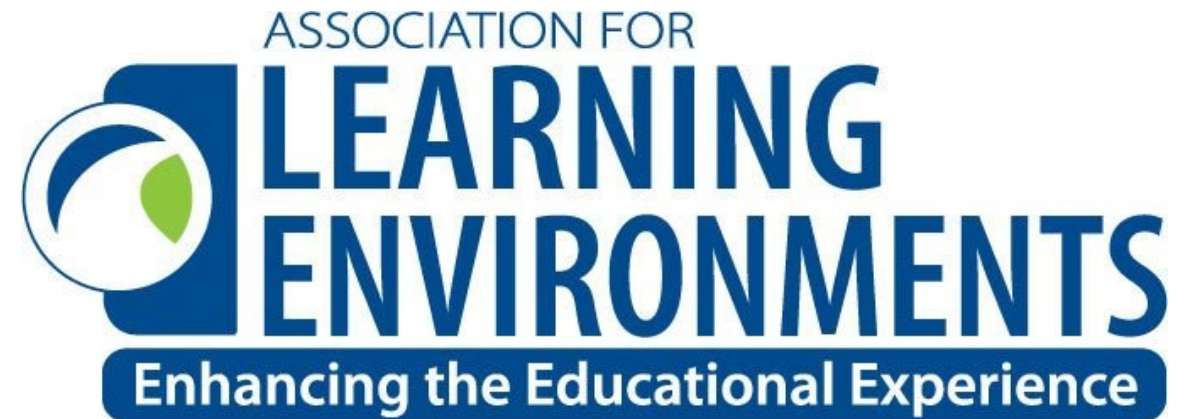


2021 Annual Strategic Plan

NorCal/Nev Chapter



Vision

- A world in which place is a catalyst for inspired learning. Connected professionals imagining, promoting, and realizing that vision.

Mission

- Leading innovation at the intersection of learning and place.

Purpose

- to assist the Association and the Region implement their programs,
- to serve as a vehicle for the local activities of the Association and the Region, and
- to provide a forum for members of the Chapter to meet and discuss matters of common interest and concern.

2021 Executive Officers

- **President** – John Diffenderfer
- **President-Elect** – Josh Niederman
- **Past-President** – Sherry Sajadpour
- **Secretary** – Mary Ruppenthal
- **Treasurer** – Ryan Tognetti
- **Members at Large** – Emily Rae
 - Liam Hanlon
 - Bill Heinicke

Leaping Liam

Trouble Teri

mary ruppenthal

Grumpy Dad - John.

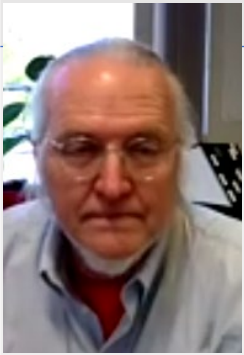
Josh

Big Bentle Bill

sherry



2021 Committee Chairs



Membership

Teri Jamison
Bill Heinicke



Events and Programs

Paul Nadeau



SchoolsNEXT

Marsha Perry Taras



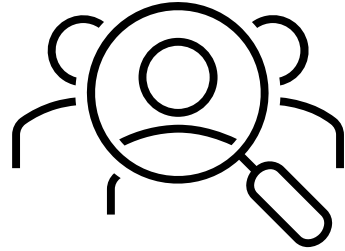
Treasurer/Sponsorship

Ryan Tognetti

STRATEGIC GOALS

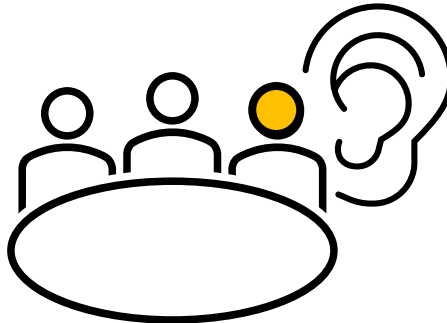
Widening the Audience

- Membership Engagement
- Sponsorship
- Beyond the profession...
- Two - way engagement (teaching AND learning)



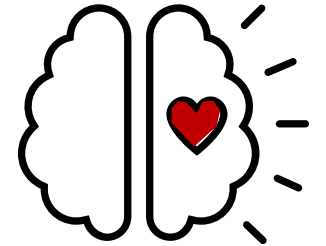
Communications

- Newsletter
- Social Media (LI, FB)
- Website for posts, feeds
- Reports/White Papers/Case Studies



Original Content

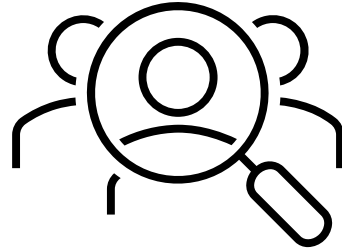
- Research, inquiry
- Analysis, findings, and reports
- Graphical communication tools
- Problem Seeking, and Problem Solving



STRATEGIC GOALS: Teams

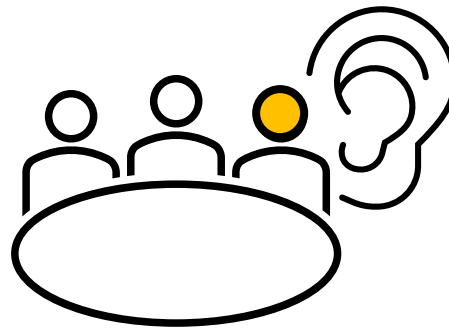
Widening the Audience

- Rick Parks
- Ryan Tognetti
- Paul Nadeau
- Bill Heinicke



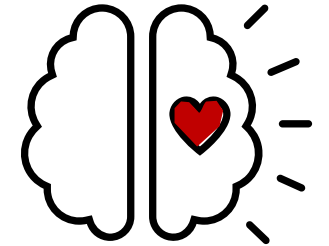
Communications

- John Diffenderfer
- Teri Jamison
- Josh Niederman
- (Ty Taylor)



Original Content

- Mary Morris
- Emily Rae
- Mary Ruppenthal
- Anna Harrison
- Gayatri Medury
- Liam Hanlon





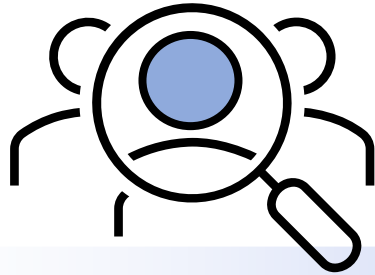
effort



Chapter event



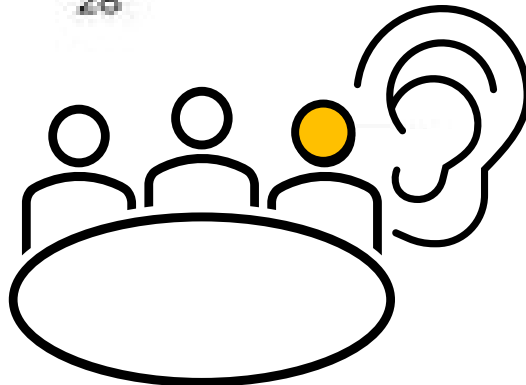
publications



- Membership Engagement
- Sponsorship
- Beyond the profession...
- Two - way engagement
(teaching AND learning)

Q1 2021

JANUARY							FEBRUARY							SchoolsNEXT							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6							
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13							
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20							
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27							
24	25	26	27	28	29	30	28							28	29	30	31										
31																											



- Newsletter
- Social Media (LI, FB)
- Website for posts, feeds
- Engagement Event(s) / Listening Session(s)

Q2 2021



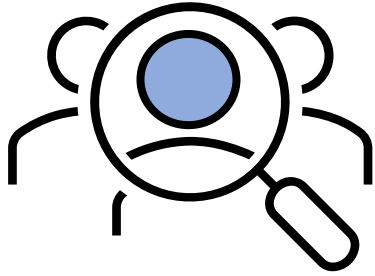
effort



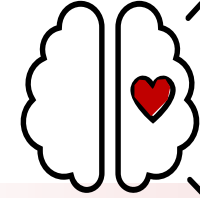
Chapter event



publications



- Membership Engagement
- Sponsorship
- Beyond the profession...
- Two - way engagement (teaching AND learning)



- Analysis, findings, and reports
- Graphical communication tools
- Problem Seeking, and Problem Solving

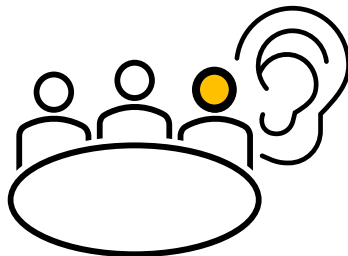
APRIL *SchoolsNEXT*

MAY

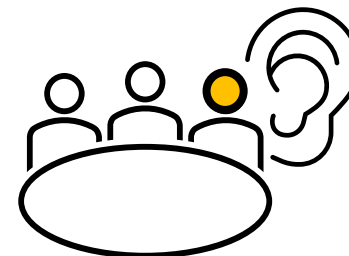
JUNE

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
				1	2	3							1			1	2	3	4	5	
4	5	6	7	8	9	10	2	3	4	5	6	7	8		6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15		13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22		20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29		27	28	29	30			
							30	31													

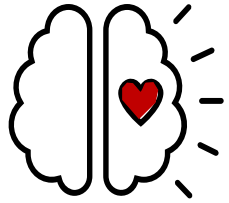
Regional Conference



- Spring Event
- Administrators
- Educators
- Peers



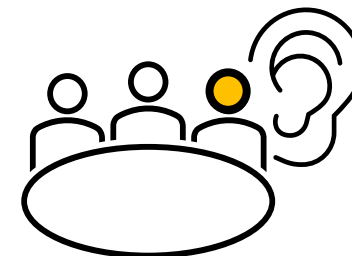
- Newsletter
- Social Media (LI, FB)
- Website for posts, feeds



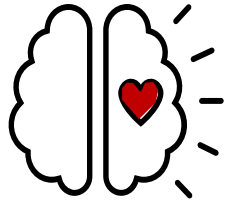
- Analysis, findings, and reports
- Graphical communication tools
- Problem Seeking, and Problem Solving

JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
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18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		

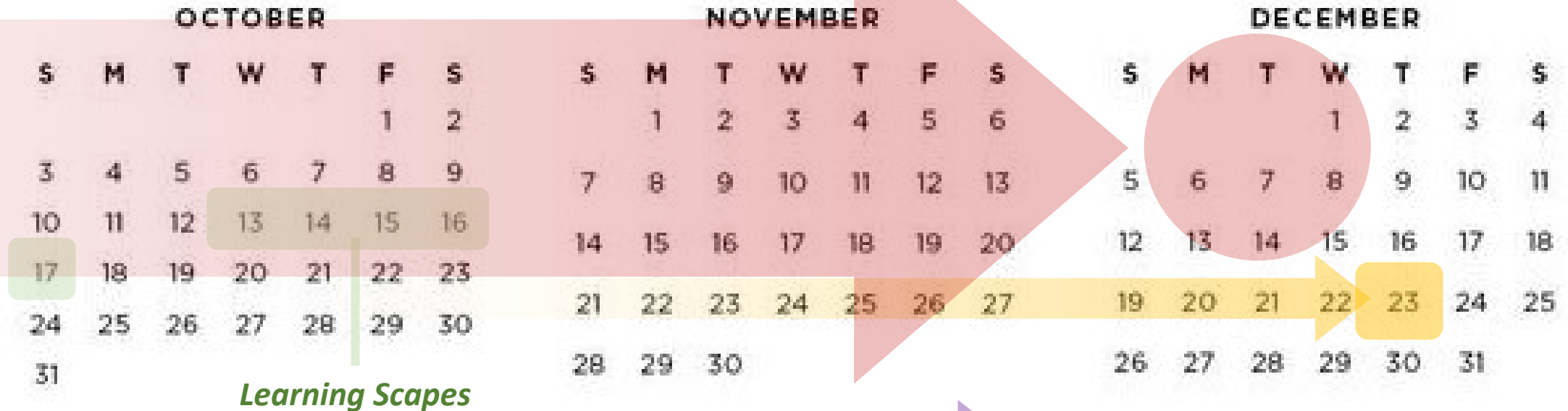
Strategic Planning 2022



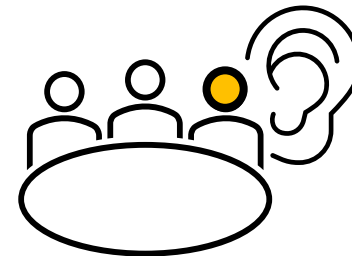
- Newsletter
- Social Media (LI, FB)
- Website for posts, feeds



- Analysis, findings, and reports
- Graphical communication tools
- Problem Seeking, and Problem Solving



Strategic Planning 2022



- Newsletter
- Social Media (LI, FB)
- Website for posts, feeds

- **Monthly Leadership Call**

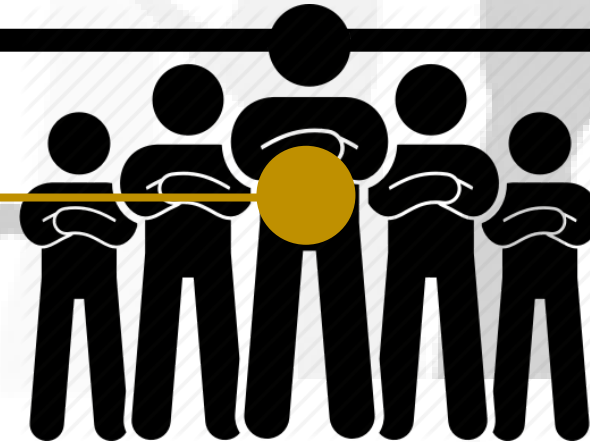
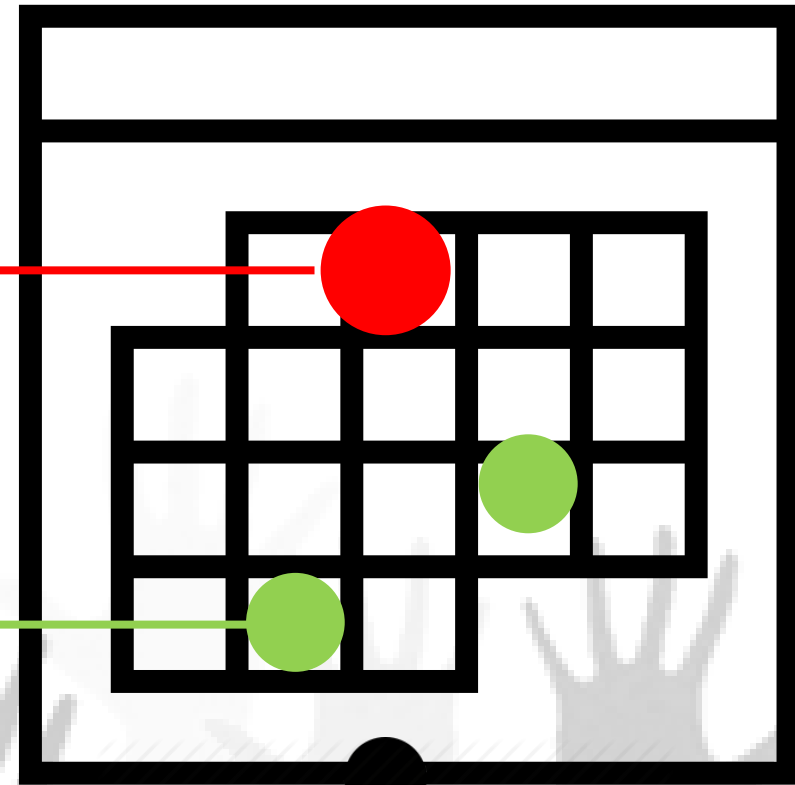
- Executive Committee
- Committee Chairs

- **Periodic Committee Calls**

- As needed

- **Outreach to Membership**

- To form committees



Many Hands Make LIGHT Work

2021 Annual Strategic Plan

NorCal/Nev Chapter

