



**Massachusetts Reading Association**

An affiliate of the International Reading Association

***To promote literacy for all learners.***  
**Strategic Plan Report 2010-2011**

**OVERARCHING GOAL:**

The mission of the Association is to promote reading and writing for all learners through professional development, research, publications, and advocacy for the literacy community.

**Overview**

**Strategic Planning Co-chairs: Mary Aucoin, Immediate Past President and Jo Ann Thompson, Past President**

<b>Action To Date:</b>	<b>Goals</b>
	<b>GOAL 1: Professional Development</b>
	<b>GOAL 2: Research</b>
	<b>GOAL 3: Publications</b>
	<b>GOAL 4: Advocacy</b>
	<b>Goal 5: Organizational Structure</b>

# MRA Strategic Plan Report 2010-2011

## GOAL 1: Professional Development

### Strategic Objective:

1. Provide professional development and support other literacy initiatives.

<b>Action Steps</b>	<b>Person(s) Responsible</b>	<b>Timeline</b>	<b>Outcomes</b>	<b>Projected Expenses</b>	<b>Evidence</b>
<b>Annual Conference</b>	<b>Conference Chairperson and Program Committee, Conf. Admin. Asst.</b>	<b>Feb. 2010 - Feb. 2011</b>	<b>Evaluations Attendance Meet with Jane Kline to discuss possible restructuring.</b>	<b>Survey Monkey Cvent Conference Budget</b>	
<b>Institute Create a timeline for the Institute</b>	<b>Chairperson(s) Rotate acc. to geography</b>	<b>Fall 2010</b>	<b>Evaluation Attendance</b>	<b>Institute Budget</b>	
<b>Local Council Conferences /Workshops</b>	<b>Local Council Presidents</b>	<b>Feb. 2010 - Feb. 2011</b>	<b>Local Council Presidents reports. Summer Leadership Conference</b>	<b>varies</b>	
<b>Collaboration with DESE and other professional organizations</b>	<b>MRA President, MRA Board and liaisons</b>	<b>Feb. 2010 - Feb. 2011</b>	<b>Shared information</b>	<b>Varies (cost of flyers etc)</b>	

## MRA Strategic Plan Report 2010-2011

### GOAL 2: Research

#### Strategic Objective:

1. **Support Studies and Research Committee in identifying issues for intensive study and suggest subsequent leadership activities.**

<b>Action Steps</b>	<b>Person Responsible</b>	<b>Timeline</b>	<b>Outcomes</b>	<b>Projected Expenses</b>	<b>Evidence</b>
<b>Identify and approve research topic.</b>	<b>Studies and Research Chair and MRA Board</b>	<b>Feb. 2010 - Feb. 2012</b>	<b>Put in Policy and Procedures Handbook.</b>	<b>Line item Budget 2010</b>	

# MRA Strategic Plan Report 2010-2011

**GOAL 3: Publications**

**Strategic Objective:**

- 1. To share information, expertise, and resources with MRA membership and literacy community through publications and media.**

<b>Action Steps</b>	<b>Person Responsible</b>	<b>Timeline</b>	<b>Outcomes</b>	<b>Projected Expenses</b>	<b>Evidence</b>
<b>Glean information from MRA Board meetings, local council meetings, Massachusetts DESE updates, IRA updates etc.</b>	<b>Public Relations Chairperson  Executive Committee</b>	<b>Following MRA Board meetings-June, September, November, December, February, March</b>	<b>Contact and collaboration with other professional organizations.</b>	<b>Cvent subscription</b>	
<b>Develop Web 2.0 tools for MRA for interactive membership participation.</b>	<b>Reading and Technology Chair</b>	<b>Feb. 2010 -Feb. 2011</b>	<b>Activity on Ning</b>		

## MRA Strategic Plan Report 2010-2011

### GOAL 4: Advocacy for Literacy

#### Strategic Objective:

1. Expand the knowledge within the MRA Community about English Language Learners (ELL)
2. Expand the knowledge about government policies related to literacy.

Action Steps	Person(s) Responsible	Timeline	Outcomes	Projected Expenses	Evidence
<ul style="list-style-type: none"> <li>• Establish the ELL Ad Hoc Committee as a standing committee.</li> <li>• Strengthen partnerships with various constituencies within the state of Massachusetts.(See Massachusetts Association of Teachers of Speakers of Other Languages) <a href="http://www.matsol.org/mc/page.do">http://www.matsol.org/mc/page.do</a></li> </ul>	ELL Chair	<p>June 2010</p> <p>Feb. 2010 - Feb. 2011</p>	<p>MRA ELL Committee Report</p> <p>Attend MATSOL board meetings.</p>	\$25	
Explore opportunities for mentoring new advocates.	GR Committee	Feb. 2010 - Feb. 2011	Report from GR Committee to MRA Board of Directors March 2009	0	
Update literacy community on federal and state legislative policies.	GR Committee/ MRA Liaison to IRA	Feb. 2010-2011	Emails and/or Web 2.0 tools to membership and articles in <i>Connection</i>	0	

## MRA Strategic Plan Report 2010-2011

### GOAL 5: Organizational Structure

#### Strategic Objective:

1. Create the Policy and Procedures Handbook.
2. Research options for storage of current MRA information.
3. Research options for storage of archival MRA information.

Action Steps	Person(s) Responsible	Timeline	Outcomes	Projected Expenses	Date
<ul style="list-style-type: none"> <li>• Identify the MRA Policies.</li> <li>• Identify the MRA Procedures.</li> <li>• Identify Role Descriptions.</li> <li>• Finalize the MRA Policy and Procedures Handbook.</li> </ul>	Bylaws Committee, Policy and Procedures Handbook Chair, MRA Board	Feb. 2010 - Feb. 2011	Present draft to MRA Board upon completion.	\$500 in 2011 Budget if needed	
<ul style="list-style-type: none"> <li>• Establish committee and initiate research options for web based storage of current MRA information.</li> <li>• Clarify the role and responsibilities of Reading /Technology Chair</li> </ul>	MRA President, Executive Committee, Reading /Technology Chair	Feb. 2010 - Feb. 2011	Committee established. Committee Reports	\$25 Line item Budget	
<ul style="list-style-type: none"> <li>• Establish a committee and initiate research options for storage of archival MRA information.</li> <li>• Clarify the role and responsibilities of MRA Historian</li> </ul>	MRA President, Executive Committee, MRA Historian	Feb. 2010 - Feb. 2011	Committee established. Committee Reports	\$25 Line item Budget	