

MASA Strategic Plan Update
2017 - 2020

MASA believes...

- ~ All learners deserve a world-class education.
- ~ Public education is the cornerstone of American democracy.
- ~ A leader is dedicated to building collective commitment to learners' success.
- ~ Leaders must continually improve their practice.
- ~ We must eliminate the disparities in opportunity, expectations and resources that have resulted in undesired predictability in student outcomes.

Mission Statement:

As advocates of a world-class education for Minnesota's learners, MASA's members serve as the leading voice for public education, shape and influence the State and National education agenda, and empower leaders through high quality professional learning, services and support.

Goal #1:

MASA education advocacy will focus on policy and resources that address the most pressing issues and future trends facing Minnesota.

Strategies:

- We will work more closely, and proactively with AASA as we determine advocacy needs at the national level.

| Action Step | Assigned to | Starting/End Dates | Resources Needed |
|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------|-------------------|
| Include AASA legislative updates at region/component group meetings throughout the year. | Executive Director Region/component leaders | September 2018 and Ongoing | None |
| MASA will sponsor two advocacy trips to Washington D.C. each school year. | Executive Director MASA President Federal Advocacy Chair | July 2018 and Ongoing | \$10,000-\$12,000 |
| Develop/strengthen relationships with other national education groups. Examples include NSBA, ASCD, COSN, ISTE, NEA. | Executive Director Board Component Group Members | August 2018 and Ongoing | None |
| Increase the percentage of members engaged in federal advocacy activities. | Executive Director | September 2018 and Ongoing | None |

- We will develop a systems approach to identify barriers to learning and advocate at the state, legislative and administrative level for equitable opportunities for students.

| Action Step | Assigned to | Starting/End Dates | Resources Needed |
|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------|------------------|
| Through surveying of members, identify barriers to learning and equitable opportunities of students. | Executive Director MASA Lobbyist | September 2018 and Ongoing | None |
| Compile the data that demonstrates that learning and equitable opportunities for students may not exist. | Executive Director MASA Lobbyist Members of the Legislative Committee | October 2018 and Ongoing | \$1,000 |
| Develop policy, activities, actions etc. to address the identified barriers. | Executive Director MASA Lobbyist Members of the Legislative Committee Members in General | November 2018 and Ongoing | None |

Goal #2:

MASA will coordinate professional learning that meets current needs and proactively explore innovative concepts for how to sustain high performance of members and their districts over time.

Strategies:

- We will expand opportunities for members to reflect and share about high performance behaviors and best practice.

| Action Step | Assigned to | Starting/End Dates | Resources Needed |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|---------------------------------|--------------------------------------|
| Identify high performance behavior/practice from the perspectives of content knowledge, habits of success, “wayfinding” (coaching), and creativity, and with a lens of equity. | Executive Development Committee Director of Professional Learning | 2018-19 School Year and Ongoing | Meeting Time Research |
| Provide opportunities for shared experience and coaching best practice. | Executive Development Committee Director of Professional Learning | 2018-19 School Year and Ongoing | Meeting Time Research |
| Provide opportunities for various cohorts to engage in dialogue around best practice unique to their cohort, such as regions, component groups, career stage groups. | Executive Development Committee Director of Professional Learning | 2018-19 School Year and Ongoing | Meeting Time Research |
| Pilot cohort experiences in at least 2 MASA Regions over the next 3 years to develop and enhance the above action steps. | Executive Director Regional Leadership Teams Executive Development Committee Director of Professional Learning | 2018 - 2021 | Meeting Time Research \$20,000 |

- We will regularly assess the professional learning needs and interests of our membership.

| Action Step | Assigned to | Starting/End Dates | Resources Needed |
|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------|--------------------------------------------------|
| Identify other experts who can inform the conversation, ie: State Demographer, State Economist, Chambers of Commerce, etc. | Board Members Regional Leadership Teams Executive Development Committee Staff | 2018-19 School Year and Ongoing | Meeting Time Research Monetary Support TBD |
| Hold Listening Sessions to determine member perspective. | Board Members Regional Leadership Teams Executive Development Committee Staff | 2018-19 School Year and Ongoing | Meeting Time Research |
| Identify needs and interests based on all member cohorts. | Staff | 2018-19 School Year and Ongoing | Staff Time |