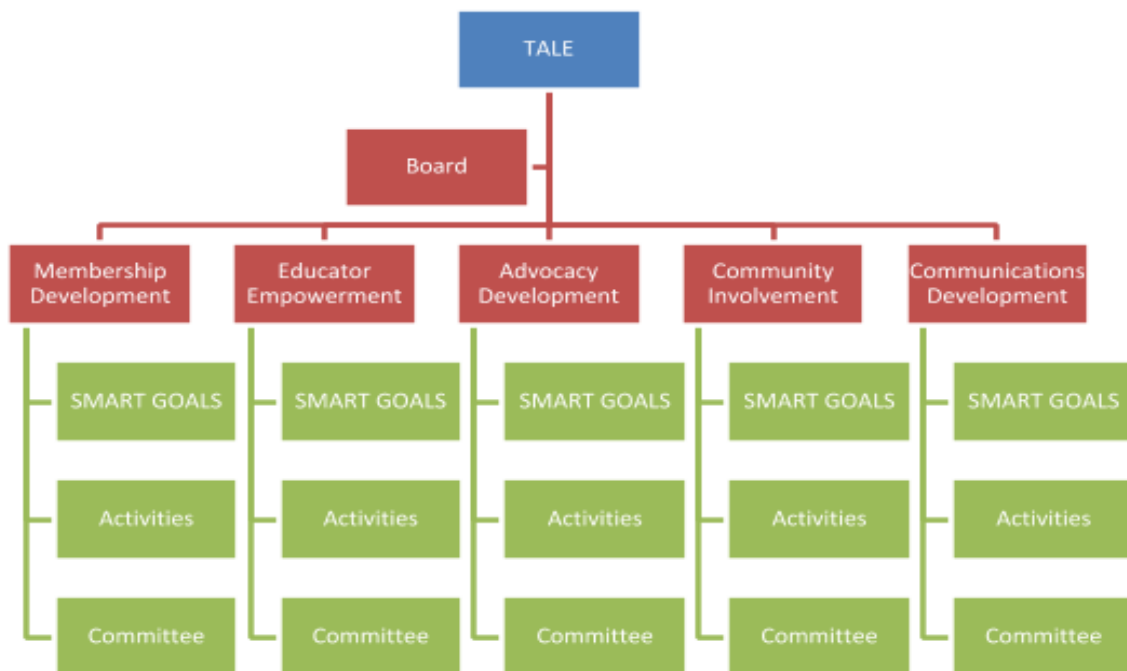




Texas Association for Literacy Education



2017-2018 TALE Strategic Plan



Strategic Planning Committee

TALE Mission: The mission of the Texas Association for Literacy Education is to promote literacy that will enhance the lives of all Texas citizens, personally, socially, and economically.

Committee Director: Laurie Sharp (President)

Committee Members: Robin Johnson (Past President), Brad Womack (President Elect), Malene Golding (Vice President), Micheal Kessner (Secretary), Codi Freeman (Treasurer), Jill Culmo (ILA Coordinator), Sandra Murillo Sutterby (Past Treasurer)

Goal 1: The Strategic Planning Committee will support TALE's committee directors through ongoing and frequent communication between TALE's president and each committee director.

Activity: The president will conduct monthly check-ins (e.g., phone calls, emails, or video conferences) with each committee director.

Outcome: (Will be provided in May 2018)

Goal 2: The Strategic Planning Committee will work in conjunction with ILA Headquarters to fully affiliate with ILA.

Activity:

1. By March 31, 2018, the Bylaws Committee will review and recommend changes to TALE's Bylaws in accordance to ILA's requirements.
2. By April 30, 2018, the proposed amendments to the Bylaws will be included with the annual election ballot so that TALE members may review and comment.
3. By May 31, 2018, the Bylaws Committee will review and consider all comments and present the final version to TALE Board members one week prior to the Board voting.

Outcome: (Will be provided in May 2018)

Goal 3: The Strategic Planning Committee will create partnerships with other literacy-focused agencies and organizations to promote best practices with literacy among prospective and practicing professionals.

Activity:

1. By December 1, 2017, co-host a professional learning webinar with the Center for the Collaborative Classroom that provides literacy training for practicing literacy professionals who are TALE members and issues continuing professional education (CPE) hours for those who participate.
2. By December 1, 2017, work with the Center for the Collaborative Classroom to provide a guest lecture on a specific literacy topic for undergraduate or graduate students enrolled in an educator preparation program (EPP) associated with a teacher educator who is a TALE member.
3. By January 1, 2018, the TALE Board and the Center for the Collaborative Classroom will evaluate outcomes from Actions 1 and 2.

Outcome: (Will be provided in May 2018)

Advocacy Development Committee

Committee Mission: The mission of TALE’s Advocacy Development Committee is to educate about, advocate for, and support the importance of lifelong literacy learning in and through education by building alliances and creating a network among literacy educators and other educational stakeholders.

Committee Directors: Sonja Gaddy & Melinda Butler

Committee Members: Sara Ranzau, Connie Briggs, Amberly Walker, Ashley Thomas

Goal 1: By May 2018, TALE’s Advocacy Development Committee will enhance TALE members’ awareness of legislative issues.

Activity: Include a section entitled “Legislative Updates” in two of TALE’s newsletters (Summer 2017, Winter 2018, or Spring 2018)

Target population activity: Include a Preservice/Novice Teacher Advocacy section within one of the TALE newsletters.

Goal 2: By May 2018, TALE’s Advocacy Development Committee will participate in statewide literacy advocacy efforts.

Activity 1:

Identify ways to support the new ELAR TEKS with the statewide literacy coalition consisting of six Texas literacy organizations, and once adopted will support preservice teachers and participating teachers with resources and professional development.

- A. Attend two SBOE meetings or other related events.
- B. Elicit feedback from the TALE membership (e.g, surveys, polls, interviews, focus groups) regarding ELAR TEKS.

Outcome: (Will be provided in May 2018)

Activity 2: Increase members’ awareness of ways to build professional alliances and expand literacy networks.

- A. Submit a professional book review to at least two newsletters (Summer 2017, Winter 2018, Spring 2018)
- B. Send alerts to members about a variety of opportunities state, nation, and worldwide about literacy learning (i.e., online PLCs, book clubs, Tweetchats, etc.).
 - a. Elicit feedback from the TALE membership (e.g, surveys, polls, interviews, focus groups) regarding ELAR TEKS.

Outcome: (Will be provided in May 2018)

Activity 3: Recognize literacy leaders in the state of Texas with a Leadership in Literacy Award.

Outcome: (Will be provided in May 2018)

Goal 3:

By Feb 2018, TALE’s Advocacy Development Committee will demonstrate advocacy efforts by informing TALE’s membership and providing information relating to advocacy engagement.

Activity 1: Facilitate an advocacy session and provide legislative updates at the annual TALE conference held February 23-24, 2018 at West Texas A&M University, Canyon, Texas

- A. Facilitate an advocacy session that focuses on available advocacy resources, as well as advocacy-related actions to improve literacy education for all learners in Texas.
- B. Provide state and national legislative updates at the annual TALE conference that inform and educate TALE members.

Outcome: (Will be provided in May 2018)

Activity 2: Apply for International Literacy Association Advocacy Award.

Outcome: (Will be provided in May 2018)

Communications Committee

Committee's Mission: The mission of TALE's Communications Committee is to promote communication among TALE membership through a variety of print, electronic, and social mediums.

Committee Director: Alida Hudson

Committee Members:

- TALE Journal: Chase Young, Bethanie Pletcher, Sherrye Garrett
 - TALE Newsletter: Sara Ranzau
 - TALE Social Media: Kamshia Childs
 - TALE Yearbook: Jodi Pilgrim, Laurie Sharp, Elaine Hendrix
-

Goal 1:

By May 2018, the TALE Newsletter will be user friendly, interactive, and important to all TALE members.

Activities:

- Incorporate a TALE Member spotlight in each issue.
- Establish a schedule for submission deadlines and publication dates. Adhere the the established schedule.

Outcome: (Will be provided in May 2018)

Goal 2:

By May 2018, the TALE Yearbook will create avenues for both research-based and practitioner articles for the Yearbook.

Activities:

- Publish research-based articles written by literacy professionals who presented at the TALE Conference.
- Develop a rubric for publishing practitioner-based articles written by literacy professionals who presented at the TALE Conference.
- Publish practitioner-based articles written by literacy professionals who presented at the TALE Conference.
- Track and report metrics for each avenue separately.

Outcome: (Will be provided in May 2018)

Goal 3:

By May 2018, the TALE Social Media platforms will find a TALE member or members to manage the TALE Facebook and TALE Twitter pages and make these social media platforms user friendly, interactive, and important to all TALE members.

Activities:

- By December 2017, find a TALE member or members to manage the TALE Facebook and TALE Twitter pages.
- By May 2018, have manager of social media sites develop goals for making social media platforms user friendly, interactive, and important to all TALE members.

Outcome: (Will be provided in May 2018)

Goal 4:

By May 2018, the Texas Journal of Literacy Education will look into using a digital platform to manage and review submissions.

Outcome: (Will be provided in May 2018)

Community Involvement Committee

Committee Mission: To organize and support projects that create and sustain partnerships with individuals, professionals, and organizations who are interested in promoting activities that support literacy advancement in Texas.

Committee Director: Matthew Panozzo (Region IV)

Committee Members: Stephanie Jenkins (Region VI), Roberta Raymond (Region IV), Meghan Sankowski (Region IV), Brittany Vaughn (Region X)

Goal 1: By February 2018, recognize the Texas recipient of ILA's Exemplary Reading Program Award and two runner ups for TALE's Outstanding Literacy Program Award.

Activity:

- Review award guidelines and submission forms for ILA
- Call for nominations for ILA's Exemplary Reading Program
- Update "Award" page on TALE website
- Present awards at the TALE conference
 - ILA Exemplary Reading Program Award - State representative
 - TALE Outstanding Literacy Program Award - two runner ups.
- Create a feature piece showcasing best practices or award recipients for TALE members to incorporate into their practices

Outcome: (Will be provided in May 2018)

Goal 2: By November 2017, update the TALE website to include more resources for teachers and parents

Activity:

- Review current resources and links
- Create separate pages for:
 - EC-5 - Stephanie Jenkins
 - 6-8 - Robbie Raymond and Students, Stephanie Jenkins
 - 9-12 - Matt Panozzo
 - Adult Education

Outcome: (Will be provided in May 2018)

Goal 3: Engage local chapters in a variety of service opportunities to maintain and expand our current projects across the state.

Activity:

- Follow up on current Little Free Library projects
 - San Antonio
 - Location:
 - Follow up with Mary LaFleur
 - Corpus Christi
 - Location:
 - Main Contact:
- Expand the Little Free Library project to:
 - Houston Project

- University of Houston--Clear Lake - Dr. Shelia Baker and Habitat for Humanity
 - February Conference - Book Drive
 - Identify a school, public library, or organization which could benefit from the donations.
- Outcome: (Will be provided in May 2018)

Educator Empowerment Committee

Committee Mission: Our goal is to empower TALE members in ways that develop voice, ownership, and leadership of their professional literacy landscape focusing on the following membership categories: Pre-services Teachers to 3rd Year In-service Teachers, In-service Teachers with more than 3 years' experience, Other Literacy Leaders, and Teacher Educators (Higher Ed.).

Committee Director: Kathy Stephens

Committee Members: Leslie Haas, Stephanie Jenkins, Michelle Staples, Suhua Huang

Goal 1:

By January 2018 board meeting, the Educator Empowerment Committee will include up to five current actively serving TALE members.

Activities:

- A. Communicate via email and TALE Facebook page, messenger, etc. concerning committee activities.
- B. At least one committee member will serve as the contact person for each of the primary activities of the committee.
- C. Hold email and Zoom meetings in October and December with committee members to approve or amend committee activities.

Outcome: (Will be provided in May 2018)

Goal 2:

By the February 2018 conference meeting time, the Educator Empowerment Committee will interact to complete at least two activities for preservice and in-service teachers.

Activities:

- A. Create welcome packets for preservice teachers; distribute at February conference.
- B. Initiate a TALE book club along with an online literature share group.
- C. Recognize recent teacher candidate graduates with a link to the main TALE Facebook page (between May and June). Offer a one-year complimentary membership to two of the candidates.

Outcome: (Will be provided in May 2018)

Goal 3:

During the 2017-2018 year, TALE EE members will interact with higher education faculty involved in preparing teacher candidates to teach literacy instruction.

Activities:

- A. Determine the unique needs of higher education faculty as related to literacy teacher educators and how TALE can address those needs.
- B. Members of the EE committee will create a resource list of possible activities and materials related to literacy instruction for high education teacher educators.
- C. Outcome: (Will be provided in May 2018)

Membership Development Committee

Committee Mission: Our goal is to create and implement a plan to retain and recruit TALE members in the following membership categories: Pre-service Teachers to 3rd Year In-service Teachers, In-service Teachers with more than 3 years' experience, Other Literacy Leaders, and Teacher Educators (Higher Ed.).

Committee Director: Jackie Ingram

Committee Members: Ann Smith, Kelly Johnson

Goal 1:

By the October 2017 Board meeting, the Membership Development Committee will assist the TALE ILA Coordinator in purposefully reaching out to International Literacy Association Members (ILA) via email who are not members of TALE to encourage them to join for literacy involvement at the state level.

Outcome: (Will be provided in May 2018)

Goal 2:

By November 2018, the Membership Development Committee will use current membership data to identify regions with fewer than 10 members to grow membership by:

Activity: Gifting memberships to key individuals in specific underrepresented TALE regions (by campus or similar) to see if we can build and retain membership in those areas. By building small literacy communities, we hope to seed and spread membership in underrepresented regions.

Outcome: (Will be provided in May 2018)

Goal 3:

By the end of the June 2018 membership year, the Membership Development Committee will work to increase overall TALE membership by 10%.

Activities:

- Work with the TALE ILA Coordinator to contact Texas ILA members who are not yet part of TALE
- Promote membership growth by working with the TALE Communications director to create a flyer/pamphlet to promote TALE through our services/accomplishments, and our partnership with Collaborative Classroom literacy trainings to attract new members and reach out to past due/former members.
- Gifting memberships in underrepresented TALE regions
- Collaborate with Community Involvement Committee to gift memberships (???)

Outcome: (Will be provided in May 2018)