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| **Mission** The Georgia Council of Teachers of English (GCTE), an affiliate of NCTE, is a professional organization whose aim is the improvement of the teaching and learning of English and language arts in Georgia's elementary, middle, high schools, colleges and universities. GCTE advocates pedagogy derived from sound current research, promotes the rights of teachers and students, and supports the professional's vital role in selecting instructional materials, including non-print texts. GCTE provides a variety of services to meet the diverse needs of its members, including teacher grants, teacher awards, annual conferences, and council publications.**GCTE Goals and Objectives****I. To increase the membership of the Council.****Objective 1:**  To increase the number of members of the Council by 3% each year.  **Step A.**  To maintain current members.1. Establish a membership committee consisting of the membership director, past-president, and parliamentarian.
2. Continue to issue membership cards and renewal reminders with envelopes and electronic communications/emails.
3. Continue to offer 1-year, 2-year, and 3-year memberships, institutional memberships for elementary school faculties, and discounted rates for undergraduate students and retirees.

*Cost:*  $2000 total cost*Time frame:*  Yearly*Responsible persons:*  Membership Director, Membership Committee, Public Relations Chair**Step B.**  To make Council membership more appealing to the needs of English/Language Arts teachers.1. Formulate an incentive Program to entice new members.
2. Investigate the possibility of fixing a set, annual date for membership fees to come due rather than having a quarterly system of membership renewal.
3. Membership forms will ask for data concerning new members' school system, regional location, and ethnic background.

*Cost:*  $1000 total cost*Time frame:*  Yearly*Responsible persons:*  Membership Director, Membership Committee, Public Relations Chair**Step C.**  To increase the college and university membership over the next five years.1. Encourage the formation of student affiliates in Georgia colleges and universities that offer teacher education programs.
2. Continue to offer scholarships to student teachers, and future teachers of color.

*Cost:*  $2000 total cost*Time frame:*  Yearly*Responsible persons:*  Director of Diversity and Director of College Relations **Step D.**  To increase recognition of new and retired teachers.1. Recognize new and retired teachers at the annual conference.
2. Encourage articles in the Council's publications from new and retired teachers.
3. Continue to award the Guy Ellis Scholarship and the Louise Capen Lifetime Achievement Award.

*Cost:*  $1200 total cost*Time frame:*  Yearly*Responsible persons:*  Conference Director, Conference Chair, Teacher/School Awards Director, Secretary, Treasurer, Publications Editors**II. To increase and recognize the diversity of the Council.** **Objective 1:**  Broaden the diversity of the Council by 10% over the next five years.  Step A.  To increase the diversity of the Council's leadership.1. Continue to award the Future English Teachers of Color Award.
2. To promote diversity in the Council's leadership.
3. To develop and implement a recruitment plan for under-represented groups, specifically, teachers of color, international students, retired teachers, new teachers, rural teachers, minority teachers, and elementary school teachers.
4. To collaborate with other groups of similar purpose, such as the Georgia Writing Project and Georgia Reading Association in order to draw in a more diverse membership.
5. To gather, analyze, and report on the race, ethnicity, and age range of GCTE members through examining application data and conference attendance.

*Cost:*  $1000 total cost*Time frame:*  Yearly*Responsible persons:*  Diversity Directors, Diversity Committee, Writing Project Liaison, President**Step B.**  To solicit diversity-related program proposals for our conferences and to analyze the extent to which conference sessions reflect multicultural and global topics and themes.1. Continue offering scholarships for teacher education for under represented groups.
2. Re-establish the Diversity Committee to assist the Director of Diversity in carrying out diversity-related projects such as the African-American Read-In, observance of Hispanic American Heritage Month, and similar activities.

*Cost:*  $1000 total cost*Time frame:*  Yearly*Responsible persons:*  Diversity Directors, Conference Director, Conference Chair**Step C.** Determine how GCTE can better serve the needs of minority teachers and students.1. Establish a task force to determine the needs of minority teachers and students.
2. Investigate the possibility of incorporating more ESOL focus in programs of the Council.

*Cost:*  $2000 total cost*Time frame:*  2004-2009*Responsible persons:*  Diversity Director, Diversity Committee, Second Vice-President**III. To expand the professional services of the Council.** **Objective 1:**  To offer workshops and seminars that address topics of interest or identified needs of English/Language Arts teachers, i.e., grant writing, using services of retired teachers, finding resources for the classroom.  1. Solicit feedback from membership at conferences and through the GCTE website concerning needs for areas of professional development.
2. Investigate the feasibility of offering fall mini-workshops as appropriate when needs are identified.

*Cost:*  $2000 total cost when mini-workshop occurs*Time frame:*  Yearly*Responsible persons:*  President, Conference Director**Objective 2:**  To improve communication with the membership.  **Step A.** Develop a communication network for membership.1. To form county or system GCTE representative network.
2. Continue to maintain informative Council web site, journals, newsletter, and mailings.
3. Maintain an active and constructive presence on social media sites (Facebook, Twitter, etc.) in order to advance the interests of GCTE (see Goal VI, Obj. 3)

*Cost:*  Cost of mailings, web site maintenance, organization of representatives network*Time frame:*  Yearly*Responsible persons:*  Membership Director, Membership Committee, Public Relations Chair, President, Publications Editors, Technology Director, Social Media Director**IV.  To promote best teaching practices based upon research.****Objective 1:** To establish a task force to deliberate on professional issues and recommend a position to the Board of Directors.  **Step A:**  Determine professional topics for deliberation for conferences and council publications.1. Provide conference presenters who provide teaching strategies based on research.

Provide research-based articles in the GCTE journal *Connections* and in the GCTE newsletter *Scribbles-n-Bits*.**Step B: Determine legislative issues of interest to the Council affecting ELA classrooms, teachers, and students.**1. Address issues regarding the Georgia ELA curriculum.
2. Advocate for the rights of educators to make professional decisions regarding instructional practices.
3. Investigate issues related to Georgia ELA assessments.

*Cost:*  $500.00*Time frame:*  Yearly*Responsible persons:*  Executive Board, Department of Education Liaison, Conference Director, SLATE Director, and other GCTE members appointed by Council President as needed.**V. To increase the efficiency of the operation of the Council.****Objective 1:** To update the 5-year Strategic Plan in a timely manner.  **Step A:**  Update policy handbook listing GCTE programs and procedures.**Step B:**  To have the Executive Board review GCTE's Constitution, policies, and procedures as needed.*Cost:*  $1,000*Time frame:*  Yearly*Responsible persons:*  President, First Vice-President, Second Vice-President, Past President, and Directors**VI. To continue to expand the Council's responsible use of technology.****Objective 1:**  To maintain a high standard of excellence for the GCTE website.  **Step A:** To use technology for communicating with GCTE membership.1. Organize specific conversation groups for special interests and have periodic special listserv chats on special topics, i.e., state assessments and ELL.
2. E-archive as many of the past issues of newsletters and journals as possible.
3. Publicize and maintain the history of GCTE on the website.
4. Maintain an active and constructive presence on social media sites (Facebook, Twitter, etc.) in order to advance the interests of GCTE (see Objective 3)

*Cost:*  $500*Time frame:*  On-going*Responsible persons:*  Technology Director, Historian, Publications Editors, Social Media Director**Objective 2:** To provide membership an online payment system, i.e., PayPal.**Step A:**  To provide an option to pay for services such as membership and conferences.**Step B: To provide an option to pay for materials and publications of the Council.***Cost:*  To be determined*Time frame:*  Yearly*Responsible persons:*  Technology Director, Conference Director, President, Treasurer, Publication Editors, Membership Director |

**Objective 3:**  To develop an active and constructive presence on social media sites (Facebook, Twitter, etc.) in order to advance the interests of GCTE and to connect to other state networks and larger professional organizations such as NCTE, NWP, IRA, etc.

**Step A:**  To assume a more active role in leveraging social media platforms for outreach, publicity, commentary, and recruiting.

1. Formally approve the role of Social Media Director (a GCTE board member role), with primary responsibility for managing official GCTE social media accounts, including regular postings and updates
2. Advance the mission of GCTE through collaboration and partnership with individuals and organizations through social media
3. Organize and publicize social media aspects of the annual conference (official hashtags, live-posting/tweeting information, etc.)

*Cost:*  $200

*Time frame:*  Yearly

*Responsible persons:*  Technology Director, Social Media Director

Objective 4: To offer active members digital read-only access to reports and publications of the Council.

**Step A:** To make available in an online environment Executive Board reports, documents, agendas, and meeting minutes.

**Step B:** To make available in an online environment newsletters, journals, and other appropriate Council publications.

*Cost:* None

*Time Frame:* Yearly

*Responsible persons:* Technology Director, Social Media Director, Publications Director, Secretary