

OUR VISION OF WAEA IN 2017

The Washington Art Education Association will be a vibrant, active community of individuals who are committed to quality visual arts education at all levels in Washington State. Its members will represent 60% of all eligible art educators throughout the state, who perceive WAEA membership as critical to their success.

WAEA serves its members with opportunities for professional development, resources that provide “best practices” in art education, enhancement of their own skills as artists, mentoring, and networks that connect them with other professionals and resources around the state. All activities are designed to make them more effective and successful in their profession. It offers relevant communications channels for member interaction, access to information, and opportunities for the public to learn the value of quality visual art education. The Association has targeted activities to encourage the development of advanced student art programs, showcase student artists, training for generalist elementary educators, and collaboration with other arts disciplines. The quality of art education in Washington State will be recognized nationally.

The Association is an effective advocate for education in the visual arts before decision-makers including school boards, legislators, state agencies, school administrators, business leaders and others who shape the climate for visual arts education.

WAEA has a strategic governance structure that is focused on enabling the organization to fulfill its mission and provide value to its individual members. It is innovative and responsive to member and stakeholder feedback and operates in a transparent and collegial manner. Members have many opportunities for involvement in meaningful board and committee activities. It is active in and acknowledged as a leader within NAEA.

WAEA STRATEGIC PLAN: HOW WE ACHIEVE OUR VISION

A. Professional Development:

Provide opportunities to enhance development of knowledge and skills in the visual arts and art education.

1. Conduct a statewide visual art education conference.
2. Provide convenient, grade-level, hands-on educational opportunities at the regional level that also provide clock-hour credits.
3. Conduct training for “generalist” elementary teachers.
4. Develop and maintain a roster of qualified, experienced trainers.*
5. Create and/or promote opportunities for WAEA members to expand their own skills as artists.*
6. Encourage and embrace CTE.
7. Provide opportunities for mentoring or leadership for experienced art educators.*
8. Encourage attendance at NAEA conferences.

B. Communications:

Provide a communication network for our members and the community to share visual art education knowledge and information.

1. Develop a robust website that has significant value for members. (art college links, forums, blogs, calls for conference presentation, leadership recruitment, scholarship info, profiles of members, etc.)*
2. Create list serves to provide members an opportunity to freely seek and exchange information with one another.*

B. Communications(continued):

3. Create an E-Newsletter for WAEA members.
4. Survey members on how they prefer receiving messages from WAEA.*
5. Develop an effective method for the marketing of WAEA events.

C. Membership:

Create and sustain an active membership that enables the organization to fulfill its mission.

1. Create and activate a Membership Committee.
2. Develop a database of certified visual art educators (eligible members) within Washington State.*
3. Expand the membership tent to include career and technical educators.
4. Make it easier to join WAEA.*
5. Involve art education students as future professional members.

D. Advocacy:

Provide WAEA as the primary source for visual arts advocacy in the state.

1. Identify vital issues and create critical conversations and forums on these issues.*
2. Create Board-level positions for advocacy and research.
3. Assemble available research on the value of arts education.
4. Create a coalition/network with other related organizations.
5. Identify key WAEA messages and target audiences.
6. Survey the environment for public policy development around visual arts education issues.
7. Train WAEA members for advocacy with decision-makers.

E. Events:

Provide events that support opportunities for membership interaction and showcase quality student work and quality visual art education.

1. Expand opportunities for promoting Washington Art Education Week.
2. Create a calendar of shows, educational events, and other relevant activities and place it on the WAEA website.*
3. Assure that each WAEA event has a networking component to build community strength.
4. Support Youth Art Month (YAM) shows.
5. Develop art shows for both student and member work- on-line and in gallery settings.*
6. Promote and encourage existing public shows and events (Congressional Art Show, museum educator tours, OSPI Show, Stewart Davis Scholarship Auction, ESD shows, etc.)*

F. Governance:

Create a governance process that involves members and enhances the ability of WAEA to fulfill its vision and mission.

1. Create and re-energize WAEA committees and involve more WAEA members in the process.
2. Invite WAEA members to participate in Board and committee service and other governance activities.*
3. Review the Constitution and recommend amendments for membership action.
4. Develop a new Board Manual that includes position responsibilities.
5. Create a leadership development program.

*indicates partial or full web based initiatives