

AESD Strategic Plan 2018 – 2021

Mission

To ensure equity and excellence in education through effective services delivered statewide.

Vision

To inspire and foster equity, opportunity, and results through meaningful support of all school districts.

Our Values



AESD Strategic Plan 2018 – 2021



Goals & Strategies (Updated, Nov. 2019)

Goal 1 (Strategic Relationships): Develop strategic relationships			
Vision: To grow a sustainable future through strategic relationships			
Updated Strategies - November 2019	Strategy/Tactics	A. AESD legislative priorities are developed through a strategic process that actively engages ESD leadership, the AESD Executive Committee, and other key stakeholders; is focused on timely AESD system needs; and that results in a complete legislative agenda by November 1 annually.	B. Characteristics and goals for AESD strategic partnerships are defined through a process that focuses on maintaining and strengthening existing partnerships; and that identifies new, high leverage partnerships/coalitions to pursue annually.
	Performance Measures	Annual process defined and executed.	Strategic association partners identified. Partnership characteristics and goals defined.
	Timeline	Fall 2019 – Fall 2021	Spring 2020 - 2021
Goal 2 (Grow the Network): Enhance the Network and provide needed services with a focus on quality and impact. Vision: To provide seamless and nimble services			
Updated Strategies – November 2019	Strategy/Tactics	A. Gather and compile data from each ESD regarding current, emerging, and scalable initiatives on a bi-annual basis that will guide AESD leadership in prioritizing new AESD network programs to pursue that add value to school districts statewide.	B. Maintain and grow funding to the AESD Network based on statewide needs across the AESD system and within school districts.
	Performance Measures	AESD and ESD initiatives compiled. Use to guide decision-making and resource deployment/requests.	AESD network baseline established. System established to document increased revenue to AESD/ESDs based on network advocacy and partnerships. Strategic opportunities identified for future pursuit.
	Timeline	Spring 2020 / 2021	2020 / 2021
Goal 3: Tell our story			
Vision: ESDs are an integral and valuable part of the education eco system in Washington State			
Updated Strategies – November 2019	Strategy/Tactics	A. Develop and implement a multi-year AESD communications plan that actively engages AESD network leadership and that builds on the foundation established in the AESD 2010 communications plan.	
	Performance Measures	AESD leadership teams involved in providing input to updated communications plan. Updated plan complete by August 2020.	
	Timeline	Spring/Summer 2020 / 2021	