



Pennsylvania Association for Adult and Continuing Education

PAACE

Strategic Blueprint

Updated at the September 13, 2011 Board Meeting, Board Approved October 11, 2011

Service Area	PAACE supports adult education practitioners throughout the Commonwealth of Pennsylvania.
Vision	Maintaining an efficient, sustainable organization to provide member benefits to professionals working in the field of adult education in Pennsylvania.
Mission	It is the mission of PAACE to provide leadership for adult and literacy education; promote the professionalization of the field through professional development; inform policy makers on behalf of membership and apprise all members of policy development.
Values	<p>Sustainability - The principles of sustainability extend far beyond our commitment to supporting environmental initiatives. Rather our commitment to sustainability encompasses being good stewards of the resources available to the organization so as to provide members with a return on their investment. This value also speaks to our responsibility as an educational leader to provide other adult educational entities and policy makers within the Commonwealth with the information and tools to help learners and organizations thrive.</p> <p>Communication - Provide relevant, timely and important information through multiple mediums to the field and appropriate external parties in an effort to enhance their skills and understanding of the needs of adult learners.</p> <p>Lifelong learning - As educators, we engage and support continuous development at all levels and in a variety of areas. Only by doing so can we achieve a professionalization of our field and a ultimately a better, more prepared adult population in Pennsylvania.</p>
Philosophy and Guiding Principles	<ul style="list-style-type: none"> • Dedicated to promoting adult education through the support of providers and practitioners who are committed to increasing the self sufficiency of adult learners. • PAACE’s services are guided by research and the changing needs of the field. • PAACE’s philosophy is one of nurturing union and collaboration among all members of the adult education field. • Guided by the desire to make adult education available to all adult learners so that they can increase their self-sufficiency and be active members in society. • Value lifelong learning and the potential impact it can have on adults.
Major Strategies	<ul style="list-style-type: none"> • Engage, support and inform our members • Be good stewards of PAACE resources • Be the voice of members
Focus Areas	<ul style="list-style-type: none"> • Board Structure, Composition and Development • Member Services

	<ul style="list-style-type: none"> • Professional Development • Policy, Advocacy and Legislative Activities 										
<p>Strategic Goal Statements for 2011through 2014</p> <p>Focus Area: Board Structure, Composition and Development</p>	<p>Goal Statement #1 Restructure Board of Directors to include the following divisions and committees and require all board members to serve on at least one committee.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">DIVISIONS</th> <th style="width: 50%;">COMMITTEES</th> </tr> </thead> <tbody> <tr> <td>Adult Literacy, Basic and Secondary Education</td> <td> Executive Committee <ul style="list-style-type: none"> • Nominations • Constitution and By-Laws • Fiscal Affairs • Board Development </td> </tr> <tr> <td>English as a Second Language</td> <td> Public Policy <ul style="list-style-type: none"> • Policy Development • Legislative Actions • Advocacy • ICC • Regional Representatives </td> </tr> <tr> <td>Continuing and Higher Education</td> <td> Professional Development <ul style="list-style-type: none"> • Conference • Awards • Educational Technology • Other professional development opportunities (research) </td> </tr> <tr> <td>Family Literacy</td> <td> Communications <ul style="list-style-type: none"> • Technology • Journal of Lifelong Learning • News • Listserve • LinkedIn • PAACE News • Fact Sheets • Blog • Facebook </td> </tr> </tbody> </table> <p>Goal Statement #2 Review by-laws regarding state level advisory board positions.</p> <p>The by-laws state: Voting members of the Board of Directors of the Association shall consist of the officers of the Association (President, First Vice President, Second Vice President, Treasurer, Secretary), Representatives of the Geographic Regions, Directors of the Program Divisions, Committee Chairs and Past Presidents. Advisory (non-voting) members of the Board are representatives from the Pennsylvania Department of Education (one each from Basic Education, Higher Education, Corrections, and Library Services) who are designated by the Secretary of Education. The Board of Directors may designate such other persons, as it so desires, to serve as Advisory members. Advisory members attend and participate without vote. Determine if we need to amend by-laws to include structural changes in state government and expanded outreach to include Department of Education,</p>	DIVISIONS	COMMITTEES	Adult Literacy, Basic and Secondary Education	Executive Committee <ul style="list-style-type: none"> • Nominations • Constitution and By-Laws • Fiscal Affairs • Board Development 	English as a Second Language	Public Policy <ul style="list-style-type: none"> • Policy Development • Legislative Actions • Advocacy • ICC • Regional Representatives 	Continuing and Higher Education	Professional Development <ul style="list-style-type: none"> • Conference • Awards • Educational Technology • Other professional development opportunities (research) 	Family Literacy	Communications <ul style="list-style-type: none"> • Technology • Journal of Lifelong Learning • News • Listserve • LinkedIn • PAACE News • Fact Sheets • Blog • Facebook
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	<p>Department of Labor and Industry and Department of Public Welfare, DCED.</p> <p>Goal Statement #3 Examine board meeting schedule and structure to accommodate optimal functioning of the PAACE board. For example, should we have a policy/legislative discussion occur in the first hour of the meeting with advisory members present and conduct the business of the board in the second hour giving advisory members the opportunity to participate if desired.</p> <p>Goal Statement #4 So that we may enhance the board’s knowledge and skills in non-profit leadership, each board meeting will include a board development topic. The executive committee will determine topics and facilitate discussion.</p> <p>Goal Statement #5 Board members will commit to adhering to the attendance policy and committee work. The executive committee will enforce this policy by contacting board members who are not fulfilling their board responsibilities to determine if further action is necessary in accordance with the PAACE by-laws.</p>
<p>Strategic Goal Statements for 2011through 2014</p> <p>Focus Area: Member Services</p>	<p>Goal Statement #1 Enhance member services in the area of research by making the Journal of Lifelong Learning available through the PAACE website, creating and distributing division specific publications, and through the development of a member directory.</p> <p>Goal Statement #2 Explore the feasibility of providing a professional coach who will provide support to members through activities such as quarterly webinars and tip-sheets.</p> <p>Goal Statement #3 Create personal member benefits such as vendor discounts from publishing companies, provide group rate for professional liability insurance, enhance the member benefit discount for conference registration and provide Act 48 credit and other professional development credit for participation in PAACE sponsored events.</p> <p>Goal Statement #4 Enhance communication through the PAACE Newsletter, LinkedIn, Fact Sheets and website.</p>
<p>Strategic Goal Statements for 2011through 2014</p> <p>Focus Area: Professional Development</p>	<p>Goal Statement #1 Develop and support strong PAACE divisions that will continually identify and address the changing needs of the PAACE division members.</p> <p>Goal Statement #2 Develop and identify research-based resources and materials to be posted on the PAACE website, which includes all PAACE divisions.</p> <p>Goal Statement #3 Develop a system for ongoing communication and resource sharing among</p>

	<p>PAACE members which will provide continuous professional development opportunities to be integrated into the annual conference.</p> <p>Goal Statement #4 Expand professional development opportunities that support PAACE’s diverse membership.</p> <p>Goal Statement #5 Stage an annual conference which reflects research and professional wisdom while being part of a continuous cycle of professional development opportunities offered to members.</p>
<p>Strategic Goal Statements for 2011through 2014</p> <p>Focus Area: Policy, Advocacy and Legislative Activities</p>	<p>Goal Statement #1 Policy Development: Identify policy issues, prioritize the issues, and propose recommendations to address them.</p> <p>Goal Statement #2 Enhance the monitoring and informing of members regarding legislative and policy activities at federal and state level.</p> <p>Goal Statement #3 Develop and implement an advocacy action plan for sharing information with state and federal policymakers.</p> <p>Goal Statement #4 Build capacity of committee and members and develop a succession plan for committee leadership.</p> <p>Goal Statement #5 Hire and maintain a paid part-time consultant who implements the advocacy agenda for PAACE. This process will include budgeting for the position, creation of a job description, hiring, and leadership/supervision of the position.</p>
<p>Strategic Goal Statements for 2011through 2014</p> <p>Focus Area: Communications</p>	<p>Goal Statement #1 Launch new website by March 2012.</p> <p>Goal Statement #2 Inform members on all aspects of the field of adult education. For example, PAACE will serve as a resource that informs members about trends, developments and news in the field such as updates on the GED test, etc.</p> <p>Goal Statement #3 Produce a quarterly newsletter.</p> <p>Goal Statement #4 Inform the community at large about the crisis facing Pennsylvania regarding adult literacy and the ways to support the work.</p> <p>Goal Statement #5 Work with the Public Policy Committee to provide regular alerts, updates and calls to action to the field.</p>