



NEW PATHWAYS

COABE STRATEGIC PLAN

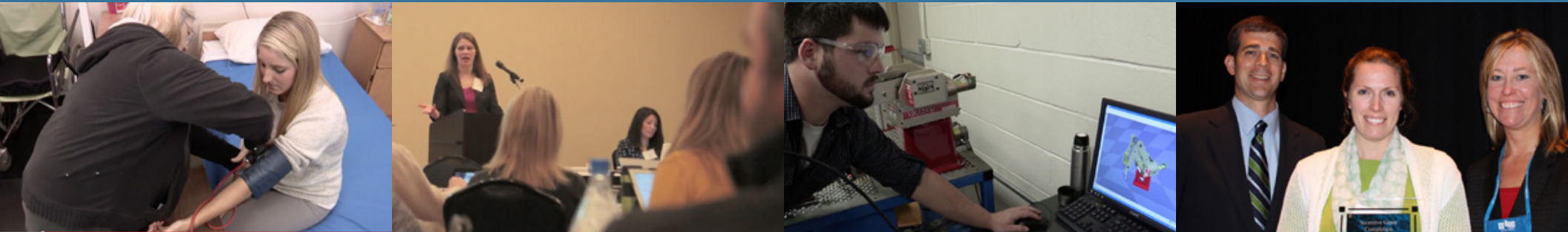


*Inspiring educators so adults succeed
and communities thrive*



NEW ERA: WORKING WITH WIOA

CAREER PATHWAYS SUPPORTING TRANSITIONS FROM
EDUCATION INTO WORKFORCE



OUR MISSION

To inspire educators so adults succeed and communities thrive.

OUR GOALS

- *Be a strong, dynamic voice for adult education*
 - *Elevate the profession of adult education*
- *Facilitate the ongoing development of adult education leaders and organizations*
- *Evaluate COABE's structure to improve member services*

GOAL #1

Be a strong, dynamic voice for adult education

RAISE AWARENESS AND UNDERSTANDING OF ADULT EDUCATION AND ITS IMPACT

- Establish a PR / Communications Committee
- Create a communications toolkit/plan
 - Include consistent messaging, compelling data and stories, and content/collateral
 - Include student voice, articles, video, etc.
 - Included third-party endorsers and cross-promote COABE via like-minded organizations' channels and publications
- Develop metrics to guide a campaign and effective delivery methods
- Create a media strategy and cultivate relationships
- Identify and reach new target audiences via social media, leveraging existing research
- Explore fundraising / sponsor opportunities for a broader marketing campaign

DEVELOP AND MAINTAIN RELATIONSHIPS THAT HELP TO PROMOTE THE VALUE AND DIVERSITY OF ADULT EDUCATION

- Identify a list of potential partners
- Develop a matrix of opportunities, goals and priorities related to potential partners
- Encourage COABE representatives to reach related audiences
- Encourage representatives from related organizations to participate in COABE events
- Expand COABE's network of affiliates (e.g., business and government associations, focusing on connections related to adult education's impact)

ADVOCATE FOR ADULT EDUCATION PRIORITIES WITHIN POLICY DISCUSSIONS

- Spearhead high-level communications with congress and the administration
- Maintain policy awareness to inform and interpret for the adult education field
- Communicate opportunities and value of COABE involvement
- Develop grassroots advocacy training network and tools, focusing on in-person mentoring

GOAL #2

Elevate the profession of adult education

DEVELOP CAREER ADVANCEMENT OPPORTUNITIES AND TRACKS FOR ADULT EDUCATION PROFESSIONALS

- Conduct an environmental scan of career advancement tracks in related fields
- Develop and advance standards to provide practitioners better pay opportunities, benefits, tools and access to professional development
- Explore development of a national credential
- Seek leadership partnership opportunities

Visit us on the COABE App
or online at www.coabe.org

Connect with us #COABE



Join our Linked In group

PROVIDE COMPREHENSIVE PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR ADULT EDUCATION STAKEHOLDERS

- Explore professional development gaps and determine effective methods to bridge those gaps
- Create a COABE community of practice that gathers research, data, analysis and professional development opportunities
- Explore development of a national credential
- Continue to host the nation's premier conference on adult education and explore additional member meeting opportunities

ELEVATE THE ROLE OF RESEARCH, DATA AND ANALYSIS IN ADULT EDUCATION

- Prioritize and incentivize adult education research topics
- Analyze data and topics so COABE becomes an educated consumer of research
- Provide practitioners with methods to translate research to practice
- Market the organization's Research Agenda and Journal
- Create an indexed, socially reviewed repository for practitioner-based research

GOAL #3

Facilitate the ongoing development of adult education leaders and organizations

STRENGTHEN DIVERSE INVOLVEMENT WITHIN COABE

- Work with regional representatives to identify and encourage new leaders to disseminate COABE opportunities
- Better articulate COABE roles and needs, including committee memberships, task forces, etc.
- Explore broader networks for ancillary leaders and/or members (e.g. invite a member of the business community to join the board)

FACILITATE THE EXCHANGE OF IDEAS AND BEST PRACTICES AMONG STATES

- Continue to expand national and regional conference opportunities for leader-to-leader interactions
- Expand virtual opportunities for interaction, including web workshops, teleconferences, online forums, mentor/buddy networks, etc.

PROVIDE ORGANIZATIONAL AND TECHNICAL ASSISTANCE TO STATES

- Develop COABE liaisons / representatives in each state
 - *Articulate benefits/roles*
 - *Assign state representatives to their regional representative*
 - *Focus on this network to create a pipeline for leadership*
- Develop a matrix of state needs, strengths and phases of organizational development

GOAL #4

Evaluate COABE's structure to improve member services

ADJUST ORGANIZATIONAL STRUCTURE AND OPERATIONS MODEL

- Thoroughly review and revise vis-à-vis mission and goals
- Create an organizational chart
- Outline board member duties and responsibilities
- Review other association organizational models
- Review the elections process to ensure transparency for members
- Identify a funding source to revamp structure and increase capacity

DEVELOP DIVERSE AND SUSTAINABLE FUNDING STREAMS

- Seek large and sustainable grant opportunities
- Identify and attract corporate supporters

- Set operating budget targets through 2020
- Partner with vendors to create royalty products
- Develop a cadre of COABE-endorsed speakers by area of expertise (possibly a large group member benefit)
- Create online donation opportunities
- Explore offering fee-for-service professional development opportunities, products, technologies and other member add-ons

ACTIVELY ENGAGE, RECRUIT AND RETAIN MEMBERS

- Review membership levels
- Develop a more ethnically diverse leadership group
- Communicate opportunities and value of COABE involvement
- Articulate and communicate COABE membership benefits
- Leverage partnerships to promote membership
- Review & revise website
- Develop feedback mechanisms to better understand member attitudes toward COABE products and services
- Survey COABE membership annually
- Create badges and other profession-related items for members (e.g. business cards)

DETERMINE AND REVISE COABE'S BRAND

COABE's strategic planning process has been generously underwritten with support provided in part by McGraw Hill Education



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