IPA Strategic Plan One Pager 2013-2014

Membership Development
Goal: Attain an annual net growth of 200 full dues paying members.
*Continue work with Region Boards to select and maintain a Membership Chair and Membership Assistant in order to make frequent personal contacts/follow-ups with Region members/potential members.
*Study establishing a presence at additional state conferences (i.e. Raising Student Achievement, Connections, etc.)
*Explore viability of offering complimentary benefits to first time Members. (i.e. ELN Membership, MSH, Online Academy)
*Communicate individual Member accomplishments/awards with his/her school board and superintendent, promoting IPA benefits in the process.

Member Engagement
Goal: Attain an annual retention of 90% of members.
*Explore ways to enhance organization of files that are shared in IPA Connect by Members.
*Provide additional opportunities for Members to set-up IPA Connect profiles at Fall Conference.
*Update IPA Connect tutorials.
*Work with Region Leaders to ensure Region events are meaningful and meet Members’ professional and personal needs.
*Establish communication and collaboration between Alliance field representatives.

Professional Development
Goal: Increase participation in IPA’s professional development program by 10%
*Establish effective protocols and procedures to ensure a successful implementation of the national “Online PD for Educators” program.
*Continue to reach out to potential new ELN and “Online PD for Educators” Affiliates/Partners.
*Continue to develop and maintain high-quality ELN content.
*Identify methods to support ELN Affiliates marketing and implementation efforts.
*Explore viability of offering professional development in Chicago.

Advocacy
Goal: Enhance IPA’s Advocacy efforts.
*Develop strategies to implement NAESP & NASSP’s “Taking Back the Conversation” effort in Illinois.
*Continue to promote and expand the “Principal for a Day” program.
*Work with Alliance to retool the focus and advocacy efforts of the APAC.

Finances and Resources
Goal: Maintain a strong fiscal position to ensure high-quality Member services may be delivered.
*Enhance and streamline bookkeeping processes.
*As services provided by IPA evolve, continue to study staffing needs.
*Study the feasibility of adding office space at the IPA Headquarters.