

2020-2025

# MSEA STRATEGIC PLAN

**MISSION** MSEA empowers members to make a positive difference in their professional lives in order to elevate the quality of public education for all students.

**GOAL** To achieve our mission, we will grow and strengthen our association to promote public education by:

- Building strong and stable locals to effectively educate, represent, and advocate to be a powerful force for high quality public schools.
- Leading the professions by elevating diverse educator voice on policy, practice, and training to raise the status of public educators and ensure the success of public education.
- Developing and sustaining a culture of organizing that builds power through collective action to recruit, retain, educate, and mobilize members to effectively advocate internally and externally.

## STRATEGIC OBJECTIVES



**Advance racial and social justice** Support members and locals to advance equity and racial and social justice in education, and improve conditions for students, educators, families, and communities through awareness, recruitment, capacity building, partnership, and individual and collective action.



**Build and use power to increase support for public education** Sustain and enhance pro-student, pro-educator, and pro-public education policies through the use of organizing, contract enforcement, legal, electoral, and legislative means, and collective action.



**Empower and elevate educator voice** Develop and sustain effective leaders, structures, processes, and opportunities to increase educator influence in decision-making at worksite, school system, county, and state levels.



**Enhance organizational capacity** Develop and leverage the collective organizational capacity across our association that is necessary to advance the mission of MSEA and its locals, with particular focus on organizing, leadership development, fiscal health, technology, and internal and external partnerships.



**Recruit, engage, and organize a diverse membership** Identify, recruit, support, and engage educators; connect them with opportunities for professional learning, leadership, and advocacy; and focus on underrepresented membership categories.



**Support professional excellence** Build a system of association-designed, educator-led professional learning and support for all educators throughout their careers to ensure student success.



**MSEA Operations** Ongoing functions across the state association that support the strategic objectives, build lasting strength, and sustain the organizational infrastructure.

## CONNECT WITH US!