

MASA Strategic Plan Update
2017 - 2020

MASA believes...

- ~ All learners deserve a world-class education.
- ~ Public education is the cornerstone of American democracy.
- ~ A leader is dedicated to building collective commitment to learners' success.
- ~ Leaders must continually improve their practice.
- ~ We must eliminate the disparities in opportunity, expectations and resources that have resulted in undesired predictability in student outcomes.

Mission Statement:

As advocates of a world-class education for Minnesota's learners, MASA's members serve as the leading voice for public education, shape and influence the State and National education agenda, and empower leaders through high quality professional learning, services and support.

Goal #1:

MASA education advocacy will focus on policy and resources that address the most pressing issues and future trends facing Minnesota.

Strategies:

- We will work more closely, and proactively with AASA as we determine advocacy needs at the national level.

Action Step	Assigned to	Starting/End Dates	Resources Needed
Include AASA legislative updates at region/component group meetings throughout the year.	Executive Director Region/component leaders	September 2018 and Ongoing	None
MASA will sponsor two advocacy trips to Washington D.C. each school year.	Executive Director MASA President Federal Advocacy Chair	July 2018 and Ongoing	\$10,000-\$12,000
Develop/strengthen relationships with other national education groups. Examples include NSBA, ASCD, COSN, ISTE, NEA.	Executive Director Board Component Group Members	August 2018 and Ongoing	None
Increase the percentage of members engaged in federal advocacy activities.	Executive Director	September 2018 and Ongoing	None

- We will develop a systems approach to identify barriers to learning and advocate at the state, legislative and administrative level for equitable opportunities for students.

Action Step	Assigned to	Starting/End Dates	Resources Needed
Through surveying of members, identify barriers to learning and equitable opportunities of students.	Executive Director MASA Lobbyist	September 2018 and Ongoing	None
Compile the data that demonstrates that learning and equitable opportunities for students may not exist.	Executive Director MASA Lobbyist Members of the Legislative Committee	October 2018 and Ongoing	\$1,000
Develop policy, activities, actions etc. to address the identified barriers.	Executive Director MASA Lobbyist Members of the Legislative Committee Members in General	November 2018 and Ongoing	None

Goal #2:

MASA will coordinate professional learning that meets current needs and proactively explore innovative concepts for how to sustain high performance of members and their districts over time.

Strategies:

- We will expand opportunities for members to reflect and share about high performance behaviors and best practice.

Action Step	Assigned to	Starting/End Dates	Resources Needed
Identify high performance behavior/practice from the perspectives of content knowledge, habits of success, “wayfinding” (coaching), and creativity, and with a lens of equity.	Executive Development Committee Director of Professional Learning	2018-19 School Year and Ongoing	Meeting Time Research
Provide opportunities for shared experience and coaching best practice.	Executive Development Committee Director of Professional Learning	2018-19 School Year and Ongoing	Meeting Time Research
Provide opportunities for various cohorts to engage in dialogue around best practice unique to their cohort, such as regions, component groups, career stage groups.	Executive Development Committee Director of Professional Learning	2018-19 School Year and Ongoing	Meeting Time Research
Pilot cohort experiences in at least 2 MASA Regions over the next 3 years to develop and enhance the above action steps.	Executive Director Regional Leadership Teams Executive Development Committee Director of Professional Learning	2018 - 2021	Meeting Time Research \$20,000

- We will regularly assess the professional learning needs and interests of our membership.

Action Step	Assigned to	Starting/End Dates	Resources Needed
Identify other experts who can inform the conversation, ie: State Demographer, State Economist, Chambers of Commerce, etc.	Board Members Regional Leadership Teams Executive Development Committee Staff	2018-19 School Year and Ongoing	Meeting Time Research Monetary Support TBD
Hold Listening Sessions to determine member perspective.	Board Members Regional Leadership Teams Executive Development Committee Staff	2018-19 School Year and Ongoing	Meeting Time Research
Identify needs and interests based on all member cohorts.	Staff	2018-19 School Year and Ongoing	Staff Time