



ALAS Strategic Plan
Strategy Draft - Open for Membership/Affiliates Feedback
2016-2021

Strategy I: National Policy Driver

- Examine ESSA public input opportunities and resulting state application processes for impact on Latinos, ELLs
- Provide updates on state plan submission timelines and best practices to members and state affiliates
- Create a policy/legislative committee to determine annual policy priorities
- Take a proactive position on policies that impact teachers including recruitment and retention efforts
- Identify three specific high leverage national policy areas in which to engage SLA alumni in policy discussions and contributions; identify the key states through which we can most impact these policies

Strategy II: Implement a Technology Approach & Position

- Engage in discussion concerning effective practices utilizing technology to impact students' equitable access, and to ensure college and career readiness
- Engage vendors in high level discussions regarding instructional technology needs of today and the next decade
- Utilize virtual meetings to expand engagement of State Affiliates, partners and Blue Ribbon Council
- Transition all ALAS Board Work onto shared Google Docs to create an active digital collaboration space
- Engage a panel of college students to provide us with feedback on how to best utilize technology to meet membership engagement goals

Strategy III: Fund Development

- Develop a five-year fund development plan with time-specific deliverables by January 2017
- Develop deep relationships with key grant organizations with similar missions
- Consider a nominal cost for Friends of ALAS membership

Strategy IV: Latino Leadership Capacity Development

- Establish and define a charge for an ALAS Board Committee of Past Presidents
- Create a process for State Affiliates to submit nominations of Superintendents for ALAS Board seats
- Move Annual State Affiliates Conference to D.C.; include opportunity for Affiliates to interact on the Hill
- Increase ALAS Affiliate States by two per year
- Create opportunities for sharing of best practices among State Affiliates
- Create links from ALAS website to significant research studies available at the national and state level that can inform and support the work of affiliates and ALAS national
- Work with USDE:



- To request an updated list of Latino Administrators and Superintendents to create a listserv to share information, recruit, and promote ALAS
- To identify and contact the Minority recruitment specialist at the USDE to establish a relationship and collaborate on recruitment for ALAS

Strategy V: Branding and Communications

- Revisit ALAS mission statement for next decade
- Set up a 20-year anniversary celebration committee (20th ALAS Summit)
- Continue and expand upon annual ALAS report; include data on SLA alumni impacts and data by region
- Increase presence at Council of Great City Schools, AASA and other national meetings of education policy thought leaders
- Connect with established networks who can promote ALAS at no cost
- Utilize ALAS on-line newsletter to feature State Affiliates
- Examine the feasibility of increasing webinars as a benefit for members
- Create an active and effective social media presence
- Establish a Strategic Plan Oversight Committee to ensure fidelity to plan commitments