



Massachusetts Reading Association

An affiliate of the International Reading Association

www.massreading.org

To promote literacy for all learners
Strategic Plan Report 2011-2012

OVERARCHING GOAL:

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

Overview

Strategic Planning Co-chairs: Elaine Bukowiecki, Immediate Past President and Mary Aucoin, Past President

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

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GOAL 1: Professional Development

Strategic Objective:

1. Provide professional development and support other literacy initiatives.

Action Steps	Person(s) Responsible	Timeline	Outcomes	Projected Expenses	Evidence
a. Annual Conference	Conference Chairperson and Program Committee, Conf. Admin. Asst.	Feb. 2011 - Feb. 2012	Evaluations Attendance Meet with Jane Kline for IRA updates.	Survey Monkey Cvent Conference Budget	Completed Conference Report
b. Review Institute	Jo Ann Thompson, Terrie Marr, Elaine Bukowiecki	Spring 2011	Procedure and Timeline Attendance	Institute Budget	Report to MRA Board – June 2011
c. Local Council Conferences /Workshops	Local Council Presidents	Feb. 2011 - Feb. 2012	Local Council Presidents reports. Summer Leadership Conference	varies	Reports from Council Presidents At MRA Board Meetings
d. Collaboration with DESE and other professional organizations.	MRA President, MRA Board and liaisons	Feb. 2011 - Feb. 2012	Shared information	Varies (Cost of flyers etc.)	Reports of Collaborations at MRA Board Meetings

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**GOAL 2: Research
Strategic Objective:**

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

Action Steps	Person Responsible	Timeline	Outcomes	Projected Expenses	Evidence
a. Identify and approve research topic.	Studies and Research Chair and MRA Board	March 2011 –March 2012	Research Topic: <i>Vocabulary Instruction</i>	March 2011 Committee Annual Report	Available on MRA web-site
b. Change focus of Sylvia Brown Scholarship to support quantitative and/or qualitative action research.	Sylvia Brown Chair and committee with approval by the MRA Board of Directors	2011-2012	Publication in the <i>Primer</i> and Presentation of work at an annual MRA conference and/or local council.	MRA Budget	Redesign of the application. Publication and presentations.
c. Prepare “Talking Points” – Summaries on key literacy topics and research as approved by the Executive Committee.	Review by Publications Committee and MRA Board of Directors	2011-2012 on going	Distribute “Talking Points” – Summaries of key literacy topics and research	Printing Costs see 2012 MRA Budget	MRA website

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**GOAL 3: Publications/Public Relations
Strategic Objective:**

1. **To share literacy information, expertise, and resources through publications and media.**

Action Steps	Person Responsible	Timeline	Outcome	Projected Expenses	Evidence
a. Promoting MRA	Public Relations Chair and Committee	March 2011-2012	Awareness of MRA	Cvent subscription	E-blasts
b. Send out monthly cvent e-blasts as approved by the MRA President					
c. Continue interactive membership participation	New Literacies Chair and Committee	2011-2012	Activity on Ning, Twitter, website	See March Final Committee report	Number of participants

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GOAL 4: Advocacy for Literacy

Strategic Objectives:

1. Expand the knowledge about government policies related to literacy.
2. Expand the knowledge about MRA to educational leaders and policy makers.

Action Steps	Person(s) Responsible	Timeline	Outcomes	Projected Expenses	Evidence
Strategic Objective #1					
a. Sustain partnerships with various constituencies within the Commonwealth of Massachusetts.	Board and committee members	March 2011 -March 2012	Increased sharing among other organizations	0	Increased interaction MRA Board minutes.
b. Mentor MRA members as advocates.	Government Relations Committee	March 2011 -March 2012	Report from Government Relations Committee to MRA Board of Directors March 2012	New membership pins	More contact with local policy makers and educational leaders.
c. Update literacy community on federal and state legislative policies.	Government Relations Committee/ IRA State Coordinator	March 2011-2012	Emails and/or Ning, MRA website to membership, articles in <i>Connection</i> , and conference calls.	0	1.Increased E blasts.
d. Establish connection to Governor's office. Arrange meetings.	Government Relations Committee	March 2011-2012			2.Invitations to participate at meetings
e. Support partnerships with early childhood literacy	Early Childhood Committee	Oct. 2011- Mar. 2012	Report of Collaboration	0	Copy of Report of Collaboration
Strategic Objective #2					
a. Complimentary membership for Supt. after MRA person presents <i>Talking Points</i> .	MRA Board members	March 2011-2012	Increased awareness of MRA	Publication	Increase in MRA membership.
b. For any school leader who sends teachers to the conference, give a thank you note.	Letter from MRA President				
c. Offer MRA membership to all state reps and all past and future Advocacy Award recipients.	MRA Board members				

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GOAL 5: Organizational Structure

Strategic Objectives:

1. Finalize the Policy and Procedures Handbook.

Action Steps	Person(s) Responsible	Timeline	Outcomes	Projected Expenses	Evidence
a. Finalize the first draft of MRA Policy and Procedures Handbook.	Bylaws Committee, Policy and Procedures Handbook Chair, MRA Board	June 2011	Vote at June 2011 MRA Board.	0 (Email Handbook)	Completed Draft
b. Review of Policy and Procedures Handbook	Bylaws Committee	June 2011-June 2012	Vote at June 2012 MRA Board.	0 (Email Handbook)	Completed Policies and Procedures Handbook
c. Clarify the role and responsibilities of MRA Historian	Executive Committee, MRA Historian	March 2011-March 2012	P&P for role of Historian timeline and description	Membership in MRA for Library Director at Bridgewater State University	Policy and Procedures Handbook.

Attendance:

1. Mary Fischer
2. Pamela Mason
3. Pam Shufro
4. Martha Colwell
5. Evelyn Wall
6. Nancy Zamierowski
7. Vicki Jacobs
8. Jane Kline via SKYPE
9. Mary Aucoin
10. Lori DiGisi
11. Elaine Bukowiecki
12. Sherry Sausville
13. Nancy Meagher
14. Jo Ann Thompson
15. Joan L. Tuttle
16. Holly Makowsky