International Technology and Engineering Educators Association
2015 Strategic Plan

By engaging all members of ITEEA and expanding partnerships, the new Strategic Plan increases our capacity to support and promote technology and engineering educators to lead Integrative STEM Education.

ITEEA Vision:

ITEEA will be the foremost professional organization dedicated to supporting and promoting technology and engineering education through dynamic leadership and collaboration to cultivate Integrative STEM Education.

ITEEA Mission:

ITEEA's mission is to advance technological understanding and capabilities for all people and to nurture and promote the professionalism of those engaged in these pursuits. ITEEA seeks to meet the professional needs and interests of its members, its STEM constituents, as well as to improve public understanding of technology, innovation, design, and engineering education and its contributions.

ITEEA Beliefs:

Technology and Engineering:

- Is the "T and E" of STEM (Science, Technology, Engineering, and Mathematics).
- Is an integral part of the general education learning experiences for all students at all grade levels and abilities to help them learn about and understand the technological world in which they live.
- Promotes technological literacy (i.e., the ability to use, manage, assess, and understand technology) for all, which will prepare people to live and work in a complex global technological society.
- Encourages inquiry-based learning approaches (e.g., engineering design) to solve problems.
- Promotes career and college readiness, and 21st Century career pathways by developing interest in the human-made world—its materials, products, and processes.
- Is derived from *Standards for Technological Literacy: Content for the Study of Technology* and embraces the engineering components of *Next Generation Science Standards (NGSS)*
- Promotes creativity and real-world learning in the teaching of technology, innovation, design, and engineering.
- Involves a broad-spectrum body of knowledge and activities with specific content, curriculum, and specific certification requirements that enable students to apply theory into practice.
- Offers unique opportunities to apply numerous academic concepts through practical minds-on/hands-on applications giving these academic concepts relevance. This is accomplished by utilizing real-world tools, materials, processes, and systems, to operationalize technology and engineering content.

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Overview

This Strategic Plan was developed during the fall of 2014 and spring of 2015 by the existing Board of Directors using survey data and conference Governance Session feedback to determine and guide association priorities. Member input revealed key issues that were categorized and refined to establish six strategic initiatives. These initiatives are specific, measureable, assignable, realistic, and time-based.

This Plan identifies the initiatives to be addressed by the association and its members, which focus on: engaging membership, expanding partnerships, increasing communications, building capacity, increasing membership and diversity, and preservice teacher training.

Direction

The Strategic Plan is designed to be flexible and responsive to the future through an organized cycle of evaluation to make decisions that offer the best chance of success. It will also provide opportunities for continuous innovation and contributions in support of our shared vision. The cycle for the Strategic Plan is as follows:

ITEEA Strategic Initiative One:
Establish Methods to Engage Membership and Increase Participation

It is vital for a professional organization to have a strong, active, and motivated member community. Increasing opportunities to participate in activities and take advantage of member services will support growth and retention as a result of association experiences. Demonstrating the value of membership is also a key component of this initiative and can strengthen member participation. Greater member input on an ongoing basis will help the association recognize the changing attitudes and demographics of membership in order to provide necessary services and programs to support their professional growth and involvement.

Working together, we will:
1. Begin working as early as possible with preservice teachers by engaging them during college (beyond the technology and engineering teacher preparation programs).
2. Publish professional development opportunities across the country for technology and engineering content and STEM initiatives (Affiliate Representatives from each state).
3. Solicit and publish contributions for peer-reviewed "Open Education Resources" for the ITEEA website.
4. Continue development of a model professional career path to develop an ideal ITEEA member—with goals and recognition for giving, sharing, and leading in technology and engineering education (recognition and awards program)

ITEEA Strategic Initiative Two:
Expand Partnerships and Build Meaningful Collaboration with Stakeholders

This initiative involves a commitment to work together with current and future partners to advance the field and promote the value of technology and engineering education. Partnerships must build meaningful collaboration that is mutually beneficial in order to thrive and be productive. Once a mutual need is identified, businesses, organizations, and educational entities can work together to achieve their goals.

As an international association, it is critically important to build infrastructure to nurture international relationships that will advocate for technology education and support current practices. Current international partnerships need to complete the affiliation process so the association can effectively support their efforts through curriculum and services.

Elementary education classrooms are an ideal setting to engage students with integrative STEM education methodology. Preservice training and professional development opportunities are needed to provide opportunities to showcase best practices to bring to their classrooms. It is critically important to inspire future teachers, technologists, scientists, and mathematicians at an early age through integrative practices.

Working together, we will:
1. Establish appropriate partnerships, including those at the local, state, national and international levels to collaborate on mutually beneficial joint projects.
2. Expand partnerships with STEM-related student competitions and/or co-curricular organizations.
3. Sustain current partnerships through continued meaningful collaboration.
4. Identify and establish elementary and STEM partnerships.
5. Identify how technology education can be known to all students as the formal mechanism in public education for "making" and "engineering."
6. Strengthen international partnerships and introduce EbD™ as a curriculum solution.

ITEEA Strategic Initiative Three:
Increase Communication and Visibility to Current Members, Stakeholders and Public

The key of this initiative is determining the communication channels members find most valuable. Trying to utilize too many communication options is overwhelming and does not provide members with a valued service. Streamlining communication can optimize efforts and target effective strategies. A communication plan can leverage existing communication tools used by the association that are effective and focus those areas that members find most valuable.

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Effective communication is key to increasing visibility to members as well as other disciplines and the public. Research studies, articles, standards, and curriculum must be accessible to increase their use and effectiveness. The ITEEA website is the central hub for communication and must provide information and services necessary for members and the public.

Working together, we will:
1. Increase visibility to current members, prospective members, other STEM, and non-STEM disciplines, and the public.
2. Update *Standards for Technological Literacy* and engage state education leadership in the promotion and use.
3. Establish and communicate a common vision and clear strategic plan.
4. Develop a communication and marketing plan.
5. Leverage social media opportunities and include them in the communication plan (seek assistance/input from power users).
6. Cross-publish articles submitted to ITEEA in other STEM-related journals and education journals.

ITEEA Strategic Initiative Four:
Build Capacity of the Association through
Partnerships, Councils, Affiliates, and Members

The strength of the association is based on its relationships and ability to think strategically. Building and maintaining partnerships can increase capacity but the planning and execution of strategic initiatives must involve all stakeholders. Long-term growth must be the focus of this initiative to make partnerships mutually beneficial. Growth is not and should not be specifically focused on increased membership; it should include increased growth in visibility, leadership, and goals.

States with underrepresented professional and affiliate organizations need support to establish themselves and grow. It is important to effectively use the skills and knowledge of individuals, councils, task forces, and other stakeholders to provide a support network that will be mutually beneficial.

Working together, we will:
1. Build meaningful partnerships with business, industry, and other professional associations.
2. Leverage new and existing partnerships to collaborate on mutually beneficial joint projects.
3. Provide support to strengthen Affiliate Organizations and build capacity in underrepresented states.
4. Engage preservice, new, and veteran members in meaningful projects.
5. Increase capacity by leveraging councils, affiliates, and members to accomplish projects and initiatives.
6. Develop strategies to educate about *NGSS* and other related "STEM" standards as well as how best to leverage them through Technology and Engineering Education.

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ITEEA Strategic Initiative Five:
Increase Total Membership and Membership Diversity

The association needs to create conditions that allow the greatest diversity of individuals and organizations to participate. Deliberate outreach efforts focusing on diversity and underrepresented populations will engage new audiences, increase networking, strengthen relationships, and add different perspectives to decision-making processes.

International membership is also a focus of this initiative and should build on the work of the International Focus Group. This includes establishing an international network of colleagues and programs engaged in technology and engineering and/or Integrative STEM Education.

Working together, we will:
1. Increase diversity of membership through targeted strategies in underrepresented populations.
2. Increase membership from other fields of study (science, math, engineering, international, etc.).
3. Develop ways to actively engage and strengthen international membership.

ITEEA Strategic Initiative Six:
Establish Basics for Excellence in Preservice Teacher Training

Recruiting and retaining new teachers in technology and engineering education is critical to all other strategic initiatives. Effective ways to recruit and retain new teachers must be developed to assist teacher preparation programs and school districts. It is expected that teacher educators and CTETE will be a primary source of assistance with this initiative.

In addition to recruiting new teachers, program accreditation plays a significant role in the ability of programs to generate teachers and meet license requirements. NCATE/CAEP or other specialty area accreditation is necessary to evaluate programs and ensure quality training practices for preservice technology education teachers.

Working together, we will:
1. Develop strategies that will assist in developing more effective ways to recruit new technology and engineering education teachers.
2. Develop articulation pathways for new teachers through community college collaboration.
3. Collaborate with CTETE to establish a method of program accreditation (NCATE/CAEP or an alternative).

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