

**West Virginia Reading Association (WVRA)
Strategic Plan (Three Years)
2021-2024**

Mission	<i>Changing Lives Through Reading</i>
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 2022, WVRA will increase membership from 200 members to 500+ members using the following strategies and members' benefits:
	<ol style="list-style-type: none"> 1. <u>Local Councils</u> <ol style="list-style-type: none"> a. Re-activate the 15 councils currently with charters b. Charter 6-10 new chapters c. Initiate WVRA Honor Council Program
	<ol style="list-style-type: none"> 2. <u>Pre-Service/Higher Education</u> <ol style="list-style-type: none"> a. Increase student college chapters b. Student Professional Development online features c. Pair WVRA member with pre-service teacher (mentoring) d. Resume depository on website e. Student award at conference f. Conference track at conference for students g. Mock interviewing and job fair at conference
	<ol style="list-style-type: none"> 3. <u>Professional Development</u> <ol style="list-style-type: none"> a. Author features or series on website b. Train coordinators to increase regional literature fairs to three other regions (northern, eastern, southern). c. Online professional development series by researcher d. Continue virtual symposium in February e. Studies and Research topic study of teaching post-covid
	<ol style="list-style-type: none"> 4. <u>Family Engagement</u> <ol style="list-style-type: none"> a. Read aloud spotlights on website b. Canned themes for parent nights c. Activities to celebrate special days: read aloud, Dr. Suess, International Literacy Days d. Resources for literacy in the home
	<ol style="list-style-type: none"> 5. <u>Technology</u> <ol style="list-style-type: none"> a. Website Re-design for user-friendly use of members b. Maintain facebook/twitter for promotion of WVRA c. Online registration for events d. Adding blogging, book studies, chat rooms for members
	<ol style="list-style-type: none"> 6. <u>Marketing and Rebranding</u> <ol style="list-style-type: none"> a. Re-examine mission and goals

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	<ul style="list-style-type: none"> b. Add marketing tagline c. Create PSA's, jingles, facebook campaigns to increase WVRA recognition across the state d. Complete consultation with marketing firm
	<p>7. <u>Budget</u></p> <ul style="list-style-type: none"> a. Locals gain corporate sponsors in areas for membership scholarships, specific activities, conference expenses b. Parent membership drives c. Student Membership drives d. New baby honorarium memberships e. Gradual increase of membership dues and conference/event registrations f. Add a donate button to website for private and tax write offs g. Add a merchandising section to website h. Online Teacher Appreciation "Telegrams" during Teacher Appreciation Week and American Education Week i. Tax write-off campaigns for companies j. Corporate partnerships: Dollar General, First Energy, etc. k. Book Bingos
<p>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.</p>	