CEFPI Southeast Region

Strategic Planning

September 2011
#1 – What is the purpose of the region?

#2 – How can we work together better?

#3 – How do we address the new norms?
Objective:

• Achieve membership baseline for developing and new chapters to increase by 50 members in three years

Strategies:

• Identify a champion and a team
• Identify state department of education or school facilities advocate
• Provide support
Goal #1
Support existing chapters and cultivate new and developing chapters

Objective:
• Achieve membership baselines for established chapters with 10% annual growth

Strategies:
• Identify a champion and a team
• Identify state department of education or facilities advocate
• Identify likely new members
• Define role of Membership Coordinator
• Incentivize recruiting
• Provide support
Objective:
• Recruit a diverse membership

Strategies:
• University connection to establish student chapters
• Encourage membership with urban school districts

Goal #1
Support existing chapters and cultivate new and developing chapters
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Support existing chapters and cultivate new and developing chapters

Objective:
• Develop effective leaders

Strategies:
• Provide leadership training
• Provide connectivity
• Deliberately identify potential leaders
Objective (organizational structure):
• Align regional bylaws with both international governance committee and chapter bylaws

Strategies:
• Revise regional bylaws and verify support committee structure
• Coordinate bylaws model with headquarters to reflect Southeast structure

Goal #2
Develop and maintain clarity of organizational structure, functional duties and continuity for the region and chapters
Objective (functional duties):
• Integrate and align duties, titles, and activities between the region and chapters

Strategies:
• Create uniform job descriptions
• Build consensus around new conference structure with chapters and regional board
• Proposed conference structure: joint regional and chapter conference that rotates among chapters

Goal #2
Develop and maintain clarity of organizational structure, functional duties and continuity for the region and chapters
Goal #2
Develop and maintain clarity of organizational structure, functional duties and **continuity** for the region and chapters

Objective (continuity):
• Insure a continuous flow of new leadership for both the region and the chapters

Strategies:
• Provide orientation and training
• Establish and support mentorships
Objective (continuity):
Insure clear and consistent communications between international headquarters, the region, and chapters

Strategies:
• Monthly regional board conference calls
• Shared online calendar
• Set up a SE Region leader group on Member Connect
• Invite members to participate in conference calls and board meetings
• Make website more user friendly and informative
Objectives:

• Identify variables involved in a new norm for education, i.e. economy, instruction, technology, etc.
• Identify key stakeholder groups as conduits
• Define mechanisms to engage stakeholders
• Pursue funding and/or grants for educational delivery and collaboration
• Develop non-dues revenue

Goal #3
Become the catalyst for collaboration and change to define and proactively respond to new norms for education
Strategies:

• Leadership brainstorm to identify issues
• Poll on Member Connect
• Engage chapter and region members
• Develop region/state think-tank to focus on new norms

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Become the catalyst for collaboration and change to define and proactively respond to new norms for education