

Florida Art Education Association

Strategic Plan

Updated January 2014



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 in a format that can 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 better 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.

FAEA STRATEGIC PLAN

ACTION ITEMS

2014-2018

Organizational Vibrancy

Goals	2014-2015	2015-2016	2016-2017	2017-2018
Solvency	Build Reserves	Build Reserves	Evaluate Reserves	Ongoing
Advertise Membership	Develop 3 Strategies	Share Strategies	Review Strategies	Ongoing
Marketing Plan	Develop draft plan	Review draft	Plan completed	Plan implemented
Offer unique sponsorship opportunities	Identify opportunities	Share opportunities	Review opportunities	Ongoing
Compiled resources/materials for sale				
Reduce Expenses				
Increase Membership	Develop Membership Drive Strategies	Share Strategies	Review Strategies	Ongoing
Reach out to new base to include: local artists, parents, community leaders, private schools	Identify new membership groups	Disseminate Info to new membership groups	Review New Membership Groups	Ongoing
Going Green	Initiate Green Movement Share Green Movement	Share Green Movement	Review Green Movement	Ongoing
Conference Souvenirs	Identify Items Share Items	Identify Items Share Items	Review Options	Ongoing
New Corporate Sponsors	Identify /Secure opportunities	Share opportunities	Review opportunities	Ongoing
New Relationships	Develop/Maintain Relationships with other Arts Organizations and DOE	Share Information as it relates to Relationships	Review Relationships/Identify Additional Relationships	Ongoing
Out-of-the-box sponsors! Large companies, corporate memberships	Develop/Identify Possible Sponsors	Secure Sponsors	Review Sponsors	Ongoing

Research and Knowledge

Goals	2014-2015	2015-2016	2016-2017	2017-2018
Conduct Webinars and Online Workshops: legislative updates; best practices such as art room organization, rubrics, NGSSS/Common Core integration, Teacher Evaluations	Identify areas of interest, and research appropriate technology and cost	Research specific topics/guest speakers/content experts/set dates	Review Member Feedback and make adjustments	Ongoing Review and Exploration
Surveys and Evaluations--conference; general membership	Ongoing. Post conference and mini conference/workshop surveys and evaluations. Review and make adjustments as needed.	Ongoing. Post conference and mini-conference/workshop surveys and evaluations. Review and make adjustments as needed.	Ongoing. Post conference and mini-conference/workshop surveys and evaluations. Review and make adjustments as needed.	Ongoing. Post conference and mini-conference/workshop surveys and evaluations. Review and make adjustments as needed.
Conference keynote speakers	Identify areas of interest, Investigate permissions/copyright issues, and appropriate technology, develop video archive and links to other creative speakers	Continue updating as needed: areas of interest, permissions/copyright issues, and technology, video archive and links to other creative speakers	Continue updating as needed: areas of interest, permissions/copyright issues, and technology, video archive and links to other creative speakers	Continue updating as needed: areas of interest, permissions/copyright issues, and technology, video archive and links to other creative speakers
Best practices (Models/Tools)	Create draft/BOD adoption	Implementation	Review and refine as needed as per DOE curriculum changes/adjustments	Ongoing and continue updating as needed
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

Research and Knowledge continued

Goals	2014-2015	2015-2016	2016-2017	2017-2018
Leadership skills--among art teachers, schools, districts	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	Ongoing. Identify and share opportunities through Districts Assembly, elections for BOD, and through appointed positions
Summer Workshops	Established and ongoing 2014 Sarasota and ?	Established and ongoing. Explore additional locations	Established and ongoing. Explore additional locations	Established and ongoing. Explore additional locations
Strengthen County Coalitions	Identify districts with strong and weak art education programs and district assemblies to provide possible match-ups	Promote surrounding and neighboring county coalitions by linking district assembly websites and blogs to FAEA	Ongoing collaboration, implementation, and review	Ongoing collaboration, implementation, and review
College/university students	Identify needs of recent Art Education graduates to create partnerships with Higher Education Institutions to provide on-campus workshops/ mentoring	Research possible higher ed partnerships and resources to develop programs	Implementation and review	Ongoing and continued review
School administrators and Non-art teachers	Investigate and identify areas of need/interest for art advocacy and art integration professional development opportunities for core classroom teachers and administrators	Research specific topics/guest speakers/content experts. Develop programs and set dates	Review feedback and make adjustments	Review feedback and make adjustments

Learning

Goals	2014-2015	2015-2016	2016-2017	2017-2018
Museum Offerings	Established as part of summer mini-conferences and annual conferences	Established as part of summer mini-conferences and annual conferences	Ongoing and increase diversity of offerings as mini-conference locations change	Ongoing and increase diversity of offerings as mini-conference locations change
Summer Workshops	Established and ongoing 2014 Sarasota ?	Established and ongoing. Vary locations	Established and ongoing. Vary locations	Established and ongoing. Vary locations
Publications	Ongoing. Shares division reports, activities and curriculum ideas, and informative advertising.	Ongoing. Shares division reports, activities and curriculum ideas, and informative advertising.	Ongoing. Shares division reports, activities and curriculum ideas, and informative advertising.	Ongoing. Shares division reports, activities and curriculum ideas, and informative advertising.
Leadership	Ongoing. Opportunities through Districts Assembly, elections for the Board of Directors, and through appointed positions.	Ongoing. Opportunities through Districts Assembly, elections for the Board of Directors, and through appointed positions.	Ongoing. Opportunities through Districts Assembly, elections for the Board of Directors, and through appointed positions.	Ongoing. Opportunities through Districts Assembly, elections for the Board of Directors, and through appointed positions.
Annual Conference	Ongoing. Workshops, guest speakers, timely research findings, and advocacy information.	Ongoing. Workshops, guest speakers, timely research findings, and advocacy information.	Ongoing. Workshops, guest speakers, timely research findings, and advocacy information.	Ongoing. Workshops, guest speakers, timely research findings, and advocacy information.
Region Division Networking and Sharing	To be Established through Social Media, emails, and collaborations	Review, reflect, and refine	Review, reflect, and refine	Review, reflect, and refine

Community

Goals	2014-2015	2015-2016	2016-2017	2017-2018
Student Recognition	Awards Breakfast, Online Gallery. Incorporate Student Winning Images into FAEA Conference Program, T-Shirts etc...	Identify new strategies. Review, reflect, and refine	Review, reflect, and refine	Review, reflect, and refine
Communication: electronic and Social Media	Increase Facebook and Social Media use along with monthly messaging from Board	Research New Social Media Trends and Incorporate Smart Phone/Texting	Review Social Media and Technology Awareness and Effectiveness	Ongoing Review of Technology/Social Media
Regional exhibitions	Seek out and develop Partnerships for Exhibition Space	Work with Regional Educators, District Chairs, Museums and College Students to Jury and Display	Review, reflect, and refine	Review, reflect, and refine
Discounts (sponsors, museums)	Increase Partnerships with Vendors and Cultural Institutions	Advertise Special Promotions and Events on FAEA.org	Review Feedbacks from Partners and Make Adjustments	Ongoing Increase of Partnerships=More Promotions and Events
Panel Discussions	2014 Themed Panel Presentation at Conference and Regional Roundtable Discussions in Division Meetings- Capture Feedback	Ongoing Themes Explored and Panel Participants Researched Survey Members on Relevancy and Interests	Ongoing Review and refine Panel topics, Survey Members on Relevancy and Interests	Ongoing Review and refine Panel topics, Survey Members on Relevancy and Interests
Webinar	Research Appropriate Technology and Survey Members for Interests. Cost	Research Guest Speakers/Technique Experts, Set Dates	Review Member Feedback and Make Adjustments	Ongoing Review and Exploration
Motivation	Inspirational Speakers and Consider Give One-Get One: Reward FAEA Conference Presenters with Ticket to \$ Workshop and motivational quotes. Designate an Official Board Representative	Identify and develop strategies for increasing members' motivation. Email or Text from FAEA with Link to Online Article/Interview, or "Words of Wisdom".	Review and refine strategies for increasing members' motivation Review and Make Adjustments, Explore Social Media Options	Review and refine strategies for increasing members' motivation Review and Make Adjustments, Explore Social Media Options

Community Continued

Goals	2014-2015	2015-2016	2016-2017	2017-2018
Book Club	Book Reviews in Fresh Paint –Summer Reading and Virtual Discussion on Social Media or Blog	Author Conversations at Conference, Ongoing Summer Reading and Book Reviews with Discussion	Review Feedback and Ask for Suggestions from Members	Ongoing Experimentation and Exploration of Integrating Books and Authors
Virtual (blog)	Explore Technology— Discussion Threads, Book Conversation, Pinterest Idea Images, Useful Links—Open to Members	Investigate Participation and Number of Visitors	Review Feedback and Make Adjustments	Review Feedback and Make Adjustments, Explore Integration of New Technologies
New Teacher Support	Email support from NBCTs and Retirees, Build Lesson Plans/Rubrics/Best Practices Online Library, Continue New Teacher Giveaway	Host Workshop for New Teachers Exploring Online Library before Conference Giveaway Event	Survey Second Year Teachers for Suggestions and Feedback	Ongoing Review and Adjustments
Social Gatherings	FAEA Get-togethers, Build Camaraderie, Recruit-Partner with Cultural Institutions and Businesses	Open Suggestions from Members, Designate Hosts for Each Event	Review Feedback and Ask for Suggestions from Members	Ongoing Experimentation and Exploration of Social Events
Teacher Spotlight – Fresh Paint	District Each Quarter From a Different Division, (Bio, Pic, and Simple Questionnaire Format Developed)	Review Process and Receive Feedback	Review Process and Receive Feedback	Review Process and Receive Feedback
Museum Hops	Research Chartering Buses during Conference to Visit Local Cultural Institutions (with or without receptions)	Recruit New Partnerships and Bus Sponsors	Ongoing	Ongoing

Advocacy

Goals	2014-2015	2015-2016	2016-2017	2017-2018
Opening Doors/Welcoming	Collecting, Amassing & Creating email Databases	Send Welcome E-Blasts	Update Databases & ongoing e-blasts	Yearly updating and e-blasts
Charter Schools/Private Schools	Offer Reduced multiple year sign up membership for first time members	Ongoing	Ongoing	Ongoing
Building Awareness – Advocacy!	Creating relevant advocacy theme articles that can be submitted by each division chair for Fresh Paint and e-blast mini-versions to constituents	Division chairs submit advocacy articles related into Fresh Paint & monthly legislative e-blasts by division chairs to their constituents	Ongoing	Ongoing
Local Legislators/Cultural Organizations	Organization & planning of Leadership summit	Yearly Leadership Summit	Ongoing	Ongoing
Strengthen Districts Assembly	Increase frequency of communication. Prepare for annual meeting at conference	Offer raffles/Incentives. Identify and develop strategies to strengthen	Identify and develop strategies to strengthen	Identify and develop strategies to strengthen
Youth Art Month	Plan & 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
NAEA	Linking NAEA advocacy resources to FAEA site	Immediate and ongoing	Ongoing	Ongoing
Self-Efficacy	Create a check list of quality indicators	Create a pool of best practices	Review & update	Ongoing

Advocacy Continued

Goals	2014-2015	2015-2016	2016-2017	2017-2018
Mentoring	Plan & create a “How To” resource for newbie teachers by each Division Chair	Pairing & sharing between veteran and newbie teacher	Create a new FAEA “Mentor Advocate” Chair responsible for disseminating materials and resources to new teachers	Review & Update pair & share groupings
Parent Involvement	Develop advocacy video impressing the parental involvement	Post on FAEA website	Review & Update	Review & Update
Teacher Involvement	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
Community involvement	Development of advocacy materials that interface with Community Leaders	Collaboration with statewide union FEA to establish an Arts Caucus Committee to oversee and offer input	Review & Update	Review & Update