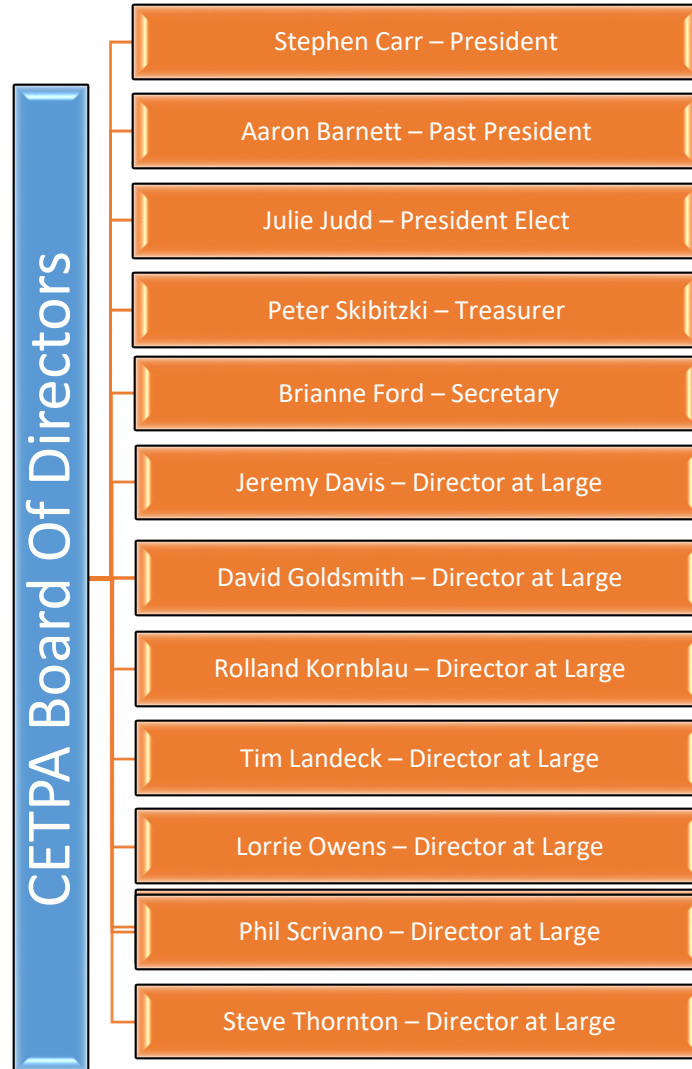




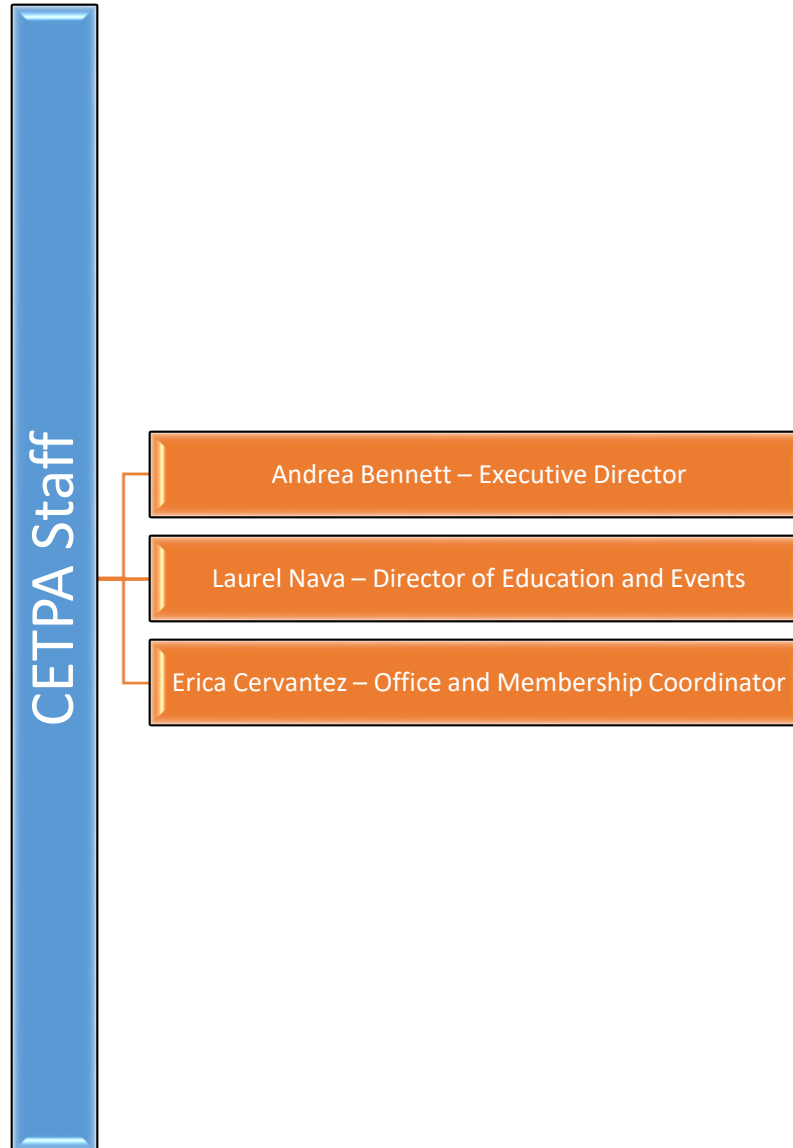
California Educational Technology Professionals Association

Strategic Plan 2017

Participation in the Process



Participation in the Process



CETPA's 2017 Mission Statement

To lead, develop and support educational technologists and organizations to foster student success.

CETPA's 2017 Vision Statement

***Shaping the future of education
through technology.***

CETPA's 2017 Purpose

CETPA is the recognized authority supporting educational technologists.

CETPA's 2017 Core Values



- ***Leadership*** – We believe that technology leadership is essential.
- ***Advocacy*** – We believe advocacy facilitates and accelerates change.
- ***Learning*** – We believe technology can enhance learning. Learning is on-going and lasts a lifetime.
- ***Community*** – We believe a strong community enables the abilities of all of its members. There exists in our community the talent to solve any problem.

CETPA's 2017 Goal Statements



Goal 1

- CETPA will develop the professional capacity of education technologists and leadership.



Goal 2

- CETPA will be a recognized resource and authority in instructional, operational and administrative technologies.



Goal 3

- CETPA's network of professionals and the membership experience will be engaging, rewarding and valuable.



Goal 4

- CETPA will be organizationally and financially strong and be able to seize opportunities to create value for our members and institutions.

Objectives

- CETPA will build evaluation programs to ensure quality of CETPA-provided/CETPA-hosted professional development.
- CETPA will develop an internal organizational process by which expertise, knowledge, and current trends are gathered, evaluated, and prioritized that will increase board member and staff knowledge to inform current PD offerings.
- CETPA will create a structure to enhance professional development offerings throughout CA. CETPA will expand high-quality regional training and on-demand opportunities based on member needs.
- CETPA will strengthen partnerships and solidify CETPA's staff and Board of Director roles with other organizations during the 2017-2018 operational year.
- CETPA will increase efforts to provide organizational stances or position papers enhancing legislative advocacy by June 2017.

Objectives

- CETPA will build and provide searchable resources for members which include current recommendations and best practices for members, as well as a way for members to specify current needs for guidance.
- CETPA will provide guidance for CETPA-provided and non-CETPA-provided presentations at both CETPA and non-CETPA events.
- CETPA will develop standard data points for capturing member data in various areas including geographical, organizational, positions, and size and type of LEA.
- CETPA will develop recognition and support mechanisms for the diversity of the membership by November 2017.
- CETPA will replace or enhance the current listserv platform with tools that allow data to be captured, analyzed, filtered, and archived.
- CETPA should develop an organizational plan that includes financial and staff policies and procedures.

Objectives

- CETPA will formalize document retention process, including consistent location.
- CETPA will formalize a performance evaluation process to include benchmarks and metrics of projects and initiatives.
- CETPA will evaluate the best practices for succession planning and develop the plans.