

**MN Staff Development Council  
Strategic Roadmap**



**MISSION is our core purpose as an organization—our reason for being**

The mission of the Minnesota Staff Development Council is to champion the

success of all learners by promoting consistent application of effective, research-based staff development, and facilitating collaboration by maintaining integrity in all relationships.

- We believe that ongoing improvement is essential
- We believe that change provides opportunities for growth
- We believe the most meaningful changes in people occur when hearts, minds, spirits and feet are touched
- We believe example is a powerful teacher
- We believe expectations influence accomplishments
- We believe that shared power benefits all
- We believe diversity strengthens
- We believe cultural norms have a powerful influence

**VISION**

*All teachers in all schools will experience high-quality professional learning as part of their daily work.*

**STRATEGIC PRIORITIES provide the focus for our application of resources and THEORY of ACTION**

Strategic Priority	Action(s)	How/Who to initiate?	Indicators of Success	Results (to be reported)
We can serve better by improving our web presence	<ul style="list-style-type: none"> <li>■ Complete revision work</li> <li>■ Plan for maintaining</li> <li>■ Use board meeting for construction of 'newsletter'</li> </ul>	Subcommittee  Board Board	Operational  Completion Quarterly	Design Zoo engaged  Design work initiated

Clarity is critical	<ul style="list-style-type: none"> <li>■ Inform members</li> <li>■ Create a 1 minute Teachable Pt of View for MSDC re: HQPD</li> </ul>	Pete email Board JNW	Completion Presentation in public venue	Spring conference EdMN Fall Conference
Partnerships will promote our work	<ul style="list-style-type: none"> <li>■ Clarity of assumptions re: primary audience(s)</li> <li>■ Consider MESPA or other as partner in reaching a primary audience (Practicing Principals, Develop capacities re: PD Teams)</li> <li>■ Contact MDE re: NCTAF Policy Audit</li> <li>■ Consider Professional Learning Teams as a conference theme (appeals to teacher/leaders, coaches, principals)</li> </ul>	Board Board (Jeff connection)  Jenni Jeff and conference committee	Completion Added board member  MN as a designated NCTAF partner Focus aligns with strategy	Teacher audience – need to expand further  Worked with MASA on PD Training  MDE unresponsive; assisted NCTAF with MN focus group  Spring conference included multiple ways to approach topic
Academy Outreach Plan will provide needed services Explore creation of Executive Director position – will provide additional leverage	<ul style="list-style-type: none"> <li>■ Determine need, niche (different from SD Certificate)</li> <li>■ Create initial proposal</li> <li>■ Research other organizational charts</li> <li>■ Determine potential costs/benefits</li> </ul>	Board Jeff, others – Jen Y-B Board	Plan creation for response  Proposal or recommendations to president/full board	