



MAEA Strategic Planning 2015-2019

The MAEA Council met to work on the 2015-2019 Strategic Plan September 20, 2014 and January 30, 2015. The following Plan was consolidated from itemized documents created in both sessions. The following categories are aligned with the NAEA Strategic Vision.

Category	Problem/Issue /Initiative	Goal. Desired Outcome	Action Steps	Reasonable Timeline/ benchmarks/ or Deadlines	Recommended MAEA person of expertise or outside professional
Promotion and Advocacy	Advertisement, marketing, promotion, branding of MAEA	Market MAEA (and value of art) to Communities, schools, and businesses across state		Start now; ongoing	Enlist professional agency
	Update website	to ease navigation of services		Start now; ongoing	
	Promote MAEA to art teachers.	More members involved in MAEA	Contact universities Social media		Higher Ed. chair
	Educate others to promote importance of visual arts	Community promotes visual arts education	Social media Professional blogs Members educate parents and colleagues	Start now; ongoing	
Organizational Vibrancy and Leadership Development	Develop leadership training program	Art Teacher leadership throughout membership Prepare members to assume positional leadership within schools and organizations	Leadership theory <ul style="list-style-type: none"> • Time management • Negotiations • Advocacy • Position descriptions Scholarships Mentor program	2015	Dennis Inhulsen Ren Hullender
	Vibrancy	New members Renewing members Increasing member involvement with MAEA	Notifications of openings Grooming members	2015	
Community	Communication	Consistent communication with every art educator in state.	ArTeacher online emailed to every art teacher in state		

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Community (continued)	Member Benefits	More connections with members and non-members	Update website		
		More reasons to join			
		Communication of services			
	Transparency of MAEA decisions and services	Create stronger communication	Update website		
	Partnerships with businesses, donors, arts industry leaders	Create PLCs or connections			
Research and Knowledge		Connect members with current research; online database	Update website		
	Development of 21 st Century Skills	Teach creative and design thinking Connect art lessons to real-life problems	Update website, conference and “un-conference” presentations	2015	
	STEM>STEAM	Post STEAM connections for art lessons	STEM>STEAM middle school pilot study in progress at University level	Spring 2015	Ren Hullender
			Fed grant: national STEAM program in development		Ren Hullender
	Project Building (Community-Based Art)				
	Media Arts in Fine Arts		Update University curricula		Higher Ed. chair
	Professional Development online		Use affiliates	April 1, 2015	Le Tran (state-wide) Melissa Hronkin (Summer PD)
			Interface with one another		