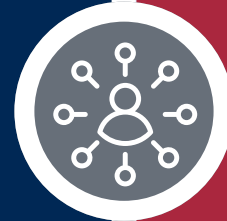


Vision: ITEEA is the foremost professional organization leading education in technology, engineering, and Integrative STEM.

Offer valued member benefits and diverse opportunities for participation, professional development, and recognition across TEE.

Build, expand, and leverage partnerships with affiliated and related organizations for mutual benefit.

1. Membership and Engagement



2. Partnerships and Collaboration



ITEEA
STRATEGIC PLAN
FOR TECHNOLOGY AND
ENGINEERING
EDUCATION (TEE)

4. Recruitment and Retention



3. Standards-Based Curriculum and Professional Learning

Strengthen recruitment and retention of a qualified TEE workforce through targeted resources, support systems, and policy leadership.

Deliver high quality standards-based curriculum and professional learning to support effective and inclusive TEE teaching practices.

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

1. MEMBERSHIP & ENGAGEMENT

Offer valued member benefits and diverse opportunities for participation, professional development, and recognition across Technology and Engineering Education (TEE).

STRATEGY A

Connect with prospect members and leaders in TEE, including in STEM, CTE, and related education fields.

ACTIVITIES

Seek exhibiting and/or presentation opportunities to connect with prospect members at target state-affiliate and/or related association conferences.

Actively recruit prospect members from traditional TEE teacher preparation programs, related education programs (e.g., STEM education certificate programs, occupation-based programs), and relevant STEM programs (e.g., engineering, architecture, design, communication systems, artificial intelligence, etc.).

Regularly share information with current and prospect members to build awareness of ITEEA's impact and opportunities via a strong web and social media presence and targeted email outreach.

Offer valued, relevant member benefits that appeal to the the Engineering byDesign network.

STRATEGY B

Offer a variety of relevant events, forums, publications and other opportunities for current and prospect members to engage, learn, and network year-round.

ACTIVITIES

Conduct an annual Membership survey and Needs Assessment to understand and explore opportunities for how ITEEA can best serve current and prospect members.

Organize and hold the premier Annual Conference for educators in technology and engineering.

Develop and deliver multiple online learning and engagement opportunities (e.g., webinars, discussion boards).

Publish print and digital publications regularly, including journals, books, and articles, and provide avenues for refereed works through an editorial review process.

Deploy a structured onboarding campaign for new members to increase awareness of and participation in relevant opportunities.

STRATEGY C

Engage, recruit, retain, and support subsets of ITEEA members within learning communities and volunteer work groups.

ACTIVITIES

Strengthen committees, task forces, and Councils by providing clear direction, annual evaluation, and structured sunseting when objectives are achieved.

Expand active volunteerism by recruiting new and diverse members, including students and emerging professionals, through targeted invitations to work groups and leadership positions.

Request and review annual reports from Councils to track membership, engagement, communication, and other important data and inform opportunities to enhance Council membership.

STRATEGY D

Manage a comprehensive awards and recognition program that celebrates excellence in TEE at all levels and showcases member accomplishments.

ACTIVITIES

Annually review the full awards program to reaffirm or revise criteria and establish new awards in emerging areas.

Effectively promote awards to all ITEEA members to secure nominations.

Celebrate award winners via online news and social media and in person at the Annual Conference.

2. PARTNERSHIPS & COLLABORATION

Build, expand, and leverage partnerships with affiliated and related organizations for mutual benefit.

STRATEGY A

Engage and equip ITEEA volunteer leaders to connect with and serve educators in their state/locality to advance our shared goals.

ACTIVITIES

Recruit State/Local Champs to serve in all state/localities where ITEEA has members.

Effectively share the latest information, deadlines, resources, and networking opportunities with state and local ITEEA leaders.

Establish joint-memberships in states with state affiliate associations.

Request and review annual reports from all state affiliate associations to track membership, engagement, and other important data to inform opportunities for enhanced state supports.

STRATEGY B

Establish relationships with related, mission-aligned organizations and collaborate on mutually beneficial opportunities.

ACTIVITIES

Actively invite current and prospect Partners to attend, exhibit, and/or present at ITEEA's Annual Conference.

Establish Memoranda of Understandings (MOU) or similar agreements defining mutually beneficial opportunities with critical related, mission-aligned associations.

Pursue conference exhibit booth trades with critical related organizations that serve aligned audiences.

Develop relationships with Career and Technical Student Organizations (CTSOs) by participating in local, state, and national CTSO events and competitions.

STRATEGY C

Partner with relevant organizations support the development and expansion of ITEEA projects, programs, and initiatives.

ACTIVITIES

Regularly monitor and solicit available grant opportunities with the Board of Directors.

Seek grant funding to support new or expanded programs, including but not limited to developing curriculum, professional learning, publications and standards.

Ensure Institutional Members, particularly those at Research Universities, are aware of ITEEA's capacity to partner on grants.

STRATEGY D

Partner with industry and post-secondary to align ITEEA's member benefits and educational offerings to workforce needs.

ACTIVITIES

Seek partnerships with industry credentialers to support development of appropriate curriculum and/or training.

Invite industry-related presentations at ITEEA's Annual Conference and other virtual learning opportunities.

Explore opportunities for ITEEA to support work-based learning opportunities and apprenticeships at the local, state, and national level.

Partner with post-secondary to develop joint curriculum, explore practicum integration, explore research opportunities, and offer college credit.

3. STANDARDS-BASED CURRICULUM AND PROFESSIONAL LEARNING

Deliver high quality standards-based curriculum and professional learning to support effective and inclusive TEE teaching practices.

STRATEGY A

Publish, maintain, and support adoption of globally-relevant standards for TEE.

ACTIVITIES

Maintain a record of states that have adopted ITEEA standards and make that information available publicly.

Provide resources to help encourage state and international adoption of ITEEA standards (stats, success stories).

Regularly monitor the relevance of current ITEEA standards and reaffirm or revise to ensure they are aligned to modern education needs.

STRATEGY B

Offer a premium PreK-12 standards-based curriculum for TEE that includes emerging fields and technologies.

ACTIVITIES

Review, maintain, and revise curriculum as necessary to ensure course content remains relevant and up to date with emerging fields and technologies.

Expand course offerings as new educational and/or industry needs emerge.

Review, maintain, and revise curriculum as necessary to ensure it is aligned to nationally recognized standards, including current ITEEA standards, and state standards, where possible.

STRATEGY C

Service an engaged and growing network of ITEEA standards and curriculum users, including a consortium of states and districts, schools, and individual educators in technology and engineering.

ACTIVITIES

Provide value to states that are part of the curriculum consortium and support them in achieving their goals for servicing educators in technology and engineering from their state.

Demonstrate the value and benefits of joining the ITEEA consortium to non-consortium states and districts in an effort to expand the consortium.

Annually assess the experience and satisfaction of ITEEA's curriculum-user network and leverage feedback to identify opportunities for enhancements.

STRATEGY D

Deliver diverse, inclusive year-round professional learning opportunities for educators in technology and engineering.

ACTIVITIES

Offer in-person and online workshops on courses by grade band and/or for standalone new or revised high priority courses.

Offer asynchronous, year-round learning opportunities in timely courses and/or on critical teaching skills.

Maintain the capacity of existing Teacher Effectiveness Coaches (TECs) and effectively develop new TECs as needed.

Assess the experience and satisfaction of training participants annually and/or at the completion of training and leverage feedback to identify opportunities for enhancements.

4. RECRUITMENT AND RETENTION

Strengthen recruitment and retention of a qualified TEE workforce through targeted resources, support systems, and policy leadership.

STRATEGY A

Develop and deploy recruitment materials that promote careers in TEE to a broad audience of prospect educators including post-secondary students, industry, and PreK-12 students.

ACTIVITIES

Develop a recruitment toolkit (flyers, videos, etc.) for teachers and advisors to use when discussing careers in TEE.

Implement an annual, targeted social media campaign to elevate awareness of the value and impact of careers in TEE.

Engage ITEEA and SSC members in identifying and recognizing students with the aptitude and passion to pursue careers in TEE.

STRATEGY B

Promote and employ targeted advocacy efforts that support enhanced recruitment, retention, and preparation of qualified educators in technology and engineering.

ACTIVITIES

Adopt a priority legislative issue supporting recruitment, retention, and preparation of qualified educators in technology and engineering and publish a related organizational position statement.

Monitor relevant federal and state policies that impact the teacher pipeline and provide timely, actionable updates to members to support informed advocacy and engagement.

Equip educators in technology and engineering with tools and guidance to advocate for legislation and policies that strengthen the educator pipeline.

Collaborate with aligned, teacher-supporting organizations on joint positions, advocacy initiatives, and other efforts to address the teacher shortage in TEE and related fields.

STRATEGY C

Foster mentoring opportunities and programming for educators new to technology and engineering.

ACTIVITIES

Develop and deploy a "Young Professionals Network" to provide peer support, job postings, and early-career resources.

Establish a structured mentorship program pairing teachers new to technology and engineering with experienced educators.

Offer onboarding sessions for teachers new to technology and engineering at the ITEEA Annual Conference and/or virtually.

STRATEGY D

Support and engage ITEEA student members to remain engaged and successfully transition into full professional membership upon graduation.

ACTIVITIES

Develop and deploy a "Graduating Member" outreach campaign that connects with student members shortly before and after graduation.

Implement a "step-up" membership model that provides a graduated dues structure for the transition from student to professional membership.

Identify and establish opportunities for undergraduate and graduate student involvement on ITEEA work groups and committees.