

MPAEA STRATEGIC PLAN UPDATE 2009-2010
Submitted for review by Myna Frestedt, Past President 2008-2009

In 1998, the MPAEA Board of Directors adopted seven categories for goal setting and planning as recommended by Think Tank attendees. The seven categories from the Think Tank are subsumed within three general headings in this update.

- I. LEADERSHIP OBJECTIVES**
 - A. Services to affiliates
 - B. Publications and information
- II. MEMBERSHIP OBJECTIVES**
 - A. Professional development
 - B. Awareness of conditions
- III. COMMUNITY OBJECTIVES**
 - A. Issues
 - B. Role in the Community
 - C. Image

Background: The Past President submitted the current Strategic Plan to the Full Board for review, revision, and adoption at Summer Board meetings. The Strategic Planning Committee, which is the Full Board led by the current past president, each year was to have reviewed and carried out the plan. Due to specific issues, the Strategic Plan has not been adequately considered, modified, updated, reviewed, nor carried as first planned. The Strategic Plan needs to remain productive. To this attainment, we present the current update with its reorganization of information.

Recommendation: All members are to be encouraged to provide input on the MPAEA Strategic Plan. During the Summer Board Meeting following a Conference, the Full Board with guidance from the current Past President is to review the plan's details along with membership input. Action items then follow the plan. As an ongoing, useful, and developing document, the Strategic Plan will help MPAEA Board Members focus efforts and achieve the association's goals.

I. LEADERSHIP OBJECTIVES

MPAEA's Leadership Objectives concern the association's commitment to responsibly direct resources, products, and processes and to support affiliates.

OBJECTIVE IA: Improve services to affiliates.

Strategy 1. Fiscal Responsibility

Strategy 2. Support and Stability

Strategy 3. Connections with State Associations

OBJECTIVE IB: Enhance and improve processes and mechanisms within its publications and other information-sharing.

Strategy 1. Journal of Adult Education

Strategy 2. Newsletter

Strategy 3. Listserv

Strategy 4. Website

Strategy 5. Interstate Links

II. MEMBERSHIP OBJECTIVES

MPAEA's Membership Objectives concern the association's commitment to provide professional development opportunities and other membership benefits.

OBJECTIVE IIA: Provide professional development opportunities for its members.

Strategy 1. Networking

Strategy 2. Quality Conferences

Strategy 3. Credential Review

OBJECTIVE IIB: Create an awareness of conditions of MPAEA membership.

Strategy 1. Welcoming New Members

Strategy 2. Dues

Strategy 3. Membership Participation

Strategy 4. Membership Growth

Strategy 5. Marketing

Strategy 6. Diversity

Strategy 6. Survey of Membership

III. COMMUNITY OBJECTIVES

MPAEA's Community Objectives concern the association's commitment to address the issues important to Adult Education and Lifelong Learning, and to provide leadership consistent with the organization's image.

OBJECTIVE IIIA: Become a visible, effective influence addressing issues related to adult and continuing education.

Strategy 1. Voice in Current Issues

Strategy 2. Collaboration

OBJECTIVE IIIB: Take leadership in regional and national communities.

Strategy 1. Legislation

Strategy 2. Adult Education Connections

Strategy 3. Professional Development Training

OBJECTIVE IIIC: Enhance the image of Mountain Plains Adult Education Association.

Strategy 1. Advocating

Strategy 2. Education

Strategy 3. Promotion of Adult Learner Achievements