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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 – Consider working with LSIC committees at individual schools.  |
|  | Sustain the infrastructure through effective leadership development.   |
|  | Identify and focus on literacy issues.   |
| **Smart Goal** | By June 2025, WVRA will increase membership from 500 members to 525+ members using the following strategies and members’ benefits: |
|  | 1. **Local Councils**
2. Re-activate 5 councils currently with charters.
3. Each active council should have a visible presence at least one school function during the year. Suggestion: Provide a pre-created WVRA brochure and/or book marker which can be personalized with each county’s information for distribution.
4. Reach out to local BOE’s - Berkley/Wyoming
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|  | 1. **Pre-Service/Higher Education/Grow Your Own HSCTE**
2. Create criteria and funding source for a College Student “Rising Star” Award – Angie, Stephanie, and Shelly
3. Increase student college chapters
4. Explore new teacher mentoring partnerships with WVRA
5. Offer a reduced conference rate for a group (8-15 students and 1 professor/teacher). Preservice Teachers and one professor.
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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.

Suggestions: Mark Weakland, Vanessa Hayes, and WVDE presenters1. Create a training video for literature fair coordinators and offer another regional fair. (Sarah, Leslie, Samantha in September)
2. Start a book club that meets online via Zoom and then in person at the conference. (Dr. Angela Curfman will facilitate)
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|  | 1. **Family Engagement**
2. Make connections with school family liaisons.
3. Create book trailers and book recommendations for students. (Erin Murphy & Kristin Walker)
4. Partner with businesses to support student memberships.
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|  | 1. **Technology**
2. Increase Facebook, Instagram, LinkedIn, Pinterest, TikTok, and chat rooms web presence.
3. Create a quarterly WVRA podcast.
4. Continue to update website regularly.
5. Continue to add local council webpages.
6. Create a mailing list for newsletter and publications. Mail poet
7. Create a members-only website section. Samantha needs info/materials.
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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, totes, water bottles, and laptop stickers.
5. Hold Book Bingos/Charity Bingo 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.**  |