



## **Virginia Staff Development Council's Strategic Plan**

*(Revised by Board of Directors – December 2005)*

As the Virginia Staff Development Council, Inc. (VSDC) continues to grow, it is important to remain focused on the National Staff Development Council's "stretch goal": *All teachers in all schools will experience high quality professional learning as part of their daily work by 2007.* Our affiliate can support that effort by sharing best practices and strategies throughout the state and by advocating for high quality professional learning for all teachers in Virginia. This Strategic Plan, originally developed in April 2004 by the VSDC Board of Directors, and most recently revised in November 2005, provides focused and measurable steps toward our commitment. The Strategic Plan is outlined below.

### **Strategic Plan Priority 1: *Communication***

**Goal:** *To increase visibility and awareness of VSDC by communicating at least twelve times a year with members in all eight regions.*

Members should expect:

- four newsletters per year (Newsletters are posted on the VSDC website and a pdf version can be downloaded);
- access to the VSDC website ([www.vsdc.info](http://www.vsdc.info));
- a yearly state conference;
- a yearly state meeting with learning opportunities on professional development topics for members participating;
- access to VSDC sponsored regional professional development activities; and
- communication from their regional representative after each Board meeting and as a follow-up to the state conference.

The Communication Committee will explore ways to expand the VSDC website as well as the possibility of using a list serve to provide a way for members to communicate their concerns and opinions on various topics via computer discussions.

## **Strategic Plan Priority 2: *Membership***

**Goal:** *To increase membership by 100% by 2007.*

The Membership Committee will:

- initiate a membership campaign sending membership brochures to inactive VSDC members; and
- enlist the Regional Representatives in recruiting additional members from school districts and other educational institutions throughout the state.

There were 120 members as of April 2004.

## **Strategic Priority 3: *High Quality Best Practices***

**Goal:** *To connect educators with information, strategies, and best practices.*

VSDC will:

- continue to sponsor an annual conference to bring together educators from across the state to promote high quality professional development for all educators in support of the NSDC goal: *All teachers in all schools will experience high quality professional learning as part of their daily work by 2007;*
- hold an annual state meeting to which all members are invited. The state meeting will provide opportunities for members to network and to attend sessions on various professional development topics to expand their understanding of best practices for high quality professional development;
- offer an annual one-year Coaching Academy, beginning in January 2006, providing teacher leaders from across the state with opportunities to become more effective in supporting teachers in their schools with the goal of improving student achievement;
- continue to provide regional outreach to its members. Each of the eight regions will sponsor at least one professional development activity for its local members. Regional representatives will correspond with local members following each of the 4 scheduled Board meetings; and
- publish four newsletters each year providing members with information on VSDC and NSDC sponsored activities as well as strategies, best practices and research in the field of professional development.

## **Strategic Plan Priority 4: *Policy***

**Goal:** *To advocate for the adoption of NSDC Standards by key education policy makers.*

The Policy Committee will:

- identify “influentials” in Virginia policy and determine how to engage in discussions regarding professional development policy
- review the NSDC/National Conference of State Legislatures Policy for state legislatures interested in strengthening the quality of professional development in their states. ( <http://www.nsd.org/statepolicies.html>)
- use the VSDC bookmark on “Learner-Centered High Quality Professional Development” as the “talking piece” for promoting changes in policy regarding standards-based professional development.
- design an “Issues Survey” based on the standards emphasized in the VSDC bookmark for the purpose of: (a) involving the membership in identifying priorities for impacting policy, (b) engaging membership in interacting with VSDC’s mission and the NSDC standards, and (c) gathering data from these interactions and conversations to provide direction for action planning for VSDC.
- Consider organizing a Policy Panel session at the VSDC annual conference that would target issues and strategies for improving policy and practice.
- Target influential professional groups and request time on their agendas or a session on conference programs in 2006-2007 (e.g., VDOE, VASS, VSBA).



## **Report on Progress Toward Addressing the Virginia Staff Development Council's Strategic Plan December 2005**

### **Strategic Plan Priority 1: *Communication***

**Goal:** *To increase visibility and awareness of VSDC by communicating at least twelve times a year with members in all eight regions.*

Three newsletters were published during 2004-2005 due to a temporary vacancy of the Communications Committee chair position. Under the leadership of the new chair, the Fall 2005 VSDC newsletter doubled the size of previous issues containing professional development research and information in addition to VSDC organizational news.

VSDC now has its own web address, [www.vsdc.info](http://www.vsdc.info), rather than "piggy-backing" on a school district's account. Plans are underway to significantly expand this website to provide more information and resources to our membership.

VSDC sponsored its 3<sup>rd</sup> Annual Conference at the Hotel Roanoke and Conference Center in Roanoke, VA on October 14, 2005 with the theme: "*VSDC Festival: Spotlight on High Quality Professional Development*". Spencer Kagan was the keynote presenter on "Structures for Engagement for Any Staff Development Content". Other sessions included: "Teambuilding Structures for Staff Development", "Do You Have What it Takes to be an Academic School-based Coach?", "High Quality Professional Development Criteria", "A Learning Community for Administrators", "Making Adult Learning Stick", and "Working with the Resistant Adult Learner".

### **Strategic Plan Priority 2: *Membership***

**Goal:** *To increase membership by 100% by 2007.*

Membership numbers increased significantly in October 2005 to a high of 345 as a result of the exceptionally large number of participants attending the 2<sup>nd</sup> Annual VSDC Conference. (Conference attendees received a free one year membership to VSDC for their participation in the conference.) As of December 2005, there are 129 active

members. This significant decrease can be attributed to the need for a system of tracking and contacting members whose membership are lapsing, as well as a lower than expected turnout at the 3<sup>rd</sup> Annual Conference due to state and locally restricted conference travel due to world events.

The Membership Committee has initiated a membership campaign to increase our membership to the previous high of 345 members. This committee has sent membership brochures to all inactive VSDC members and has enlisted the Regional Representatives in recruiting the inactive members and additional members from school districts and other educational institutions throughout the state. Regional representatives have sent letters out to the inactive members in their region encouraging them to reactivate their memberships.

### **Strategic Priority 3: *High Quality Best Practices***

**Goal:** *To connect educators with information, strategies, and best practices.*

Based on participant feedback on evaluations, VSDC's first three annual conferences were very successful meeting the needs of conference participants. VSDC sponsored its 3<sup>rd</sup> Annual Conference at the Hotel Roanoke and Conference Center in Roanoke, VA on October 14, 2005 with the theme: "*VSDC Festival: Spotlight on High Quality Professional Development*". Spencer Kagan was the keynote presenter on "Structures for Engagement for Any Staff Development Content". Other sessions included: "Teambuilding Structures for Staff Development", "Do You Have What it Takes to be an Academic School-based Coach?", "High Quality Professional Development Criteria", "A Learning Community for Administrators", "Making Adult Learning Stick", and "Working with the Resistant Adult Learner".

Plans are already well underway for the 4<sup>th</sup> Annual VSDC Conference scheduled for October 27, 2006 in Staunton, Virginia. This conference promises to continue a tradition of offering educators from across the state opportunities for high quality professional learning within the professional learning community culture that VSDC has created. The keynote will be delivered by Pam Robbins with the theme: "Leading the Learning". Past keynote addresses that have set the context for VSDC conferences were delivered by Dennis Sparks on "Transforming the Conversation About Professional Learning", by Rick and Becky DuFour on "How a Professional Learning Community Responds When Kids Don't Learn."

During 2004-2005, VSDC was invited to participate with four other states in an NSDC/Wachovia Coaching Academy. VSDC sent 14 teachers and administrators to this year long (eight-day) Academy including all four officers on the VSDC Board of Directors. At the July 25, 2005 state meeting in Smithfield, Virginia, coaches who attended the NSDC/Wachovia Coaching Academy presented sessions on various aspects of coaching including the multiple roles, responsibilities and issues for coaches, coaching skills, and contracting. Two of the coaches also presented at the 3<sup>rd</sup> annual VSDC Conference in Roanoke, Virginia on October 14, 2005. Their session was

entitled: “Do You Have What it Takes to be an Academic School-based Coach? Do You Know How Your School Can Benefit from the School-Based Coaching Model?”.

In January 2006, VSDC will launch its first state Coaching Academy with a full-day session with Joellen Killion. Thirty-seven (37) teachers, representing five school districts and three regions in Virginia, will participate in this first Academy. Administrators supervising these teachers will attend the first day of training with their coaches. Session 1 of the Academy will focus on the multiple roles of coaches, coaching skills and contracting with administrators. Session 2 will focus on assessing needs, planning, implementing and evaluating along with the NSDC Standards and Innovation Configuration. Session 3 will focus on developing and sustaining relationships and observations and feedback using *Powerful Designs for Professional Learning*. Session 4 will focus on research-based strategies, effective teachers/teaching standards and more on *Powerful Designs for Professional Learning*.

In an effort to provide improved regional outreach to members, Board responsibilities were restructured somewhat for 2005 and the President-Elect was freed from the responsibility of chairing the annual conference this past year. A Conference Chair was appointed to assume those duties, freeing the President-Elect to support Regional Representatives in providing professional development opportunities within each of their regions. This is area that needs serious attention.

During the last year, several of the eight Regional Representatives sponsored local professional development activities such as dinner discussions around *Powerful Designs for Professional Learning* and meetings with those in professional development positions in a particular region. In addition, Regional Representatives communicated with the membership about our affiliate’s activities following each Board meeting and following the annual conference held in October 2005.

#### **Strategic Plan Priority 4: *Policy***

**Goal:** *To advocate for the adoption of NSDC Standards by key education policy makers.*

During Spring 2005, the VSDC Board developed a “consensus document” in the form of a bookmark regarding a vision of “learner-centered high quality professional development”. This vision was adapted from *Revisioning Professional Development: A Report of the National Partnership for Excellence and Accountability in Teaching* (NPEAT), 2000 and published by the National Staff Development Council. This bookmark was distributed at the July 25, 2005 state meeting in Smithfield, Virginia and at the 3<sup>rd</sup> Annual VSDC Conference in Roanoke, Virginia. Regional Representatives will continue to distribute the bookmark in a variety of venues to provide educators in their regions with a vision of best practice in professional development.