

Representative Assembly – April 9, 2005 2006-2008 Strategic Plan Discussion

STRATEGIC PLAN ISSUES/OUTCOMES

1. Need to be clear on purpose. Are we a United States and Canadian organization or an International organization? Need to decide before doing goals.
2. Use “person first” language. Look on page 30, use of “economically disadvantaged youth,” put the person first.
3. Add something that staff continues to advocate for public funding for persons with disabilities.
4. Fundamental change of the mission or organization. We were advocates for children. Not sure that this mission statement moves us slightly away from that, away from direct advocacy for children.
5. In the CEC vision, a leading association, it should be “the” leading association. On page 5, focus area members services, outcome should say , “ for its units and members.” Page 8, advance of profession, 2 outcomes there are, would argue it is critical to engage in retention activities first for the organization to sustain over a long period of time.
6. Regarding recruitment, asked that CEC continue to communicate the value, the wealth of resources that are available, even if it is just a reminder to leaders in units. Very important to continue to let people know what you can find by being a member of this organization. Likes the idea in the plan to foster relationships with other organizations. Understand some efforts have been made by CEC, feels it is worthwhile to pursue this. It’s no longer general education, special education. We need to make those connections, will help to better serve children.
7. One of the goals of the Student Committee is to retain student members and have them go from student to professional members.
8. Need to address infrastructure of the organization. She has heard how hard the staff has worked. If the infrastructure isn’t sound, then we won’t be able to accomplish any of our goals.
9. Concerned throughout the document, in advocacy it says children with diversity, not all children. Under highly qualified, says in “diverse”, not “all.” Says to increase “diverse” professionals, not “all” professionals. Don’t want to eliminate everyone else.
10. In focus area #3, is concerned we don’t get down to the classroom teacher. Add to outcome, “inservice training through various means.”
11. Plan says children with exceptionalities, which includes children with gifts and talents.

INDICATORS OF SUCCESS

1. I have heard from some of my colleagues how come they haven't heard of CEC, so name recognition, branding, marketing in general, recognition of our services.

STRATEGIES/ACTIVITIES

1. We need to look at retention data and why members join and why they don't rejoin.
2. We have been talking about forming partnerships, regarding a variety of things. There may be some ways to work with districts to form some stronger ties.
3. When we leave our job, we are asked to fill out a survey. That would be something that if a member doesn't rejoin, send them something to get their reason why.
4. Would like to request RA have a listserver discussion that begins next week on this, would like a follow up opportunity.
5. Goals to increase and retain members. – make that a priority goal. If we can find appropriate way to have idea and sharing, find the appropriate way. Listserv might be better to use as a sharing of ideas. An upfront discussion to present information can be helpful.
6. We have revitalized our state unit and became aware there are other areas that don't have an active unit. We received tremendous support from CEC. Link weaker units with a robust unit. This may help.
7. With more and more of adolescents with exceptionalities being mainstreamed, is there a mechanism for general education teachers to have an associate membership option.