

## WAEA POLICY and PROCEDURE HANDBOOK 2018

# Section Three

# Vision and Mission

### Vision and Strategic Plan

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### Mission

Lead the state in visual arts education for current and future generations to be visually literate, creative problem solvers, and art advocates.

### Vision

Washington Art Education Association passionately promotes excellence in visual arts education to ensure:

- High quality, reliable access to art education for all Washington youth;
- An inclusive, dynamic, and professional learning community for visual arts educators across the entire state; and
- Support from policy makers and funders for advancing the critically important work we perform.

## 5 Year Strategic Plan

### **Community**

(Membership)

- Increase and bond community through a shared commitment to WAEA mission and vision – building collaborative relationships with educators and partners
- Maximize the use of technology and data management systems to build, retain, and track member engagement across the community.

### **Learning**

(Professional Development)

- Provide opportunities to enhance development of knowledge and skills in visual art practices and art education for personal and professional growth at the regional, state, and national levels
- Promote, support, and encourage art shows for youth and educators in community, regional, state, and national venues
- Provide leadership training and opportunities at the regional, state, and national levels.

### **Advocacy**

(Art Awareness and Support)

- Evaluate, develop, and promote resources that will increase member capacity to advocate for visual arts education.
- Engage traditional and non-traditional allies to create a state-wide advocacy campaign touting the importance, benefits, career opportunities, and contributions of the visual arts

### **Organizational Vibrancy**

(Governance and Communication)

- Refine governance systems and structures to cultivate transparency, inclusiveness and growth
- Expand digital resources and communication to facilitate growth and collaboration
- Explore and develop fundraising and grant opportunities to support organization, members

## WAEA POLICY and PROCEDURE HANDBOOK 2018

# WAEA 2017-2022 Vision and Strategic Plan

### VISION

*Lead the state in visual arts education for current and future generations to be visually literate, creative problem solvers, and art advocates.*

### MISSION

Washington Art Education Association passionately promotes excellence in visual arts education to ensure:

- High quality, reliable access to art education for all Washington youth;
- An inclusive, dynamic, and professional learning community for visual arts educators across the entire state; and
- Support from policy makers and funders for advancing the critically important work we perform.

### WAEA STRATEGIC PLAN 2017-2022 *(With Proposed “Action Items in blue”)*

I. **COMMUNITY (membership) WAEA is a dynamic, inclusive, diverse professional community committed to passionately promoting excellence in visual arts education.**

A. Increase and bond community through a shared commitment to WAEA mission and vision – building collaborative relationships with educators and partners.

1. Develop regularly scheduled meet-ups and communications by/for ESD and Division members. (ESD and Division Reps)
2. Create clear and concise messaging about how WAEA works for you – for print and digital delivery.
3. Diversify and expand our membership to encourage active participation from CTE, art students, future art educators (pre-service), and all WAEA divisions (i.e.: Museum, Higher Education, Administration and Supervision, Research, etc.).
4. Provide opportunities for mentoring and leadership for experienced visual arts educators.

B. Maximize the use of technology and data management systems to build, retain, and track member engagement across the community.

1. Increase membership to 500 visual arts educators in Washington and maintain by 2022.
2. Expect each board member to personally reach out to art educators/supporters in their school, district, region or greater community with the purpose of recruiting multiple new members annually.
3. Recruit as many new hires and newly certificated art educators as possible by working with OSPI and other partners. \* NOTE: critical to have updated database of Art Educators in the state

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4. Communicate how WAEA membership satisfies TPEP requirements.

### II. **LEARNING (professional development – conferences, workshops, retreats)** **WAEA provides members diverse opportunities for growth to be accomplished visual arts educators, artists, leaders, and advocates for visual art education.**

A. Provide opportunities to enhance development of knowledge and skills in visual art practices and art education for personal and professional growth at the regional, state, and national levels.

1. Conduct an annual statewide art conference.
2. Encourage members to attend WAEA and NAEA conferences.
3. Create and promote existing opportunities for WAEA members to expand their own skills as artists (ESD Reps).
4. Provide convenient hands-on education opportunities at regional level with clock hours.
5. Host an annual summer professional development for visual arts educators.
6. Conduct visual arts integration training for generalist elementary teachers.
7. Provide professional development in racial equity and/or cultural humility working toward a more inclusive community.
8. Provide professional development in state standards and assessments.

B. Promote, support, and encourage art shows for youth and educators in community, regional, state, and national venues (including online).

1. Create a calendar of shows, educational events, and related activities on WAEA website.
2. Support Youth Art Month (YAM) shows with at least one on each side of the state.
3. Ensure all WAEA events include networking opportunities to build community.
4. Develop art shows for student and member work on-line and in gallery settings.
5. Promote and encourage existing public art shows (ie: congressional art shows, OSPI, ESD shows, Stewart Davis Auction, etc.).

C. Provide leadership training and opportunities at the regional, state, and national levels.

1. Create a leadership development program.
2. Host an annual summer leadership retreat.
3. Train WAEA board on how to be social media competent.

### III. **ADVOCACY WAEA influences stakeholders and decision makers to support visual arts education.**

A. Evaluate, develop, and promote resources that will increase member capacity to advocate for visual arts education.

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1. Offer advocacy training at all WAEA major events – for the general membership and for the ESD Vice-Presidents in particular. Provide necessary funds for these opportunities.
  2. Develop policy and position statements which represent the mission and vision of the WAEA and address issues of particular importance to our members.
  3. Develop and email “Action Alert” system to direct members to their legislative representatives with specific “asks” which benefit, protect, and/or support WAEA issues.
  4. Actively promote WAEA as an art teacher and art education advocacy organization. Advertise the WAEA Advocacy Division as a champion for members’ art programs.
  5. Increase lobbying efforts – possibly through the creation of a WAEA PAC. Investigate automatic payroll contributions as a method of funding the PAC.
  6. Actively engage state and national legislators consistently advocate on behalf of visual arts education.
  7. Assemble available research on the value of visual arts education and create a searchable, downloadable list for the WAEA website.
- B. Engage traditional and non-traditional allies to create a state-wide advocacy campaign touting the importance, benefits, career opportunities, and contributions of the visual arts.

### IV. **Organizational Vibrancy (communications and governance) WAEA’s culture, systems, structures, and resources facilitate its mission to passionately promote excellence in visual arts education.**

- A. Refine governance systems and structures to cultivate transparency, inclusiveness and growth.
1. Design a clear, organizational board structure that facilitates continuity and growth of leadership and membership.
  2. Update constitution, by-laws, and procedures to be in compliance with state non-profit laws.
  3. Develop and update committee structure and job descriptions.
  4. Cultivate transparency and inclusiveness with members and stakeholders.
  5. Build a more diverse author base for Splatter.
  6. Create a WAEA position statement on our commitment to increasing diversity, equity, and inclusion.
  7. Maintain legal, accurate, and transparent financial records that are fiscally responsible and align with our mission.
  8. Explore and develop fundraising and grant opportunities to support our organization, members and their students, including scholarships for students who pursue post-secondary art training/education.

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- B. Expand digital resources and communications to facilitate growth and collaboration.
1. Develop and maintain a database of Art Professionals and Educators to lead professional development and to recruit new members.
  2. Develop a robust digital presence that has significant value for members.
  3. Create multiple social media platforms to promote and encourage participants at WAEA events and opportunities.
  4. Continually update and maintain a current digital presence.
  5. Market events on a consistent basis to member to encourage and increase collaboration amongst visual art educators.
- C. Explore and develop fundraising and grant opportunities to support organization, members and their students.

## *Archive of WAEA 2012-2017 Strategic Plan*

### MISSION STATEMENT

The mission of the Washington Art Education Association is to promote excellence in visual arts education in Washington State.

### OUR VISION OF WAEA IN 2017

The Washington Art Education Association will be a vibrant, active community of individuals who are committed to quality visual arts education at all levels in Washington State. Its members will represent 60% of all eligible art educators throughout the state, who perceive WAEA membership as critical to their success.

WAEA serves its members with opportunities for professional development, resources that provide “best practices” in art education, enhancement of their own skills as artists, mentoring, and networks that connect them with other professionals and resources around the state. All activities are designed to make them more effective and successful in their profession. It offers relevant communications channels for member interaction, access to information, and opportunities for the public to learn the value of quality visual art education. The Association has targeted activities to encourage the development of advanced student art programs, showcase student artists, training for generalist elementary educators, and collaboration with other arts disciplines. The quality of art education in Washington State will be recognized nationally.

The Association is an effective advocate for education in the visual arts before decision-makers including school boards, legislators, state agencies, school administrators, business leaders and others who shape the climate for visual arts education.

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WAEA has a strategic governance structure that is focused on enabling the organization to fulfill its mission and provide value to its individual members. It is innovative and responsive to member and stakeholder feedback and operates in a transparent and collegial manner. Members have many opportunities for involvement in meaningful board and committee activities. It is active in and acknowledged as a leader within NAEA.

### WAEA STRATEGIC PLAN: HOW WE ACHIEVE OUR VISION

**A. Professional Development:** Provide opportunities to enhance development of knowledge and skills in the visual arts and art education.

1. Conduct a statewide visual art education conference.
2. Provide convenient, grade-level, hands-on educational opportunities at the regional level that also provide clock-hour credits.
3. Conduct training for “generalist” elementary teachers.
4. Develop and maintain a roster of qualified, experienced trainers.\*
5. Create and/or promote opportunities for WAEA members to expand their own skills as artists.\*
6. Encourage and embrace CTE.
7. Provide opportunities for mentoring or leadership for experienced art educators.\*
8. Encourage attendance at NAEA conferences.

**B. Communications:** Provide a communication network for our members and the community to share visual art education knowledge and information.

1. Develop a robust website that has significant value for members. (*art college links, forums, blogs, calls for conference presentation, leadership recruitment, scholarship info, profiles of members, etc.*)\*
2. Create list serves to provide members an opportunity to freely seek and exchange information with one another.\*
3. Create an E-Newsletter for WAEA members. (*mailchimp*)
4. Survey members on how they prefer receiving messages from WAEA.\* (*survey monkey after conferences*)
5. Develop an effective method for the marketing of WAEA events. (*save the date postcards and splatter “ads”*)

**C. Membership:** Create and sustain an active membership that enables the organization to fulfill its mission.

1. Create and activate a Membership Committee.
2. Develop a database of certified visual art educators (eligible members) within Washington State.\*
3. Expand the membership tent to include career and technical educators.
4. Make it easier to join WAEA.\*
5. Involve art education students as future professional members.

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**D. Advocacy:** Provide WAEA as the primary source for visual arts advocacy in the state.

1. Identify vital issues and create critical conversations and forums on these issues.\*
2. Create Board-level positions for advocacy and research.
3. Assemble available research on the value of arts education.
4. Create a coalition/network with other related organizations.
5. Identify key WAEA messages and target audiences.
6. Survey the environment for public policy development around visual arts education issues.
7. Train WAEA members for advocacy with decision-makers.

**E. Events:** Provide events that support opportunities for membership interaction and showcase quality student work and quality visual art education.

1. Expand opportunities for promoting Washington Art Education Week.
2. Create a calendar of shows, educational events, and other relevant activities and place it on the WAEA website.\*
3. Assure that each WAEA event has a networking component to build community strength.
4. Support Youth Art Month (YAM) shows.
5. Develop art shows for both student and member work- on-line and in gallery settings.\*
6. Promote and encourage existing public shows and events (Congressional Art Show, museum educator tours, OSPI Show, Stewart Davis Scholarship Auction, ESD shows, etc.)\*

**F. Governance:** Create a governance process that involves members and enhances the ability of WAEA to fulfill its vision and mission.

1. Create and re-energize WAEA committees and involve more WAEA members in the process.
2. Invite WAEA members to participate in Board and committee service and other governance activities.\*
3. Review the Constitution and recommend amendments for membership action.
4. Develop a new Board Manual that includes position responsibilities.
5. Create a leadership development program.

\*indicates partial or full web based initiatives