



EDUCATIONAL TECHNOLOGY COUNCIL

Educational Technology Council of the Alberta Teachers' Association Strategic Plan – 2006-2009

Vision Statement

The Educational Technology Council of the Alberta Teachers' Association will be recognized provincially, nationally and internationally, as a leader in educational technology.

Mission Statement

“Supporting Teachers in Information and Communication Technology”

As the Educational Technology Council of the Alberta Teachers' Association, we are committed to providing service, support, professional development and recognition for our members through teamwork, effective communication and our excellent annual conference. The Educational Technology Council provides its membership with:

- service and support through professional development opportunities
- effective communication through an informative newsletter, listserv and dynamic website
- an authoritative voice on behalf of the teaching profession through the advocacy of sound educational policies relating to ICT infusion and emerging technologies

PRIORITY 1 – PROVIDE SERVICE AND SUPPORT TO OUR MEMBERSHIP THROUGH PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Goals:

- 1.1 – Carry out regular ETC business in a timely manner
- 1.2 – Offer membership incentives to new teachers at Beginning Teachers’ Conference
- 1.3 – Offer incentives to experienced teachers
- 1.4 – Sponsor successful annual conference
- 1.5 – Provide professional development support for teachers on an ongoing basis

<i>Strategies</i>	<i>Action Steps</i>	<i>Lead Role</i>	<i>Indicators of Success</i>	<i>Date of Completion</i>
1.1 Carry out regular ETC business in a timely manner	<ul style="list-style-type: none"> • Have regular meetings of the ETC Executive 	ETC President	4 meetings per year	Fall, Winter, Conference, Spring
1.2 Offer membership incentives to new teachers at the Beginning Teachers’ Conference	<ul style="list-style-type: none"> • Develop awareness about ETC at Beginning Teachers’ Conference 	ETC President	ETC Display	September
	<ul style="list-style-type: none"> • Offer free membership to all interested first year teachers 	ETC President/ETC Treasurer	Signup sheet	September
	<ul style="list-style-type: none"> • Offer membership incentives/prizes to all interested first year teachers 	ETC Student Representative	Prizes made available through possible corporate support	September
1.3 Offer incentives to experienced teachers	<ul style="list-style-type: none"> • Sponsor <i>Innovative Computer Grant</i> 	ETC Past-President	Quality applicants/recipients each year	Application Deadline: March 31 Winner announced at Annual Conference
	<ul style="list-style-type: none"> • Sponsor <i>Edna Dach Teacher of the Year Award</i> 	ETC Past-President	Quality recipient recognized each year	Application Deadline: March 31 Winner announced at Annual Conference
	<ul style="list-style-type: none"> • Sponsor free/reduced registration(s) to annual conference 	ETC Conference Director	Positive feedback from attendee	Annually
1.4 Sponsor successful annual conference	<ul style="list-style-type: none"> • Attend Summer Conference for Conference Directors • Plan and organize annual event 	ETC Conference Director	Positive feedback at annual conference	Annual Conference (typically held in the spring)

1.5 Provide professional development support for teachers on an ongoing basis	<ul style="list-style-type: none"> Develop/disseminate PD resources/workshops related to ICT infusion 	ETC Professional Development Directors	Clearinghouse of PD resources/speakers on website	Reported at each executive meeting
	<ul style="list-style-type: none"> Liaise with PD partners (i.e. Consortia, Convention Boards, other Specialist Councils, etc.) 	ETC Professional Development Directors	Increased sessions/workshops at conventions/conferences	Reported at each executive meeting
	<ul style="list-style-type: none"> Provide support for implementation of new curricula as it relates to technology 	ETC Professional Development Directors	Partnership with Regional Consortia	Reported at each executive meeting
	<ul style="list-style-type: none"> Provide support for technology infusion through specialities in various aspects of technology 	ETC Professional Development Directors	Published in ETC Newsletter and on ETC Website	Reported at each executive meeting

PRIORITY 2 – PROVIDE EFFECTIVE COMMUNICATION				
Goals:				
<ul style="list-style-type: none"> • 2.1 – Communicate to members through an informative newsletter • 2.2 – Provide information to members through a listserv • 2.3 – Provide information to members through the ETC website which showcases emerging technologies 				
<i>Strategies</i>	<i>Action Steps</i>	<i>Lead Role</i>	<i>Indicators of Success</i>	<i>Date of Completion</i>
2.1 Communicate to members through an informative newsletter	<ul style="list-style-type: none"> • Develop themes for 4 issues of ETC newsletter per year 	Communications Chair	Themes and possible articles brainstormed for each issue	September of each year
	<ul style="list-style-type: none"> • Produce quality newsletter 4 times per year 	Communications Chair	All executive members to write two articles per year	Fall, Winter, Spring, Summer
2.2 Provide timely information to members through a listserv	<ul style="list-style-type: none"> • Maintain relatively current membership list 	Webmaster Conference Director	Timely distribution of pertinent information	Membership list updated after every conference
2.3 Provide information to members through the ETC website which showcases emerging technologies	<ul style="list-style-type: none"> • Post information for <i>Innovative Computer Grants</i> • Post links to previous projects 	ETC Webmaster ETC Past-President	Track hits to <i>ICP Grant</i> Applications for <i>ICP Grant</i> each year	Annually
	<ul style="list-style-type: none"> • Post information for <i>Edna Dach Educator of the Year Award</i> • Post biography of previous winners 	ETC Webmaster ETC Past-President	Track hits to Award page Applications for <i>Edna Dach Educator of the Year Award</i> each year	Annually
	<ul style="list-style-type: none"> • Post clearinghouse of PD resources/opportunities 	ETC Webmaster ETC PD Directors	Track hits to PD clearinghouse	On-going
	<ul style="list-style-type: none"> • Post contact information, and biographies from current executive 	ETC Webmaster	Easy access to executive by members	Annually
	<ul style="list-style-type: none"> • Post information regarding annual conference 	ETC Webmaster ETC Conference Director	Positive feedback regarding conference website	Annually
	<ul style="list-style-type: none"> • Post one-page précis after each executive meeting 	ETC President & Secretary	Timely distribution of pertinent information	After each executive meeting

PRIORITY 3 – PROVIDE AN AUTHORITATIVE ADVOCACY ROLE				
Goals:				
<ul style="list-style-type: none"> • 3.1 – Provide information on emerging technologies • 3.2 – Be proactive with respect to issues related to technology in education • 3.3 – Work in conjunction with Canadian Teachers’ Federation to provide support to Pan Africa Teachers’ Centre 				
<i>Strategies</i>	<i>Action Steps</i>	<i>Lead Role</i>	<i>Indicators of Success</i>	<i>Date of Completion</i>
3.1 Provide information on emerging technologies (i.e. videoconferencing, podcasting, using GPS, blogging, etc.)	• Monitor emerging technologies as they relate to education	ETC Past President ETC Webmaster	Posting of <i>Tech News</i> to ETC website	4 times a year
	• Monitor and report on provincial initiatives regarding emerging technologies (i.e. videoconferencing, etc.)	ETC Political Liaison with input from Executive	Newsletter articles Website postings	4 times a year
3.2 Be proactive with respect to issues related to technology in education	• Development of ETC discussion paper relating to <i>Learning Technology Framework</i>	ATA Staff Advisor ETC Newsletter Editor ETC President ETC Political Liaison	Paper submitted to Provincial Executive Council	Fall 2007
	• Research and develop position paper for the new Minister of Education outlining vision and agenda for ICT infusion	ATA Staff Advisor ETC Newsletter Editor ETC President ETC Political Liaison	Paper submitted to Provincial Executive Council for the new Minister of Education	Fall 2007
	• Provide information to PEC regarding issues relating to emerging technologies	ETC Executive	Submission of issues	On-going
3.3 Work in conjunction with Canadian Teachers’ Federation to provide support to Pan Africa Teachers’ Centre	• Continue to provide summer PD sessions and support	ETC Executive	Positive feedback from participants	Annual summer institutes
	• Public relations to highlight work resulting from this partnership	Appointed participants	Conference presentations Articles/publications	Annually