

MAACCE

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2015-2017

May 6, 2015

STRATEGIC

PLAN

The Maryland Association for Adult, Community and Continuing Education is a non-profit organization providing leadership in Maryland for those interested in advancing education as a lifelong process. MAACCE provides a central forum for a wide variety of adult, community and continuing education groups. MAACCE encourages organizations and agencies in Maryland to cooperate in a broad spectrum of educational programs and activities in support of the lifelong learning concept, including the following areas:

ADULT EDUCATION

Pre-GED, GED®, National External Diploma Program®, adult basic skills career development, and English as a Second Language.

LITERACY

Services for lower-level adult learners, sometimes relying on volunteer tutors, literacy councils, and other agencies dealing with literacy issues.

COMMUNITY COLLEGE

Community college staff and faculty responsible for business and industry training, programs for special populations, and courses and programs that fulfill the professional, educational, cultural, and vocational needs of the general public.

CONTINUING EDUCATION

Adult education professionals in such areas as higher education administration, vocational/technical training, business/industry, senior citizen programming, and other special population programming.

ADMINISTRATION

Aimed at developing leadership skills and a network of support among administrators and lead staff of adult, community, and continuing education providers in Maryland.

CORRECTIONAL EDUCATION

Correctional educators, administrators, and volunteers working toward statewide coordination for those dealing in the multi-faceted education for incarcerated persons.

COMMUNITY EDUCATION

Promoting, improving, and expanding the community education concept to utilize resources and promote greater cooperation among agencies and institutions in the community.

ENGLISH FOR SPEAKERS OF OTHER LANGUAGES

Issues and interests of educators, administrators and volunteers who serve non-native English speakers.

Strategic Plan Background:

Between 2014 and 2015, MAACCE's Board of Directors worked to create a strategic plan that will assist the organization to grow and sustain the professional development and advocacy work we have been doing for over 30 years. This plan aims to increase the MAACCE membership and the leadership in the organization, so MAACCE can meet the needs of members in the adult education community.

MAACCE Board 2014-2015

Heather Ritchie, President
Montgomery Coalition for
Adult English Literacy
(MCAEL)

Melinda Brown, Treasurer
Adult Education

James Younger, Secretary
Maryland Correctional
Institution-Women

Todd Elliott, Past President
Greater Homewood
Community Corporation

Cynthia Campbell, EdD.
Adult Education Specialist
Howard County Library
System Project
Literacy/Gold Apple
Services

Barbara Denman
Prince George's Community
College

Edouard (Teddy) Gusman
Greater Homewood
Community Corporation

Michael Elonge
University of Maryland
(College Park) Extension

Cynthia Fischer
Harford Community
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Joseph Jameson
Adult Education Instructor

LeAnn Lorenz
Maryland Correctional
Education DLLR-OSTC

Diane McPherson-Savoy
Charles County Public
Schools

Emma Ostendorp
Howard County Library
System Project Literacy

Diana Siemer
Esperanza Center

Sonia Socha
South Baltimore Learning
Center

John Willetts
Adult Education Consultant

Melissa Zervos
Montgomery College

Staff:

Laurie Askins
Membership Coordinator

MAACCE Committees:

Organizational Structure
Professional Development
Communications and Advocacy (Internal/Current Audience)
Outreach and Recruitment (External Audience)

Goals, Objectives, and Activities:**1. Review and revise organizational structure/plan.**

a: Develop volunteer recruitment plan and utilize in 2015-16.

- 1) Research plans that exist
- 2) Create a template/outreach materials
- 3) Distribute materials
- 4) Sign up volunteers for committees and create pipeline for board members

b: Revise financial and HR procedures in 2015.

- 1) Research online financial options (cost, benefits)
- 2) Research staff HR/payroll options
- 3) Move organization to recommended portals
- 4) Write and vote on basic financial policies

c: Explore database options for longitudinal data and ease of staff use in 2015.

- 1) Research online/non-online options (cost, benefits)
- 2) Move organization to recommended portal

d. Emphasize accomplishments and increase transparency with members.

- 1) Increase communication with members about organization
- 2) Create and publish annual report and upload 990 to website
- 3) Explore & recommend other nonprofit best practices to board for review and implementation in 2016-2017

e: Explore concept of fundraising for MAACCE and recommend a plan of action in 2015-16.

- 1) Explore time, cost, and probability
- 2) Create and recommend a plan

f: Explore use of technology in organization and recommend a plan of action in 2015-16.

- 1) Explore time, cost, and benefits
- 2) Create and recommend a plan

2. Offer multiple, diverse, & high-quality professional development opportunities to members.

a: Host high-quality annual conference.

- 1) Explore moving conference to a new location (affordability, ease of access)
- 2) Build Conference Committee
- 3) Create an information table at the 2015 conference to recruit volunteers for Conference Committee
- 4) Review and revise conference implementation procedures

b: Host two regional professional development events annually.

- 1) Identify locations/general timing
- 2) Determine if/what to charge (members/nonmember)
- 3) Recruit new members with regional events
- 4) Offer certificates of attendance at all events
- 5) Create an information table to recruit volunteers for committee and have a suggestion box at events

c: Offer/connect members with additional professional development.

- 1) Explore and recommend action on CEUs
- 2) Explore requirements for professional development with organizations across the state
- 3) Share relevant professional development opportunities (online, regional, national) offered by other organizations

d: Make MAACCE the go-to place via the website and social media for information and expertise on professional development in the field.

- 1) Upload handouts within a few weeks from all professional development events to the website
- 2) Identify other professional organizations and create links on MAACCE's website (initial list published by the retreat)
- 3) Explore and recommend an action plan for creating a list of professional development opportunities with links on the website in 2015-2016
- 4) Study trends in professional development (Surveys, Costs, Frameworks) in 2015-2016
- 5) Report trends to the Board and Membership

3: Raise awareness of adult education, by engaging members, public, and state and federal legislatures.

a: Build succession in Advocacy Committee in 2015-2016.

- 1) Identify interested people
- 2) Bring new members onto committee
- 3) Inform and train those on committee

b: Inform Membership and create stronger sense of membership value.

- 1) Increase information dissemination via social media and email
- 2) Engage members to increase communication with state and federal legislators and administration

c: Create at least 2 localized or online events/campaigns.

- 1) Identify ways to have programs support campaigns at local level
- 2) Distribute information

d: Educate and connect with incoming state and federal administration and legislators via an annual advocacy event.

- 1) Identify invitees
- 2) Set location/logistics
- 3) Connect with press/media

e: Continue to distribute an online newsletter 4 times a year.

- 1) Identify leads and writers
- 2) Explore opportunities for ads in newsletter
- 3) Utilize a format that allows for tracking open/read rate

4: Increase membership to 425 by June 2016 (15% increase) and increase MAACCE's presence around the state.

a: Recruit individuals from 10 new groups/organizations (workforce, community college, One-Stops, education departments at universities, youth- and family-based orgs, Judy Centers, childcare networks, "Ready at 21", home school populations).

- 1) Identify organizations that are connected to MAACCE's work and who do not have individuals as members
- 2) Contact individuals
- 3) Determine interest level in MAACCE and identify if needs are being met through current programming or if needs could be met via future programming

b: Partner with other adult education and professional organizations and leverage opportunities.

- 1) MAACCE Board Member(s) attend(s) different conference(s) and reports back ideas for improvement of organization or annual conference
- 2) Create a list of people met/contacted at organizations
- 3) Explore trading membership lists with other professional organizations
- 4) Explore discounts or trades with partners

c: Unify voice of adult education programs, government, and business.

- 1) Create a stronger partnership with GWIB and local WIBs
- 2) Identify list of businesses to connect with
- 3) Create discount cards/incentives with businesses for teachers/adult ed staff
- 4) Explore concept of an advisory committee with businesses
- 5) Explore concept of an advisory committee with learners
- 6) Connect with businesses in funding capacity