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| **Mission** | *Changing Lives Through Reading* |
| **Organizational Goals** | Advance quality staff development to enhance reading instruction. |
|  | Promote and disseminate scientifically based research. |
|  | Establish alliances to foster literacy |
|  | Sustain the infrastructure through effective leadership development. |
|  | Identify and focus on literacy issues. |
| **Smart Goal** | By June 2023, WVRA will increase membership from 365 members to 500+ members using the following strategies and members’ benefits: |
|  | 1. **Local Councils** 2. Re-activate the 15 councils currently with charters 3. Charter 6-10 new chapters (Reach out to local BOE’s) 4. Reach out to state librarians 5. Finalize WVRA Honor Council Program |
|  | 1. **Pre-Service/Higher Education** 2. Initiate College Student “Rising Star” Award 3. Increase student college chapters 4. Create an Academic Journal of Literacy for members 5. Student Showcase of videos of teaching ideas 6. Student Resume Depository on website 7. Conference track for students including mock interviews, job opportunities, etc. |
|  | 1. **Professional Development** 2. Conduct a virtual symposium online (February) 3. Expand Studies and Research 4. Online professional development series by a well-known researcher 5. Train coordinators to increase regional literature fairs to three other regions (northern, eastern, southern). 6. Create a WVRA Teacher Tube channel |
|  | 1. **Family Engagement** 2. Develop resources for literacy in the homes 3. Create themed Parent Nights for Schools 4. Create activities for special days: Read Aloud Day, Dr. Suess, International Literacy Day. 5. Read Aloud spotlights on website (online author) 6. Host events with businesses (craft stores) |
|  | 1. **Technology** 2. Increase facebook, twitter, you tube, chat rooms web presence 3. Create PSA’s and jingle for WVRA publicity 4. Create a WVRA podcast 5. Website Re-design for user-friendly use of members 6. Continue to update website regularly 7. Continue to add local council webpages |
|  | 1. **Budget** 2. Create corporate and business partnerships 3. Increase all levels of memberships 4. Tax write-off campaigns for companies and private donations. 5. Advertise new baby, living and memorial donation weblinks 6. Add a merchandising section to website 7. Online Teacher Appreciation “Telegrams” during Teacher Appreciation Week and American Education Week 8. Hold Book Bingos and Fund-raising dinner events |
| **Ad-Hoc Committee Chairs will retain specific plans to appoint contacts for each action presented and monitor progress in order to revise, re-evaluate, reflect on strategic plan each year. A time frame and reporting form will be provided to them after approval of plan by BOD.** | |