

**Wisconsin Society of Science Teachers
Five-Year Strategic Plan 2013-2018**

MISSION STATEMENT:

WSST: Promoting, supporting and improving science education in the state of Wisconsin.

VISION STATEMENT:

The Wisconsin Society of Science Teachers will carry out its mission of promoting, supporting and improving science education in the state of Wisconsin by providing leadership, advocacy and programs to enhance the teaching and learning of science.

BELIEFS:

The members and leaders of the Wisconsin Society of Science Teachers believe:

- establishing a membership that is representative of all teachers of science in Wisconsin is vital to our mission
- providing a collegial network for its members provides support and leadership opportunities
- in providing a collegial network for its members
- teachers of science in Wisconsin are highly qualified to assume leadership roles in science education
- teachers of science, with the assistance of the organization, can have a positive influence on public policy decisions that affect science education
- providing highly effective teaching practices supports science teachers

Strategic Goals

I. The Wisconsin Society of Science Teachers will design and implement a comprehensive electronic hub of professional development that will provide activities, resources and services for WSST members (what we do for our members).

II: WSST will hire a new Executive Director.

III. WSST will develop and write a procedural manual describing the committee's and officer's activities, duties and responsibilities.

Strategic Goal I: The Wisconsin Society of Science Teachers will design and implement a comprehensive electronic hub of professional development that will provide activities, resources and services for WSST members (what we do for our members).

Sub goal I-A

WSST will provide space for an up/downloadable library of annotated content/grade specific curricular materials.

Action Step IA-1 We will determine whether Wild Apricot is a sufficient content management system to adequately develop professional development to see if it can facilitate the hub of materials/activities.

Rationale- We need a robust, affordable platform for utilization to accomplish this action step.

Responsibility- Kevin Niemi and Kathy Cady

Time Line- Start Date: August, 2013 End Date: Sept. 30, 2013

Resources-none

Evidence of success: A decision will be made by the ending date in the timeline.

Action Step IA-2: WSST will contact NSTA regarding WSST utilizing their Learning Center resources.

Rationale- We will use an already successful library and be able to add our own resources to it.

Responsibility- Kevin Niemi

Time Line- Start date: August, 2013 End date: December, 2015

Resources- none; could eventually be an expense after agreement is reached

Evidence of success- An agreement is reached for WSST members to be able to use the NSTA Learning Center

Action Step IA-3: WSST will determine the submission/review process for the website.

Rationale- We need to keep our resources pedagogically sound and scientifically accurate. This will help us to maintain a consistent format for submissions.

Responsibility- Resource Hub Development Committee appointed by the President, Professional Development Committee

Time Line- Start date: August, 2013 End date: April, 2015

Resources- funds for committee meeting

Evidence of success-The ad hoc committee will have the framework finished by the spring conference board meeting.

Sub Goal I-B

WSST will develop an annotated resource list of content/grade specific links to web resources (e.g. video, organizational sites, podcasts, etc)

Action Step IB-1: Each district director will identify one lead teacher in each 7-12 content area (bio, chem, physics, earth/space, environmental), two to three key K -6 teachers, a person to focus on resources for new teachers and a PDP lead teacher to coordinate the gathering of annotated online resources.

Rationale: Teachers are experts in subject area. This will actively engage members and potential members.

Responsibilities: District Director recruits lead teachers

Timeline: Start date: August, 2013 End date: May 1, 2014

Resources: recommendations from WSST members

E-blast as potential recruiting tool

Measure of success: An identified list of teachers submitted to the WSST president.

Action Step I-B-2: Lead teachers will collect and annotate online resources in their subject area/grade level and may recruit other teachers to assist.

Rationale: Teachers are experts in subject area.

Responsibilities: District director recruits, reminds and encourages the lead teachers.

Lead teachers will gather links and annotations and submit them to the district director

Timeline: Start date: May, 2014 End date: Spring conference, 2015

Resources: NSTA lead teacher training, budget for meeting in the fall 2014

Measure of success: Each lead teacher will submit at least ten annotated links.

Action Step I-B-3: WSST will determine the protocol for posting to the online hub.

Rationale : Resources must be vetted before posting.

Responsibility: Professional Development Committee evaluates initial links, web developer determines protocol

Timeline: Start date: August, 2014 (or when website is ready) End date: November 1, 2015

Resources: working hub

Measure of Success: articulated protocol for submission

Links are posted on hub

Action Step I-B-4: WSST will develop a format for an annotated link for the website.

Rationale: This will provide consistency on the website.

Responsibilities: Professional Development Committee will develop the format.

Timeline: Start date: August, 2013 End date: December, 2015

Resources: collaboration time

Measure: The form will be submitted at the summer board meeting.

Sub Goal I-C:

WSST will recruit content experts to serve as consultants for materials to be placed on WSST online resource hub.

Action Step I-C-1: The WSST will select content experts from the membership to review resources for the content group.

Rationale: Resources should be vetted by a content expert in order to ensure high quality materials.

Responsibilities: Higher Ed Committee, WSST Board

Timeline: Start date: September 2013 End date: Summer Board Meeting 2014

Resources: Online meeting i.e. Today's Meet, Google Hangouts, etc.

Measure of Success: One member selected for each content specific group.

Sub Goal I-D:

WSST will develop a listserv or other electronic option to encourage networking among WSST members.

Action Step I-D-1: WSST will research the viability of providing an avenue for teachers to collaborate via a hub of the WSST website.

Rationale- This will encourage networking in a digital age.

Responsibilities- Develop an online sharing forum
Professional Development Committee
Kevin Niemi
Megan Litster

Timeline- Start date: August 2013 End date: August 2014

Resources- Survey results, Brian Bartel

Measure of success- Data from survey results from Sub Goal I-E analyzed. An analysis completed of methods of using current social networking options.

Sub Goal I-E:

WSST will provide weekly outreach via social media like Twitter and Facebook.

Action Step I-E-1: We will send out a survey to the membership in an e-blast pertaining to preferred forms of communication (e-blasts, text messages, twitter, social media, Pinterest, tumblr, reddit, etc.) This can be combined with Action Step 3 from Subgoal 6.

Rationale: We need to see what other forms of communication are preferred by the membership.

Responsibility: Publications Committee, Board of Directors

Timeline: Starting date: September, 2013 Ending date: December, 2013

Resources: Survey software

Measure of Success: Data collected and analyzed to determine what new forms of communication to use.

Action Step I-E-2: From the survey in Action Step I-E-1, WSST will determine what new forms of communication to use and implement the use of those methods.

Rationale: This would allow us to better serve the body of WSST when communicating.

Responsibility: Publications Committee, Board of Directors, Kevin Niemi

Timeline: Start date: September, 2013 End Date: August, 2014

Resources: New communications programs, survey results

Measure of Success: At least one new method of communication implemented with members.

Sub Goal I-F:

WSST will re-evaluate and integrate all current communication

Action Step I-F-1: WSST will put a link from the e-blast to the new website.

Rationale: We can track how many people use the link on the website and determine whether it is an effective form of communication.

Responsibility: District Directors, web designers, President

Timeline: Start Date: December, 2013 End Date: Summer, 2014

Resources: Cost of hosting website

Measure of Success: We will use google analytics to determine if the membership uses the new website. Analysis with google analytics determines that members are sufficiently utilizing the website.

Action Step I-F-2: WSST will put a link in the e-blast to videos that includes introductions of board members, demonstrations, and explanations of what WSST has to offer.

Rationale: It would put a face to WSST so that people would feel more comfortable being a part of the organization. This would appeal to the membership, especially elementary teachers.

Responsibility: Board of Directors, web designers, Scott Stankowski, Brian Bartel

Timeline: Starting date: October, 2013 Ending Date: Spring, 2016

Resources: Hosting website, Video editing program

Measure of Success: Analysis with google analytics to determine if the membership watches the video

Action Step I-F-1-3: WSST will send out a survey to the membership in an e-blast pertaining to the newsletter and all other forms of communication.

Rationale: We need to see if a hardcopy of the newsletter is needed by the membership and what other forms of communication are preferred.

Responsibility: Publication Committee, Board of Directors

Timeline: Starting date: September, 2013 Ending date: December, 2013

Resources: Survey software

Measure of Success: Data collected and analyzed to determine whether to continue a hardcopy of the newsletter and e-blasts and what new forms of communication to use

=====
STRATEGIC GOAL II: WSST will hire new Executive Director(s).

Action Step II-A-1: WSST will develop a succession plan which includes the job description for the Executive Director Position(s).

Rationale: The current Executive Director has asked to retire.

Responsibility: Executive Committee, most senior District Director, and Executive Director

Timeline: Start date: August 2013 End date: December 2013

Resources: Meeting location and money to pay for mileage to travel to meeting and meal expenses.

Measure of success: A succession plan for the position of Executive Director will be presented for comment and review at the Winter Board meeting

Action Step II-A-2: WSST will advertise for, receive applications for, and hire a Chief Financial Officer and a Chief Organizational Officer

Rationale: This will allow WSST to hire the best person for the job.

Responsibility: Executive Committee. If one of these is applying for position, a substitution will come from other Board Members.

Resources: Online meeting i.e. Today's Meet, Google Hangouts, etc.

Timeline: Start date: January 2014 End date: Summer Board meeting 2014

Measure of success: A Chief Financial Officer and a Chief Organizational Officer are hired.

=====

STRATEGIC GOAL 3: WSST will develop and write a procedural manual describing the committee's or officer's activities, duties and responsibilities.

Action Step III-A-1: Committees and Board members will develop and write a procedural manual describing the committee's or board member's activities, duties and responsibilities.

Rationale: This will provide continuity from year to year for procedural issues in WSST.

Responsibility: Committee chairs, Board members, Document Review

Timeline: Start date: August, 2013 End Date: August, 2016

Measure of success: The standard operating procedure manual for each officer, board member, and committee will be presented for review at the 2014 summer board meeting.