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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) |
|  | 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 |
|  | 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 |
|  | 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 |
|  | 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. |
|  | 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 |
| **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.** | |