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.
3. **PARTNERSHIPS AND COLLABORATION:** Build, expand, and leverage partnerships with affiliated and related organizations for mutual benefit.
   a. 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.
   b. Identify an ITEEA State Champion to serve in all 50 states, plus all territories, provinces, and countries where ITEEA members live.
   c. Establish relationships with related professional organizations and collaborate on conference sessions, publications, and other mutually beneficial opportunities.
   d. Pursue joint membership options with state affiliate associations and/or related membership organizations.
   e. 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.
   a. Increase the capacity of educators to effectively use EbD curriculum at the state (consortium), district, and school levels.
   b. Increase the number of, diversity of, and capacity of trained coaches to facilitate effective teacher training and best support scale ups.
   c. Develop resources and share best practices to support consistent and effective curriculum implementation.
   d. 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.
   a. Identify and remove barriers to implementing ITEEA standards.
   b. Provide the tools and resources to assist members to actively advocate for the adoption and implementation of ITEEA standards.
   c. Monitor progress regularly, review, and update ITEEA standards as needed.
   d. 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.
   a. Redesign technology and engineering educator recruitment materials to appeal to a broad audience.
   b. Revitalize ITEEA Career Connections to serve as a network for job openings and resume postings.
   c. 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.