

# **Florida Art Education Association**

## **Strategic Plan**

**05/18/2023**



## 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 and should progress and change over the next five years.** The plan is structured to quickly identify the five Core Areas, Goals and Areas of Focus for each, connected to the contributing committee(s).

The Strategic Plan of the Florida Art Education Association provides a clear and workable framework 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 ensures that Florida's art educators remain consistent and solid contributors to the growth of the visual arts on a state and national level. **\* Divisions and committees please review the Contributing Entity column to see where you can contribute to these goals. Only entities where this is one of the primary concerns are listed.**



## Inclusion Statement

FAEA is committed to acknowledging, honoring, and promoting inclusive practices that embrace the needs of all members and art educators throughout the state.

# FAEA Strategic Plan Framework

The FAEA Strategic Plan has been organized according to the following five Core Areas:



**Organizational Vibrancy** – Examine and modify the organizational structure for efficient transfer of positional knowledge, collaboration, and transparency by pursuing and adopting operational practices that support the organization's continued vitality. Encourage members to participate in decision-making by providing leadership opportunities and encouraging new ideas through fair and impartial, sustainable, and supportive practices.



**Research and Knowledge** – Promote and provide research and knowledge-sharing for membership by offering various resources, mentorship, and increasing statewide communication to maintain excellence. Continue working to meet the membership's ongoing research and knowledge needs in support of visual arts education.



**Teaching and Learning** – Commit to continuously providing quality, varied, and current professional development programming that serves every member through innovative knowledge-sharing, tools, resources, and evidence-based practices.



**Community Vibrancy** – Strengthen connections among members and communities through continued communication and networking. Provide opportunities dedicated to strengthening the collective community in support of visual arts education.



**Advocacy and Policy** – Lead in addressing the needs of members and effecting change by promoting advocacy and policy efforts to maximize arts-supportive actions. Inform the membership of transformational policy trends in arts education at the local, state, and national levels. Lead in addressing the needs of members and effecting change by promoting advocacy and policy.

## Core Area 1 - Organizational Vibrancy

Examine and modify the organizational structure for efficient transfer of positional knowledge, collaboration, and transparency by pursuing and adopting operational practices that support the organization's continued vitality. Encourage members to participate in decision-making by providing leadership opportunities and encouraging new ideas through fair and impartial, sustainable, and supportive

GOAL	Area of Focus	Contributing Entity *
1. Transfer historical knowledge efficiently from board to board	Expand membership opportunities to participate in decision making.	All
	Create a timeline with an explanation of duties relevant to positions that transfers with the position and is a living document. (Committee Chairs and Board position)	
	After an election, newly elected and experienced positions coordinate to transfer knowledge during the overlap.	
	Mentor newly elected board members.	
2. Identify new revenue streams and expand existing	Seek scholarships and funding from an expanded group of partners and sponsors. I.e. local tourism organizations, hardware stores, etc.	Executive / Finance. Partners and Sponsors Editorial
	Continue to develop and increase funds created by the sale of merchandise.	
	Encourage private and charter schools membership.	
3. Increase membership AND grow smallest division(s)	Explore underserved membership, improve communications and increase opportunities.	LAEA Partners and Sponsors Communications/ Media Higher Ed. Supervision Museum/Cultural Arts Elementary
	Provide leadership opportunities and encourage new ideas from a wide variety of voices.	
	Increase community arts organization participation (especially in Conference locations).	
	Reach out to: local teaching artists, community leaders, private school and charter art teachers.	

Elementary

## Core Area 2 - Research and Knowledge

Promote and provide research and knowledge-sharing for membership by offering various resources, mentorship, and increasing statewide communication to maintain excellence. Continue working to meet the membership's ongoing research and knowledge needs in support of visual arts education.

GOAL	Area of Focus	Contributing Entity *
1. Promote and provide access to high quality, relevant research	Continue to refine our webinars, resources and online workshops.	Editorial Professional Development Higher Ed
	Focus research on Adaptive Arts and New Technologies.	
2. Increase statewide communication and sharing	Use social media to bring members and the community to the Research area of the FAEA site.	All
	Continue to expand who may submit for Fresh Paint.	
3. Continue working to meet the ongoing research and knowledge needs of membership	Develop a framework for a research journal supported by FAEA.	Editorial Higher Ed Retiree Div. Director Museum/Cultural Arts
	Expand/highlight new Research on a quarterly basis - through the website, and social media.	
	Create a mentorship program for preservice teachers, college students and potential new board members.	
4. Contract high-caliber academic conference keynote speakers	Identify areas of interest using a member survey.	Partners and Sponsors Professional Dev't. Advocacy
	Reach out to membership for personal contacts and suggestions.	
	Give particular consideration to the membership as a whole as educators and artists. (Diverse array of speakers is always desired.)	

## Core Area 3 - Teaching and Learning

Commit to continuously providing quality, varied, and current professional development programming that serves every member through innovative knowledge-sharing, tools, resources, and evidence-based practices.

GOAL	Area of Focus	Contributing Entity *
1. Strengthen accessibility to quality professional development resources and evidence-based practices	Collaborate with Art education partners / College / Universities in Conference locations to provide/ build conference momentum and provide specialized content.	Professional Development Partners and Sponsors Higher Ed Advocacy Editorial Museum/Cultural Arts Communications/ Media
	Provide DEAI learning opportunities.	
	Expand opportunities for Adaptive Arts Learning and New Technologies - perhaps reach out to companies that specialize in this, and invite them to teach under FAEA.	
	Reorganize lessons by grade level. Provide search tools to look through conference handouts in a more efficient manner.	
2. Continue to explore, contact, and contract a variety of Keynote Speakers	Explore non-traditional avenues for Keynotes.	All
	Survey Membership for preferences, needs, etc.	
3. Increase use and accessibility of knowledge-sharing, tools, resources, and evidence-based practices	Compile and publish a list of FAEA members presenting at National Art Education Association Conference.	Higher Ed Editorial Museum/Cultural Arts Communications/ Media Partners and Sponsors
	Increase presence on social media.	
	Ask preservice students to submit proposals and presentations of research— connect through Higher Education.	

## Core Area 4 - Community Vibrancy

Strengthen connections among members and communities through continued communication and networking. Provide opportunities dedicated to strengthening the collective community in support of visual arts education.

GOAL	Area of Focus	Contributing Entity *
1. Promote Youth Art Month in a new and exciting way, that encourages people to participate	Select more winners and use them each month on social media, merchandise, etc.	All
	Use social media voting for a winner to increase exposure to public.	
	Announce and celebrate winners at General Session.	
2. Provide opportunities to strengthen the community	Work with Retirees to establish a working mentorship program.	Division Directors Retirees Communications/ Media (All)
	Send out Division Meeting agendas before Conference.	
	Create a Communication & Media- At-Large position.	
3. Improve relationships with Conference location communities	Make a public art contribution to the local community with the help of the Local Art Education Association.	LAEA Professional Development
4. Develop workforce Programming	Create more opportunities: subject area and certification exams.	Professional Development High School Division Middle School Division Higher Ed Division
	Support alternative Certification Teachers.	
	Develop Arts Integration and Career Tech Professional Development - CTE.	
5. Exhibition Participation	Increase number of entries into the Member Virtual Exhibition.	All
	Increase K-12 Student Assessment and Virtual Exhibit participation.	
	Explore and expand showcase opportunities for Exceptional Student Education (ESE) students and film/animation submissions.	

## Core Area 5 - Advocacy and Policy

Lead in addressing the needs of members and effecting change by promoting advocacy and policy efforts to maximize arts-supportive actions. Inform the membership of transformational policy trends in arts education at the local, state, and national levels.

GOAL	Area of Focus	Contributing Entity *
1. Development of advocacy strategies and resources	Promote Careers in Art using social media, publications, interviews, round-table at conference, Keynotes, etc.	All
	Continue developing Teacher Talking Points.	
	Encourage Youth Art Month participation.	
2. Explore ways to expand the use of the Vendor Hall	Invite appropriate local/national companies to Conference for the exhibition hall.	Professional Development Partners and Sponsors. Higher Ed. Supervisors
	Expand the post secondary presence/ usage/ participation.	