



COABE STRATEGIC PLAN

(DRAFT DOCUMENT)



Prepared for: COABE Strategic Planning Committee
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Mission Statement & Goals

“To inspire educators so adults succeed and communities thrive”

Goals

- I. Be a strong, dynamic voice for adult education
- II. Elevate the profession of adult education
- III. Facilitate the ongoing development of adult education leaders & organizations
- IV. Enhance COABE’s sustainability and effectiveness

Goals, Strategies & Tactics

I. Be a strong, dynamic voice for adult education

- a. Raise awareness and understanding of adult education and its impact
 - i. Establish a PR / Communications Committee
 - ii. Create a communications toolkit / plan
 1. Include consistent messaging, compelling data and stories, and content/collateral
 2. Include student voice, articles, video, etc.
 3. Included third-party endorsers and cross-promote COABE via likeminded organizations’ channels and publications
 - iii. Develop metrics to guide a campaign and effective delivery methods
 - iv. Create a media strategy and cultivate relationships
 - v. Identify and reach new target audiences via social media, leveraging existing research
 - vi. Explore fundraising / sponsor opportunities for a broader marketing campaign
- b. Develop and maintain relationships that help to promote the value and diversity of adult education
 - i. Identify a list of potential partners
 - ii. Develop a matrix of opportunities, goals and priorities related to potential partners
 - iii. Encourage COABE representatives to reach related audiences
 - iv. Encourage representatives from related organizations to participate in COABE events
 - v. Expand COABE’s network of affiliates (e.g., business and government associations, focusing on connections related to adult education’s impact)
- c. Advocate for adult education priorities within policy discussions
 - i. Spearhead high-level communications with congress and the administration
 - ii. Maintain policy awareness to inform and interpret for the adult education field
 - iii. Develop grassroots advocacy training network and tools, focusing on in-person mentoring

II. Elevate the profession of adult education

- a. Develop career advancement opportunities and tracks for adult education professionals
 - i. Conduct an environmental scan of career advancement tracks in related fields
 - ii. Develop and advance standards to provide practitioners better pay opportunities, benefits, tools and access to professional development
 - iii. Explore development of a national credential
 - iv. Seek leadership partnership opportunities
- b. Provide comprehensive professional development opportunities for adult education stakeholders
 - i. Explore professional development gaps and determine effective methods to bridge those gaps
 - ii. Create a COABE community of practice that gathers research, data, analysis and professional development opportunities
 - iii. Continue to host the nation's premier conference on adult education and explore additional member meeting opportunities
- d. Elevate the role of research, data and analysis in adult education
 - i. Prioritize and incentivize adult education research topics
 - ii. Analyze data and topics so COABE becomes an educated consumer of research
 - iii. Provide practitioners with methods to translate research to practice
 - iv. Market the organization's Research Agenda and Journal
 - v. Create an indexed, socially reviewed repository for practitioner-based research

III. Facilitate the ongoing development of adult education leaders & organizations

- a. Strengthen diverse involvement within COABE
 - i. Work with regional representatives to identify and encourage new leaders to disseminate COABE opportunities
 - ii. Better articulate COABE roles and needs, including committee memberships, task forces, etc.
 - iii. Explore broader networks for ancillary leaders and/or members (e.g. invite a member of the business community to join the board)
- b. Facilitate the exchange of ideas and best practices among states
 - i. Continue to expand national and regional conference opportunities for leader-to-leader interactions
 - ii. Expand virtual opportunities for interaction, including web workshops, teleconferences, online forums, mentor/buddy networks, etc.
- c. Provide organizational and technical assistance to states
 - i. Develop COABE liaisons / representatives in each state
 - 1. Articulate benefits/roles
 - 2. Assign state representatives to their regional representative

3. Focus on this network to create a pipeline for leadership
- ii. Develop a matrix of state needs, strengths and phases of organizational development

IV. Evaluate COABE's structure to improve member services

- a. Adjust organizational structure and operations model
 - i. Thoroughly review and revise vis-à-vis mission and goals
 - ii. Create an organizational chart
 - iii. Outline board member duties and responsibilities
 - iv. Review other association organizational models
 - v. Review the elections process to ensure transparency for members
 - vi. Identify a funding source to revamp structure and increase capacity
- b. Develop diverse and sustainable funding streams
 - i. Seek large and sustainable grant opportunities
 - ii. Identify and attract corporate supporters
 - iii. Set operating budget targets through 2020
 - iv. Partner with vendors to create royalty products
 - v. Develop a cadre of COABE-endorsed speakers by area of expertise (possibly a large group member benefit)
 - vi. Create online donation opportunities
 - vii. Explore offering fee-for-service professional development opportunities, products, technologies and other member add-ons
- c. Actively engage, recruit and retain members
 - i. Review membership levels
 - ii. Develop a more ethnically diverse leadership group
 - iii. Communicate opportunities and value of COABE involvement
 - iv. Articulate and communicate COABE membership benefits
 - v. Leverage partnerships to promote membership
 - vi. Review & revise website
 - vii. Develop feedback mechanisms to better understand member attitudes toward COABE products and services
 - viii. Survey COABE membership annually
 - ix. Create badges and other profession-related items for members (e.g. business cards)
- d. Determine and revise COABE's brand