

PAACE Strategic Plan 2005-07 (2006 Update)

Goal 2 - To expand the PAACE Board's advocacy function				
Objective	Activities	Resources	Who	When
Educate members on issues and activities to pursue	Formulate message	Time Materials E-mails, calls Regional advocacy training	Legislative committee Legislative Points of Contact Regional reps Facilitators for regional meetings (incl. Karen Mundie, Joe Morales)	Ongoing
	Use of e-mail list to keep members abreast of issues			As need arises
	Midwinter conference advocacy session			Next conference: March 2007
	Continue to expand the point-of-contact network			Ongoing
	Use the PAACE website			Ongoing
	Make point-of-contact part of the legislative committee			Automatic
	Establish annual calendar of activities as it relates to state and federal appropriations			December 2006
To expand the advocacy function of higher education	Schedule regional advocacy trainings			May 2006
	Formulate message	CEA/PA	Legislative Committee Mary Anne Varacalli Bob McNeill	Ongoing
	Identify higher education legislative co-chair (removed from plan 12/06)			October 2006
	Identify advocacy goals relating to continuing and higher education			January 2007
Ensure congruence in ABE and ASE message	Ongoing			
To identify discrete stakeholders from business and industry	Identify lead person for this objective		KayLynn Hamilton Amy Wilson	May 2006
	Identify possible			

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	conference presenters from among stakeholders			
To provide elected officials with information on issues and positions	Develop questionnaire, send out, follow-up, and provide membership with responses Post responses to website Have point-of-contact take messages out to membership	www.paacesite.org	Appropriate Division Chairs relative to issues and legislation at any particular time	Ongoing
To solicit opinions from candidates relating to PAACE issues	Formulate message and disseminate information		Legislative Committee	When results are shared on the PAACE website

Goal 3 - To identify membership benefits				
Objective	Activities	Resources	Who	When
Identify membership expectations	Poll membership Identify current benefits Explore potential opportunities for members Conduct follow-up survey on member benefits	www.paacesite.org polling capability	Membership committee Scot Mentzer (Web form)	Original goal of member survey accomplished. Ongoing November 2005

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Goal 4 - To have an integrated consistent data management system				
Objective	Activities	Resources	Who	When
Develop interactive Web database for membership management, tied to conference registration database	Develop basic Web database, password-accessible by board	Web member database	Scot Mentzer/Technology committee Board feedback Contractor if needed	May 2006
	Begin managing all membership data online			July 2006
	Expand functionality so that members can access data and join or renew online			October 2006
	Expand functionality so renewals can be done electronically			January 2007
Develop consistent registration process for PAACE Midwinter Conference	Coordinate existing online registration and lessons learned from COABE registration into www.paacesite.org	Existing online registration Web software capability	Technology committee ProLiteracy	July 2007 for 2008 Midwinter Conference (COABE 2007 will have separate registration)

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Goal 5 - To hire a new executive director*				
Objective	Activities	Resources	Who	When
To hire a new executive director (ED)	Develop new job description, qualifications, etc.	Existing job description PANO	Search committee composed of executive committee and two board members at large, at least one representing higher ed	June 2006
	Issue RFP for sponsoring agency (see below).	Search committee input Board discussion Observations of real operations		August 2006
	Post job opening.			TBD
	Interview candidates.			TBD
	Hire executive director.			TBD
To comply with employment laws	Investigate feasibility of sponsoring agency employing PAACE ED	State and federal laws PANO Potential sponsoring agencies	Executive committee	August 2006

* 2006 update addendum