatting and timelines	Parliamentarian, Executive Committee	Annual Executive Retreats	January 2022 and ongoing
O3. Explore professional staffing	Executive Committee, Grant Writer	Review Ohio Arts Council grant funding to determine OAEA’s qualifying status for operating funds.	January 2022 and ongoing

		Audit needs to determine what kind of professional staffing position would benefit organization.	
O4. Manage an effective multi-tiered Communication System	Executive Committee, Communication Committee	Schedule user and operator training to ensure system consistency. Investigate possibility of working with university Arts Management interns to assist with contemporary communication tools/techniques.	January 2022 and ongoing
O5. Create an Inclusive Leadership Development Strategy to seek and retain leaders.	Leadership Assembly ED&I Committee	Create an initiative that welcomes diverse art educators and supporters into leadership. Develop leadership training that incorporates ED & I .	January 2022 and ongoing
O6. Implement ED&I Executive Chair and corresponding ED&I Committee	Executive Committee, Past President, ED&I Chair & Committee once created	ED&I Chair Job Description ED&I Committee Job Description Identify where ED&I Chair and Committee fits into organizational structure.	January 2022 and ongoing
O7. Create opportunity to review OAEA's organizational structure to identify strengths and areas of growth	Executive Committee, Leadership Assembly	Collect data from LA committees. Complete audit at Executive Retreat. Revisit data and audit info to adjust future Strategic Plans	January 2022 and ongoing