

**Strategic Planning for the
New York State Staff Development Council Affiliate
2007- 2008 (revised 9/19/07)**

***Promoting and Facilitating the Purpose of NSDC in New York State:
“Every educator engages in effective professional learning every day so every student achieves”***

<u>New Priority</u>	<u>Action Steps</u>	<u>Who is Responsible</u>	<u>Indicator of Success</u>	<u>Progress/Update/Timeline</u>
<p>1. Affecting the Policy Context Good policy promotes good practice</p>	<ol style="list-style-type: none"> 1. Develop a customized brochure that highlights NSDC purpose in NY 2. Meet with leaders of professional organizations and SED to review NSDC purpose (SED – Senior Leadership, SAANYS, NYSSBA, NYSCOSS, Governor’s Office, Legislator Committee Leaders, Big 5 Assoc, Board of Regents) 3. Identify and advocate for state policies that promote NSDC purpose and strategic priorities 4. Research, identify and share examples of local policies that support high quality professional development. 5. Advocate for adoption of NSDC standards in New York 	<p>Dick Jones, Christine Lowden</p>	<p>SED contacts NYSSDC to discuss and communicate policy changes</p>	<p>January 1</p> <p style="text-align: right;">A</p>

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<p>2. Documenting the Evidence Leaders will implement professional development that evidence indicates will produce the results they desire</p>	<p>1. Joan Richardson has requested that each affiliate provide her with information on 2 schools/districts that have changed teacher practice to align with the NSDC Purpose <i>and</i> can show improved test scores.</p> <p>2. Each NYSSDC board member will develop their own personal story to tell – work with one school and promote the NSDC purpose, gather evidence of student achievement and how changes have occurred due to effective PD practices</p>	<p>1. Dick Jones Christine Lowden</p> <p>2. Dick Jones and Christine Lowden will be the point of contact. They will collect stories from Board members and pass them on to NSDC</p>	<p>1. 2 Stories from New York will be submitted to Joan Richardson by the summer due date.</p> <p>2. A total of 15 stories from New York will go to NSDC for publication</p>	<p>1. Timeline: This is due by August 11th.</p> <p>2. Ongoing throughout the year.</p>

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<p>3. Narrowing the Achievement Gap Effective professional learning is essential for improving student learning in lower-performing schools</p>	<ol style="list-style-type: none"> 1. Encourage participation on the NYSSDC board from constituents in NYC, and the other Big 5 school districts as well as other small city or rural low-performing schools. 2. Recruit educators from Big 5 and Small Cities to participate in NSDC. 	<ol style="list-style-type: none"> 1. Dick Jones and Bob Harris 2. Bob - Yonkers Margy - Buffalo 	<ol style="list-style-type: none"> 1. At least 2 board members will represent high need, gap closing school districts. 	
<p>4. Developing School Leaders Knowledge, skill, and will of school leaders are essential to improving professional learning and student achievement</p>	<ol style="list-style-type: none"> 1. Investigate the possibility of NYSED providing funding for coaches academies in NY 2. Partner with NYSASCD and Principals Organizations to co-sponsor PD sessions on improving professional learning and student achievement in P-16 schools 	<ol style="list-style-type: none"> 1. Doug Beers will contact SED to discuss 2. Christine Lowden will contact NYSASCD Dick Jones will contact NYSCOSS, NYSBA and SAANYS 	<ol style="list-style-type: none"> 1. Teacher Centers will offer training and support for academic coaches 2. Collaboration at state conferences and state/local and regional meetings will occur. 	

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<p>5. Engaging Thought Leaders Educators are influenced by individuals and organizations with whom they have ongoing and trusting relationships</p>	<ol style="list-style-type: none"> 1. Develop a NYS Communications Campaign <ol style="list-style-type: none"> a. Make our own marketing tools use them at meetings with other groups to promote the purpose and vision of NSDC 2. Collaborate with other professional orgs. <ul style="list-style-type: none"> • Run sessions at the other conferences on high quality staff development and NSDC standards 	<ol style="list-style-type: none"> 1. Dick Jones will contact Joan Richardson for campaign materials 2. Dick Jones and Christine Lowden (all Board members) 	<ol style="list-style-type: none"> 1. By November 1 complete packet of materials and make contact with other organizations. 2. Collaboration at state conferences and state/local and regional meetings will occur. 	

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<p>6. Promote, facilitate, and engage others in the vision and purpose of NSDC in New York</p>	<ol style="list-style-type: none"> 1. Increase NYS membership during current year. Promote NSDC membership. Develop list of advantages for NYS membership and re-establish dues in 2008 2. Engage our members in becoming more actively involved in state policy and PD opportunities 3. Increase the frequency of contact with the NYSSDC members 4. Develop marketing tools, brochure that describes the purpose and philosophy 	<ol style="list-style-type: none"> 1. All Board members will encourage membership in NYSSDC by word of mouth and their own circle of influence. 2. Dick Jones through newsletter articles 3. Dick Jones and Christine Lowden through scheduled face to face meeting and conference calls. 4. Dick Jones 	<ol style="list-style-type: none"> 1. Membership will increase by 20% 2. Participation in our state conference will increase by 20% this year 3. 4 face to face meetings and 6 conference calls throughout the year (Sept. 2007 – June 2008) 4. An attractive brochure will be produced 	<ol style="list-style-type: none"> 1.

	<p>5. Obtain national materials from NSDC</p> <p>6. Examine and expand the representation on the NYSSDC board to include union and political leaders as well as leaders of other organizations</p> <p>7. Design the annual state conference and invite other organizations to participate such as NYASCD, NYSCATE</p> <p>8. Establish high quality web site to share information.</p>	<p>5. Mike Ford</p> <p>6. All Board members will recruit</p> <p>7. Conference committee and all Board members</p> <p>8. Margy will explore web site development options.</p>	<p>5. Newly updated NSDC materials will be distributed at our state conference</p> <p>6. At least one NYS teachers union leader will participate on our board</p> <p>7. Annual conference will include at least 2 sessions facilitated by other affiliate organizations as our partners</p>	
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