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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 2024, WVRA will increase membership from 474 members to 500+ members using the following strategies and members’ benefits: |
|  | 1. **Local Councils**
2. Re-activate 10 councils currently with charters.
3. Charter 3-5 new chapters (Reach out to local BOE’s)
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|  | 1. **Pre-Service/Higher Education**
2. Create criteria and funding source for a College Student “Rising Star” Award
3. Increase student college chapters
4. Explore new teacher mentoring partnerships with WVRA
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|  | 1. **Professional Development**
2. Collaborate with WVDE to distribute Science of Reading information.
3. Offer one-day in-person PD seminars from a well-known researcher.
4. Create a training video for literature fair coordinators and offer another regional fair
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|  | 1. **Family Engagement**
2. Make connections with school family liaisons.
3. Create book trailers and book recommendations for students.
4. Partner with businesses to support student memberships.
5. Determine needs in an area for: literacy resources, school theme nights, and literacy celebration ideas
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|  | 1. **Technology**
2. Increase Facebook, Instagram, LinkedIn, Pinterest, Twitter web presence.
3. Create a quarterly WVRA podcast.
4. Continue to update website regularly.
5. Continue to add local council webpages.
6. Create signature logos for emails.
7. Create a mailing list for newsletter and publications.
8. Create a members-only website section.
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|  | 1. **Budget**
2. Increase all levels of memberships including parents, students, community organizations.
3. Add website links for new baby, living, memorial and teacher appreciation donations.
4. Add a merchandising section to website including t-shirts, pens/pencils, note pads and totes.
5. Hold Book Bingos and Fund-raising dinner events
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| **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.**  |