



Strategic Plan 2018-2019

Call to Action

The *Texas Alliance of Black School Educators* will bolster a force for transformation through equity, efficacy, and policy to ensure unobstructed opportunities for students of African descent and the educators who serve them.

Goals	Specific Results	Success Criteria
Goal 1: Develop a sustainable affiliate plan to maintain systems and promote affiliate growth	1.1 Facilitate the development of an action plan for each affiliate	Develop a rubric that includes the components of the Strategic action plan with at least 75% of the TABSE affiliate action plans complete.
	1.2 Develop an accountability process for each affiliate	
	1.3 Identify and engage new teachers and unaffiliated educators	
	1.4 Increase membership in the number of central office staff and school board trustees	
Goal 2: Increase outreach and statewide influence through strategic communication	2.1 Create a strategic communication plan	Creation of a communication plan that has involved each affiliate and communicates in at least 4 different platforms: (Social Media, print, web, etc.)
	2.2 Increase social media presence via multiple platforms	
	2.3 Increase collaborative partnerships	
Goal 3: Improve advocacy practices	3.1 Identify advocacy priorities	TABSE will submit a resolution to Texas Congress demanding equity and excellence for children of African descent in the State of Texas.
	3.2 Cultivate partnerships with stakeholders who support TABSE's mission	
	3.3 Empower stakeholders to engage in advocacy practices	

Goal 4: Develop partnerships with school districts and other organizations	4.1 Create purposeful networking opportunities with districts and organizations	Strategic alliances related to TABSE’s Call to Action are formed and our message is known statewide and a liaison is identified in 100% of school districts in Texas.
	4.2 Create an organizational development commission with TABSE’s Development Officer	
	4.3 Develop Memorandums of Understandings with partners	
Goal 5: Provide professional development opportunities to improve capacity within and outside of the organization and state	5.1 Develop a system to collect on-going feedback from members regarding professional development needs and interests	Professional Development and services aligned to commissions and based on input from membership is offered to members Positive Survey results for each Commission
	5.2 Create and vet a menu of research based services that demonstrate expertise in our organization's goals and beliefs	
	5.3 Collaborate with commissions to create and monitor specific PD offerings for specific career strands	

Key Year 1 Year 2

Call to Action:	The <i>Texas Alliance of Black School Educators</i> will bolster a force for transformation through equity, efficacy, and policy to ensure unobstructed opportunities for students of African American descent and the educators who serve them.
Goal 1:	Develop a sustainable affiliate plan to maintain systems and promote affiliate growth

Specific Result: 1.1 Facilitate the development of an action plan for each affiliate

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Create a rubric that reflects the components of the action plan	TABSE Board	10/17/18	9/16/19	N/A	50% of the components in the rubric will be identified	Develop the rubric	Affiliate Action Plan
Create a needs assessment affiliates can use to develop their high need areas which will then be used to develop their affiliate action plan.	TABSE Board	9/17/18	9/16/19	N/A		Not Started	Affiliate Action Plan
Develop an action plan template affiliates can use to guide the development of their action plan. Set milestones in the plan that support achievability.	TABSE Board	9/17/18	9/16/19	N/A		Not Started	Affiliate Action Plan

Specific Result: 1.2 Develop an accountability process for each affiliate

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Implement a system of monthly checkpoints for affiliate membership chairs. Offer support as needed.	TABSE Board Chair of the Affiliate Presidents Council	9/17/18	9/16/19	N/A	50% of the components in the rubric are complete	N/A	100% of the affiliates will have at least 80% of the rubric complete

Develop a system of communication between the Affiliate Presidents / Membership Chairs that will support sharing information and ideas with one another as it relates to membership growth.	Chair of Affiliate Presidents Council	September 2018	September 2018	N/A	System will be set-up and in use by at least 25% of Affiliate Presidents 100% of Affiliate Presidents will use the system.	N/A	System is chosen and shared between the appropriate members.
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Specific Result: 1.3 Identify and engage new teachers and unaffiliated educators

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Affiliate representative will attend job fairs in an effort to invite new members	Affiliate President's designee	9/17/18	9/17/19	N/A	3% increase in new teacher memberships	N/A	80% of the affiliates will show a 5% increase in new teacher membership
Affiliate representatives will attend local new teacher orientations in an effort to recruit new members.	Affiliate President's designee	9/17/18	9/16/19	N/A	2% members through districts 5% members through districts	N/A	80% of the affiliates will show a 5% increase in new teacher membership
Affiliates promote membership of new teachers via individual campus representatives and by hosting a new teacher recruiting drive.	Affiliate President's designee	9/9/2018	10/1/2018	N/A	10% of new contacts join based on contact via mail, email or in person	N/A	80% of the affiliates will show a 5% increase in new teacher membership

Specific Result: 1.4 Increase membership in the number of central office staff and school board trustees

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Continue to recruit at TASA Midwinter Conference	Executive Director	9/17/18	9/16/19	N/A	10 members through TASA	Has started	TASA registration records
	TABSE President				15 members through TASA		
Establish parameters for membership recruitment contests that set central office staff recruitment goals	Central Office Commission Chair	9/17/18	9/16/19	N/A	Increase 10 members in the central office commission	Has not started	Membership records
Co-host event with Texas Caucus of Black School Board Members	School Governance Commission	3/2019	7/2020	N/A	Entered into an agreement	Has not started	Completed event

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Goal: 2	Increase outreach and statewide influence through strategic communication

Specific Result: 2.1 Create a strategic communication plan

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Implement a strategic communication template that each affiliate is able to implement that is aligned with the state strategic communication plan.	Media Marketing Director Corresponding Secretary	July 28, 2018	open	# of Affiliates that use the communication plan	50% completed 100% completed	Contacting affiliate presidents for information	Final Draft of social media websites and platforms

Implement TABSE news/updates on at least 4 different social media platforms (social, media, print, web, etc.)	Media Marketing Director Historian	August 1, 2018	Monthly	# of appearance # of updates	50% completed 100% completed		Distribution frequency # of platforms utilized
Train the role of the correspondence secretary in each affiliate on how to effectively execute the communication plan for their affiliate.	Media Marketing Director Affiliate Correspondences Secretary	February 25, 2019	End of 2019 conference	# of members trained	100% Completed		Each correspondence secretary trained

Specific Result: 2.2 Increase social media presence via multiple platforms

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Host monthly TABSE Chat and have members invite others.	Teacher Commission Chair	August 1, 2018	1st Sunday Monthly	Twitter activity	50% completed 100% completed	Beginning in August 2018	12 posts, one from each month
Promote “following” at conferences and on our websites by having competitive competitions.	Teacher Commission Chair	October 1, 2018	February 20, 2019	# of followers and posts	50% completed 100% completed	Has not started	Increase of metric data from 2018 to 2019 conference
TABSE will increase social media post by 25% per quarter	Media Marketing Director	August 1, 2018	August 1, 2020	Data from media accounts	50% completed 100% completed	Has not started	Overall 100% increase compared to the year before

Specific Result: 2.3 Increase collaborative partnerships

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Solicit invitations to attend events from other organizations	Executive Director Affiliate Presidents	September 1, 2018	August 1, 2020	# of events attended	1 per affiliate 3 per affiliate	Has not started	4 events attended by at least 1 affiliate board member
Create a line item in affiliate budget to support attendance at galas, conferences, workshops, mixers for other organizations	Affiliate Presidents	Beginning of Affiliate Budget Year	August 1, 2020	Affiliate budget report	3 affiliates	Has not started	2020 Affiliate Budgets have specified line item
Sponsor leaders from other organizations to attend TABSE events.	Executive Director TABSE President/President Elect	September 1, 2018	August 1, 2020	# of Leaders attending TABSE events	At least 1 leader at each TABSE event	Has not started	75% of events had at least 1 sponsored leader
Establish 5 new collaborative partnerships that are demonstrated through an MOU or that result in completing an additional TABSE outcome.	Executive Director TABSE President/President Elect	September 1, 2018	August 1, 2020	# of MOUs	2 MOU 3 additional MOUs	Has not started	5 new collaborative partnerships

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Goal: 3	Improve advocacy practices

Specific Result: 3.1 Identify advocacy priorities

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Distribute professional development needs survey to TABSE membership to identify priorities	Affiliate Presidents	August 1, 2018	November 1, 2018	N/A	25% Complete 50% of Members complete survey	Board Discussion	List of Professional Needs
Collaborate with school governance commission and TEPI to identify advocacy priorities i.e.: School safety and emotional health	Governance/ Commission Chair T.E.P.I Chair	Sept 1, 2018	Jan. 20, 2019	N/A	Have one advocacy priority Have two advocacy priorities	Governance Commission discussions	Distribution of TABSE priorities

Specific Result: 3.2 Cultivate partnerships with stakeholders who support TABSE's mission

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Identify opportunities to expand in areas where there is limited presence based on TABSE by the numbers	Executive Board Assisting: TABSE Members	August 1, 2018	March 1, 2019	N/A	12.5 % increase 25% increase	Planning	TABSE by the numbers

Identify existing partners and strengthen relationships	Executive Board	August 1, 2018	Ongoing	4	5% increase 10% increase	Planning	Conference Sponsorships and Endorsements
Develop relationships with other advocacy organizations	Executive Board	August 1, 2018	Ongoing	4	Growth	Planning	MOUs

Specific Result: 3.3 Empower stakeholders to engage in advocacy practices

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Use legislative symposium to educate stakeholder on civic engagement and advocacy practices	TEPI Chair	August 1, 2018	Feb 23, 2019	25 participants	N/A 50 participants	Planning	Conference Symposium Attendance
Provide advocacy learning session at State Conference	Governance Commission	August 1, 2018	Feb 23, 2019	N/A	N/A 30 participants	Planning	Session Attendance
Initiate and sustain a TABSE voter Registration campaign	Affiliate Presidents J. Oliver and C. Windfont	October 1, 2018	Nov, 1 2018	N/A	100 new voter registration Same	Planning	Reports 100 new registered voters

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Goal: 4	Provide professional development opportunities to improve capacity within and outside of the organization and state.

Specific Result: 4.1 Create purposeful networking opportunities with districts and organizations							
Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Attend other organizations conferences and events	Executive Board	August 1, 2018	June 1, 2018	N/A	N/A	Planning	Social media posts

Specific Result: 4.2 Create an organizational development commission with TABSE's Development Officer							
Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Develop a commission structure	Executive Board	August 1, 2018	Aug 31, 2018	N/A	N/A	Planning	Commission formed
Work with Affiliate presidents to seek local partners for funding and collaboration	Affiliate Presidents Council	August 1, 2018	Ongoing	N/A	N/A	Planning	Annual Affiliate Report

Specific Result: 4.3 Develop Memorandums of Understandings with partners

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Schedule a meeting with each partner to discuss goals and expectations (include timelines)	TABSE President/ ED	October 1, 2018	Dec 1, 2018	N/A	N/A	Planning	Social Media
House MOUs and template in a central location to serve as model	TABSE President/ ED	August 1, 2018	Sept 30, 2018	N/A	10 MOUs	Planning	Electronic Files

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Goal: 5	Provide professional development opportunities to improve capacity within and outside of the organization and state.

Specific Result: 5.1 Develop a system to collect on-going feedback from members regarding professional development needs and interests

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Solicit quarterly feedback from the membership	Commission Chairs	Aug 31, 2018	Aug 31, 2019	Survey Results	50% completed 100% completed	Planning	Survey Report
Synthesize feedback and share data with the TABSE board	Commission Chairs	Aug 31, 2018	Aug 31, 2019	Survey Results	50% completed 100% completed	Planning	Survey Report

Specific Result: 5.2 Create and vet a menu of research based services that demonstrate expertise in our organization's goals and beliefs

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Use data collected from conference and ongoing surveys to identify speakers	Proposal Committee	March 1, 2019	Nov 1, 2019	N/A	N/A		Selected Proposals
Showcase service providers who support TABSE	Marketing	ongoing	ongoing	TBD	TBD		Program Booklet Website Acknowledge

Specific Result: 5.3 Collaborate with commissions to create and monitor specific PD offerings for specific career strands

Action Steps	Lead? Assisting?	Start Date	Due Date	Baseline Data	Mid-year & EOY Projection	Current Implementation	Evidence of Completion
Tag conference session and ongoing PD offerings by related commissions	Proposal Committee & Commission Chairs	March 1, 2019	September 30, 2019	Survey results	TBD	Upon proposal selection	
Audit TABSE conference schedules to ensure the PD needs of various job roles are present	Commission Chairs	March 1, 2019	April 1, 2019	Survey Results	50% completed 100% completed	Contact Commission Chairs	Survey Report