GEORGIA COUNCIL OF TEACHERS OF ENGLISH
Strategic Plan, 2020-2024

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. Revise membership forms to collect data about 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, Membership Director 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, President, Teacher/School Awards Director, Secretary, Treasurer, Publications Editors

II. To increase and recognize the diversity of the Council.

**Objective I:** To 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. Promote diversity in the Council's leadership.
3. 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. 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. Gather, analyze, and report on the race, ethnicity, and age range of GCTE members through examining application data and conference attendance.
Cost: $1500 total cost

Time frame: Yearly

Responsible persons: Diversity Director, 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: To 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.
3. Provide incentives for conference attendees from smaller and rural school systems.

Cost: $1000 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.

Step A: To improve GCTE membership services.

1. Solicit feedback from membership at conferences and through the GCTE website to determine needs for areas of professional development.
2. Survey members twice a year to gain feedback on needs and concerns (Membership Director).
3. Investigate the feasibility of offering full mini-workshops as appropriate when needs are identified.
4. Conduct workshops on advocacy and mentoring at annual GCTE conference.
5. Recruit the services of retired teachers to initiate and maintain GCTE classroom management helplines.
6. Solicit recommended classroom resources from vendors and involve GCTE Board members in reviewing and listing the recommended classroom resources.

Responsible persons: President, Conference Director

Objective 2: To improve communication with the membership.

Step A: To increase communication opportunities with the membership.

1. Form county or system GCTE representative networks by identifying coordinators and contacting RESA districts.
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.) to advance the interests of GCTE (see Goal VI, Obj. 3).
4. Expand the Council’s promotion of conferences and other events using the newspaper, radio, television and social media.

Cost: $3000 (including mailings, web site maintenance, organization of network representatives.)

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: To determine professional topics for deliberation for conferences and council publications.

1. Recruit conference presenters who provide who exhibit teaching strategies based on research.
2. 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: To periodically update policy handbook listing GCTE programs and procedures.

Step B: To ensure that the Executive Board reviews the 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 expand the Council's responsible use of technology.

Objective 1: To make full use of GCTE website capabilities.

Step A: To clarify policies, roles, and schedules for website-based communications with GCTE members.

Step B: To use Wild Apricot’s payment system for the conduct of online Council business.

Step C: To create an online store for GCTE merchandise, including a Director of Marketing/Merchandising with a plan and budget.

Step D: To review website features and draft a development plan based on member feedback.

Cost: $500-$1000

Time frame: On-going

Responsible persons: Technology Director, Historian, Publications Editors, Social Media Director
Objective 2: To develop protocols for an active, regular, and constructive presence on social media sites (Facebook, Twitter, etc.) to advance the interests of GCTE.

Step A: To clarify policy, role, strategy and schedule of social media activity.

Step B: To develop a limited-term contract for Social Media Director position (six-month) with option to for reappointment.

Step C: To develop a Social Media Director primer for processes and effective practices

Step D: To provide options 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

6/23/19