



Long-Range Strategic Plan 2011

Goal 1: TCEA will provide services and resources that meet the changing needs of educators.

- Objective 1.1: Increase membership.
- Objective 1.2: Provide professional development for educational leaders, instructional staff, and support staff.
- Objective 1.3: Provide opportunities for student involvement and input.
- Objective 1.4: Provide additional services to members based on need.
- Objective 1.5: Establish a TCEA Distinguished Educator program.

Goal 2: TCEA will build capacity for the organization through the board, staff, facilities, and strategic partnerships.

- Objective 2.1: Provide and maintain facilities to accommodate staffing needs.
- Objective 2.2: Maintain a balanced budget.
- Objective 2.3: Develop strategies for diversified income streams.
- Objective 2.4: Develop an investment strategy to meet short- and long-term financial goals.
- Objective 2.5: Ensure board organization meets member needs.
- Objective 2.6: Provide a virtual meeting environment for the board.
- Objective 2.7: Provide electronic management systems that meet the needs of the organization.
- Objective 2.8: Ensure staffing meets organizational needs.
- Objective 2.9: Develop strategic partnerships.

Goal 3: TCEA will lead in advocating for education at the state and national levels.

- Objective 3.1: Strengthen TCEA's influence with legislative entities.
- Objective 3.2: Provide leadership on educational technology.