Welcome to the Strategic Plan Rollout Webinar
Welcome!

Tim Shenk, President
Today’s Presenters

- Michelle Campbell, Vice President
- Joyce Chester, Membership Chair
- Sharon Bonney, Organizational Director
- Lori Como, Conference Chair
- Denise Alexander, Fund Development Chair
• Timeline
• Why we started
• Survey results
• Your input
Overarching Survey Response Themes

<table>
<thead>
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<th>Themes</th>
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<td><strong>Members desire a strong focused organization as a result of the planning process.</strong></td>
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<td><strong>Participants voice that PAACE should be a go-to resource and that the members should have access to resources and opportunities for professional growth.</strong></td>
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<td><strong>Members request that PAACE have more online training and more networking opportunities.</strong></td>
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<td><strong>Members value the conference and hope that the strategic planning will enhance the conference.</strong></td>
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Our Vision

PAACE will be the premier professional organization for adult education in Pennsylvania so that life-long learners have opportunities to achieve their personal, educational, and career goals.
Our Mission

PAACE inspires adult education partners through advocacy, networking, and professional development so that adults succeed and communities thrive.
Our Core Values

Culture of Lifelong Learning, Respect, Collaboration, Inspirational Leadership, and Inclusiveness
Our Community

- Adult Educators*
- Adult Learners and Others Served by Adult Education
- Workforce Development Partners
- Continuing Education Partners
- Libraries

*Adult Educators include: Administrators, Development Staff, Support Staff, Teachers, Tutors, Tutor Coordinators, Volunteers, Case Managers, Career Navigators, Student Support Coordinators, Researchers, Organizations Providing Adult Education

Our Strategic Priorities

#1: Communication
#2: Membership
#3: Public Policy and Advocacy
#4: Professional Development
#5: Organizational Capacity

Our Target Markets

- Employers
- Legislators
Strategic Priorities

New Direction

• Communication
• Membership
• Professional Development
• Public Policy and Advocacy
• Organizational Capacity
Strategic Priority: Communication

1. Increase visibility of PAACE and the adult education field

2. Enhance PAACE’s Eblasts

3. Enhance PAACE’s social media presence

4. Improve PAACE website

5. Support and promote national Educate and Elevate public awareness campaign
Communications

- Weekly updates
- Relevant, customized communications to support YOU
Strategic Priority: Membership

1. Increase membership through existing members
2. Create onboarding process for PDE-funded and nonfunded providers
3. Partner with PA Workforce Development Association to encourage cross-membership
4. Create onboarding process for non-PDE funded providers
5. Develop relationships with viable partners
NEW Opportunities for PAACE Membership

Agency membership for up to 36 employees and volunteers - $900, a savings of $350!

Agency membership all employees and volunteers - $1800, a savings of up to $1,000 or more!

Discounted single memberships – 20% off during AEFL Week, a savings of $10.
Strategic Priority: Membership

Increase board diversity

Develop systems of support to recruit and retain members
Our Vision
PAACE will be the premier professional organization for adult education in Pennsylvania so that life-long learners have opportunities to achieve their personal, educational, and career goals.

Who can join?
Individuals
  – Administrators
  – Teachers
  – Tutors
  – Volunteers
  – Coordinators
  – Board members

Agencies
1. Lead board development process

2. Support conference development

3. Create online and in-person professional development opportunities

3. Promote networking opportunities
Professional Development

- Access webinars and “must have” resources
- Hear from division leaders
- Enjoy professional development hosted by our national affiliate, COABE
- Benefit from PD not available through the ABLE system.
Here’s why you want to attend:
-Hear from expert presenters
-Strands for administrators, teachers, tutors, and coordinators
-Share your resources and best practices
-Network with 400+ colleagues
-Access products to help your adult learners
-State level awards honoring excellence

-Mini grants are available
-Discounted registration is available for members
Strategic Priority: Public Policy and Advocacy

1. Build relationships with local, state, and federal officials, community stakeholders, and private funders

2. Provide advocacy training for PAACE members

3. Create a public policy agenda for PAACE

4. Lead the field by example

5. Develop advocacy materials and resources

6. Hire a government relations person with Pennsylvania knowledge and experience with state officials
Advocacy and Public Policy

• Download the “Stand up and be counted” fact sheet
• Utilize our easy tool to contact your legislators with 3 quick clicks
• Receive funding updates and public policy alerts

TAKE ACTION
Advocacy Success Stories
Strategic Priority: Organizational Capacity

1. Increase funding to support organizational capacity
2. Increase board diversity
3. Develop systems of support to recruit and retain members
Fund Development

- Grant development
  - Dollar General grants
- Contract for services
- Pay based options (PD for members only)
- New revenue streams
  - Vendors/sponsorships
- Increase membership revenue
Leadership Openings

Are you interested in serving on the PAACE Board?

Communications Chair and Assistant Chair
Public Policy Assistant Chair
ESL Division Assistant Chair
Committee Members

Contact president@paacesite.org for more details.
What Can You Do?

- **Leadership**: Get involved in a leadership role
- **Advocacy**: Take action!
- **Membership**: Join your agency as a member agency
- **Communication**: Join us on social media and send in updates
- **Professional Development**: Join us at conference; Submit a presentation
2019 Conference Registration Raffle