

# **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?**

## Goal #1

# Support existing chapters and cultivate new and developing chapters

### 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

## Goal #1

**Support existing chapters and cultivate new and developing chapters**

### **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**

### **Objective:**

- Develop effective leaders

### **Strategies:**

- Provide leadership training
- Provide connectivity
- Deliberately identify potential leaders

## Goal #2

Develop and maintain clarity of organizational structure, functional duties and continuity for the region and chapters

### 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**

### **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

## Goal #2

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

### **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

## Goal #3

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

### **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