

Florida Art Education Association

Strategic Plan

2018-2022



Mission of the Florida Art Education Association (FAEA)

The Florida Art Education Association (FAEA) promotes visual arts education in Florida through professional development, service, advancement of knowledge and leadership. FAEA promotes quality instruction in visual arts education conducted by certified instructors of art. FAEA encourages research in art education, holds public discussions, sponsors institutes, conferences and programs; publishes articles, reports and surveys; and works with other related agencies in support of visual arts education.

About the Strategic Plan of FAEA

The following strategic plan was born out of the collaboration of the board and membership of the Florida Art Education Association. Ideas, feedback, and input has been comprised into an overall plan based on the guiding tenets established by the National Art Education Association (NAEA). The plan is adaptable to grow and progress over the course of several years, and formatted to easily reflect progress reporting, as well as incorporate updates as the needs of the association evolve.

The Strategic Plan of the Florida Art Education Association provides a clear and workable framework with which to carry out the mission of FAEA, as well as grow the organization and its reach to the art educators in Florida and beyond. Its alignment with the core goals of the National Art Education Association ensure that Florida's art educators remain consistent and solid contributors to the growth of the visual arts within the state and on a national level.

FAEA Strategic Plan Framework

The FAEA Strategic Plan has been organized according to the following key areas:

- **Organizational Vibrancy** – Ensure the continued fiscal health and growth of FAEA and its offerings through key areas such as membership development, marketing strategy, increased fiscal management and oversight, and seeking additional sponsorship revenue streams for association events.
- **Research and Knowledge** – Promote professional development throughout the membership to become a more centralized resource for both new and established art educators by offering virtual resources, mentoring, increasing cross-county communication and sharing, and through cross-curricular connections.
- **Learning** – Increase networking amongst members through improved district communication, increased research, data collection and assessment, and providing increased fiscal support through conference grants to better serve current and future art educators.
- **Community** – Develop improved connections among members and promote a better sense of community through continued communication outside of association events, student recognition programs, panel discussions, new teacher support, social gatherings, lesson plan and classroom strategy exchange, and mini-workshops.
- **Advocacy** – Solidify the sense of responsibility that both the members and the association overall have to advancing awareness of the critical role that the visual arts play in a balanced curriculum by promoting parent, teacher, community involvement, as well as furthering established roles in the NAEA, Youth Art Month, and in working with local legislators and cultural organization.

Organizational Vibrancy

Goals and Ideas	2018-2019	2019-2020	2020-2021	2021-2022	Actions
Solvency	Continue to Build Reserves	Build Reserves	Evaluate Reserves	Ongoing	
Advertise membership	Develop 3 Strategies	Share Strategies	Review Strategies	Ongoing	<p>Find higher education partners to invite students and reduce preservice price-University sponsored</p> <p>Reduced ticket price for preservice teachers, especially near conference</p> <p>ARTicles on how to refer a friend</p>

Develop marketing plan	Investigate and explore marketing options	Develop draft plan	Plan completed	Plan implemented	Database development
Offer unique sponsorship opportunities	Identify opportunities	Share opportunities	Review opportunities	Ongoing	Scholarship funded by sale of conference swag "Millicent Chamberlain" Scholarship—Chamberlain family involvement? Set up criteria for eligibility Look for corporate sponsorship
Increase membership	Develop membership drive strategies	Implement membership drive	Review Strategies	Ongoing	Increase contact with private and charter schools.
Identify new membership groups	Explore underserved membership groups and avenues for communication	Disseminate Info to new membership groups	Review New Membership Groups	Ongoing	Reach out to new base to include: local artists, parents, community leaders, private schools

Go green	Explore new ways to “go green”	Share green movement initiatives with members	Review green movement	Ongoing	Future conference theme? Recycling at conference
Reimagine conference souvenirs	Identify Items Share Items	Identify Items Share Items	Review Options	Ongoing	Historical Booklet Publication Bumper stickers, magnets, FAEA was here T-shirt design contest
Develop Lesson Share Room	Investigate and implement plan for developing a space for shared lessons at conference	Review and adjust	Review and adjust Explore new ways of featuring educators	Review and adjust	Invitation only for participants— theme? STEAM Room? Makers Space Standardized materials or presentation?

Research and Knowledge

Goals and Ideas	2018-19	2019-2020	2020-2021	2021-2022	Actions
Conduct webinars and online workshops	Identify areas of interest, and research appropriate technology and cost, right timing	Research specific topics/guest speakers/content experts/set dates	Review member feedback and make adjustments	Ongoing with review and exploration	<p>Online workshops on legislative updates; best practices such as art room organization, rubrics, curated lesson plan highlights</p> <p>Find grant funded support</p> <p><i>How to Submit a Proposal as model, How to Plan a Field Trip, How to Fundraise for the Classroom</i></p>

Utilize surveys and evaluations for conference and general membership	Ongoing Review and make adjustments as needed	Ongoing Review and make adjustments as needed	Ongoing Review and make adjustments as needed	Ongoing Review and make adjustments as needed	Use survey approval rates to celebrate listening to member needs and desires
Contract outstanding conference keynote speakers	Identify areas of interest, in survey Investigate cost permissions/copyright issues, and appropriate technology, develop video archive and links to other creative speakers	Continue updating as needed:	Continue updating as needed:	Continue updating as needed:	Build into keynote contracts video info Skype or video to conference international guests with a VJ Explore Americans for the Arts as possible keynotes
Make usable the best practices (Models/Tools) document	Utilize Models and Tools Doc, advertise, and develop graphic visual	Complete graphic visual of Models and Tools	Review and refine as needed as per DOE curriculum changes/adjustments	Ongoing and continue updating as needed	Design visually appealing infographic Best practices online gallery

Utilize cohort studies	Review and provide advocacy for art education-focused cohort studies to make available to members, policy makers, and stakeholders	Review, reflect, and refine	Ongoing. Review, reflect, and refine	Ongoing Review, reflect, and refine	Use data in visually appealing Facebook posts Internal vs. External Advocacy 30 Days of Advocacy
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Cultivate leadership skills-- among art teachers, schools, districts	Identify and upcoming leaders and offer entry volunteerism	Ongoing. Identify and share opportunities through Districts Assembly, elections for BOD, and through appointed positions.	Ongoing. Identify and share opportunities through Districts Assembly, elections for BOD, and through appointed positions	Ongoing. Identify and share opportunities through Districts Assembly, elections for BOD, and through appointed positions	Reach out through District Assembly, Higher Ed and Art Supervisors to discover rising talent, leadership, and stars in their districts Teach how to create a local association Teacher mentoring partnerships, virtual, face-to-face (retirees?)
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<p>Develop and sustain summer Workshops (est. 2014) and Retreats (est. 2017)</p>	<p>Established and ongoing Sarasota, Palm Beach</p>	<p>Established and ongoing Explore additional locations, partnerships</p>	<p>Established and ongoing Explore additional locations, partnerships</p>	<p>Established and ongoing Explore additional locations, partnerships</p>	<p>Find potential host committees through District Assembly Explore potential of traveling out of state, or sponsored location (Blick store, SCAD, etc...)</p>
<p>Showcase and assist preservice teachers/college students</p>	<p>Identify needs of recent Art Education graduates</p>	<p>Identify needs of recent Art Education graduates to create partnerships with Higher Education Institutions to provide on-campus workshops/mentoring</p>	<p>Implementation and review</p>	<p>Ongoing and continued review</p>	<p>Begin work at Higher Ed Div. Rep's university? Ask preservice students to submit proposals and presentations of research at conference—connect through Higher Ed</p>

<p>Strengthen NAEA and FAEA Connections</p>	<p>Compile and publish a list of FAEA members presenting at NAEA and</p>	<p>Celebrate and acknowledge FAEA members presenting at a national level, ongoing.</p>	<p>Ongoing recognition. Create opportunities for FAEA to socialize and support one another at NAEA conference</p>	<p>Ongoing with review and evaluation.</p>	<p>Set up a roomie list for attendees looking to share costs of rooms Create meet and greet plans at the NAEA conference for FAEA members to get together Utilize Position Statements</p>
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Learning

Goals and Ideas	2018-2019	2019-2020	2020-2021	2021-2022	Actions
Cultivate greater museum offerings	Develop programs as part of summer workshops, online offerings and at annual conferences	Ongoing Review and evaluate	Ongoing Review and evaluate	Ongoing Review and evaluate	Explore special access to museums on Sunday of annual conference
Provide summer workshops	Established and ongoing 2014 Sarasota	Established and ongoing Vary locations	Established and ongoing	Established and ongoing	Explore college, district assembly, and museum partnerships
Produce publications	Ongoing Division reports, activities and curriculum ideas, and informative advertising.	Ongoing Research possibility of columnist—create awarded position.	Ongoing. Shares division reports, activities and curriculum ideas, and informative advertising.	Ongoing. Shares division reports, activities and curriculum ideas, and informative advertising.	Featured blogger for a year? Columnist Contest

Promote leadership	Ongoing Promote opportunities through Districts Assembly, elections for the Board of Directors, and through appointed positions.	Ongoing Promote opportunities through Districts Assembly, elections for the Board of Directors, and through appointed positions.	Ongoing Promote opportunities through Districts Assembly, elections for the Board of Directors, and through appointed positions.	Ongoing Promote opportunities through Districts Assembly, elections for the Board of Directors, and through appointed positions.	Emerging leaders forum at annual conference Expand to offer leadership training for summer workshops to district assemblies (grant funded?)
Annual Conference	Ongoing Workshops, guest speakers, timely research findings, advocacy information, and celebrating the profession.	Ongoing Review and adjust	Ongoing Review and adjust	Ongoing Review and adjust	Explore the idea of workshop “awards”
Develop Members Choice Award for “best” workshop	Explore ideas of superlatives and voting options Implement voting	Review, reflect, refine	Review, reflect, refine	Review, reflect, refine	Determine method of voting and “awards” Choose time of announcement

Community

Goals and Ideas	2018-2019	2019-2020	2020-2021	2021-2022	Actions
Expand student/teacher recognition	Awards Breakfast, Online Gallery Incorporate Student Images into Conference Program, T-Shirts	Identify new strategies Review, reflect, and refine	Review, reflect, and refine	Review, reflect, and refine	Use student work for conference swag and advocacy materials
Explore regional exhibitions	Investigate partnerships for exhibition space	Explore alternative spaces for exhibition events for 2019 conference	Review, reflect, and refine	Review, reflect, and refine	Pop up art shows in city of conference Teachers bring pieces—invite community
Expand Discounts (sponsors, museums)	Increase partnerships with vendors and cultural institutions	Advertise special promotions and events from vendors and partners on FAEA.org or Facebook	Review and make adjustments	Review and make adjustments	Special flash sales from vendors for FAEA members—discount code
Develop panel discussions	Develop concept for panel presentation for Conference	Ongoing Survey Members on Relevancy and Interests	Ongoing Survey Members on Relevancy and Interests	Ongoing Survey Members on Relevancy and Interests	Philosophers Panel Send invitations

Build Book Club	Book reviews in Fresh Paint – summer reading and virtual discussion	Ongoing Author conversations at conference, book talk round tables	Review feedback and make adjustments	Ongoing experimentation and exploration of integrating books and authors	Create Facebook group for book club Ask members for book suggestions on Facebook
New Teacher Support	Explore formalizing a mentorship program with NBCTs and retirees Assist new teachers	Implement mentorship pilot program	Survey Teachers for Suggestions and Feedback	Ongoing Review and Adjustments	Call for mentors and mentees at conference Continue New Teacher Giveaway Survival Camp for New Teachers Fresh Paint Emerging Teacher ARTicle
Highlight Members-- Teacher Spotlight in Fresh Paint	Highlight a teacher from each division-invitation from Div Rep	Review Process and Receive Feedback	Review Process and Receive Feedback	Review Process and Receive Feedback	Spotlight with Teacher Feature—find contributors

Publish survey results	Publish survey results with methods of addressing ways of improvement	Ongoing	Ongoing	Ongoing	Create easy to read visuals demonstrate how FAEA addresses concerns
Create interactive timeline FAEA history	Work with retirees to determine needs and ideas	Research costs and fees Build interactive	Request feedback	Implement suggestions, plan for future additions	Hist. Task Force recommendations

Advocacy

Goals and Ideas	2018-2019	2019-2020	2020-2021	2021-2022	Actions
Building Awareness – Advocacy!	<p>Creating relevant advocacy themed articles for Fresh Paint</p> <p>Share advocacy articles and education on Facebook</p>	Review, reflect, refine	Ongoing	Ongoing	Identify topics and authors and plan when to publish
Strengthen District Assembly	<p>Increase frequency of communication. Prepare for annual meeting at conference and DA Reception</p>	<p>Offer raffles/Incentives. Identify and develop strategies to strengthen</p>	Identify and develop strategies to strengthen	Identify and develop strategies to strengthen	Plan and advertise DA Reception. Color War?

Expand Youth Art Month	Plan and create PPT presentation to be uploaded to FAEA site Increase state wide participation	Provide information early, Posting to Facebook & social media & blogging	Update yearly information and PPT. Continue to increase participation	Update yearly information and PPT. Continue to increase participation	Explore councilforarteducation.org YAM info Webinar on how to promote the issuing of a proclamation, writing a press release, and how to best document your program (<i>Horn Tooting 101</i>)
Utilize NAEA advocacy resources	Linking NAEA advocacy resources to FAEA site	Update and refine	Ongoing	Ongoing	
Develop Teacher Talking Points	Development of advocacy materials with talking points to be used with administrators and legislators	Create handbook for teachers to disseminate to administrators	Review & Update	Review & Update	Train teachers in how to “tell their story.”

Build plan for Advocacy Interactive Collaborative Art Project	Investigate and plan project	Implement collaborative project at annual conference, display art at Art Day at the Capital	Review and refine	Review and refine	In partnership with a keynote speaker?
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