



International Technology and Engineering Educators Association

Strategic Plan

Revised June 2023

Vision:

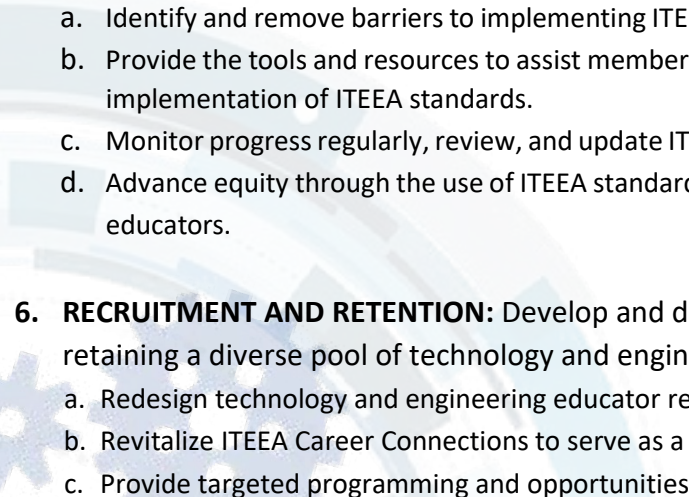
ITEEA is the foremost professional organization leading education in technology, engineering, and Integrative STEM.

ITEEA Mission:

To advance technological and engineering capabilities for all, by nurturing professionalism, growth, and opportunities in the education community.

Strategic Goals:

- 1. MEMBERSHIP:** Increase membership across all involved in Integrative STEM through valued member benefits.
 - a. Conduct an annual member survey to inform the modification of existing or creation of new programs, services, and/or initiatives.
 - b. Define ITEEA's primary, secondary, and periphery target audiences and effectively communicate relevant benefits to each.
 - c. Pursue opportunities to exhibit and present at events attended by prospective members.
 - d. Re-envision ITEEA's membership model to be efficient and easy to understand.
- 2. ENGAGEMENT:** Enhance engagement among members and the STEM education community through diverse opportunities for participation, professional development, and recognition.
 - a. Organize a premier Annual Conference with diverse professional learning and networking opportunities.
 - b. Offer platforms and events for members to learn from experts and each other year-round.
 - c. Recruit, retain, and support active and robust volunteerism on committees and task forces to advance ITEEA's goals.
 - d. Issue valued resources that promote knowledge exchange and provide publication opportunities including journals, books, and articles, both in print and electronic.
 - e. Design, execute, and promote a diverse awards and recognition program with opportunities at all levels.
 - f. Grow Council membership by creating demographic specific resources and development opportunities and building community. Ensure there is at least one Council relevant to every member.

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- 3. PARTNERSHIPS AND COLLABORATION:** Build, expand, and leverage partnerships with affiliated and related organizations for mutual benefit.
- Work collaboratively with state contacts, including Champions and State Affiliate Association leaders, to promote ITEEA membership, EbD curriculum, ITEEA Awards, ITEEA's Annual Conference, and other development opportunities.
 - Identify an ITEEA State Champion to serve in all 50 states, plus all territories, provinces, and countries where ITEEA members live.
 - Establish relationships with related professional organizations and collaborate on conference sessions, publications, and other mutually beneficial opportunities.
 - Pursue joint membership options with state affiliate associations and/or related membership organizations.
 - Secure funding from organizations aligned with ITEEA's mission to support the development and expansion of ITEEA projects, programs, and initiatives.
- 4. CURRICULUM AND PROFESSIONAL DEVELOPMENT:** Develop educators' and leaders' capacity to use, advocate for, and integrate ITEEA's standards-based curriculum into their educational systems and classrooms.
- Increase the capacity of educators to effectively use EbD curriculum at the state (consortium), district, and school levels.
 - Increase the number of, diversity of, and capacity of trained coaches to facilitate effective teacher training and best support scale ups.
 - Develop resources and share best practices to support consistent and effective curriculum implementation.
 - Provide diverse, year-round professional development opportunities for educators and consistently evaluate them for ways to increase effectiveness and accessibility.
- 5. STANDARDS:** Establish and support adoption and implementation of state-of-the-art technology and engineering educational standards.
- Identify and remove barriers to implementing ITEEA standards.
 - Provide the tools and resources to assist members to actively advocate for the adoption and implementation of ITEEA standards.
 - Monitor progress regularly, review, and update ITEEA standards as needed.
 - Advance equity through the use of ITEEA standards in the preparation and practices of educators.
- 6. RECRUITMENT AND RETENTION:** Develop and deploy resources to aid in attracting and retaining a diverse pool of technology and engineering teacher candidates.
- Redesign technology and engineering educator recruitment materials to appeal to a broad audience.
 - Revitalize ITEEA Career Connections to serve as a network for job openings and resume postings.
 - Provide targeted programming and opportunities aimed at retaining veteran teachers.

- d. Connect with prospective, preservice, and early career educators via a strong presence on social media and the ITEEA website and targeted campaigns.
- e. Identify, equip, and support a core of technology and engineering teachers who will deploy recruitment materials in each state.
- f. Offer mentoring opportunities and new teacher programming through ITEEA and support local educators in developing their own school, district, or state mentoring programs.