



INSPIRING INNOVATIVE LEARNERS

# STRATEGIC PLAN

2019–2022

# CUE Identity

“ Reimagining teaching and learning.

## MISSION

CUE transforms teaching by connecting educators with ideas, resources, and each other to use technology to prepare all students to succeed in a rapidly changing world.

## VISION

CUE envisions a future in which all students have access to technology-empowered learning that prepares them to solve real problems, seize opportunities, and improve their communities and the world.

## GUIDING BELIEFS

- The fight to improve education is a fight for social justice.
- Educators are better together.
- Educators can change the system and the world.
- Every voice matters. We improve when we meet all educators where they are and welcome different perspectives.
- Technology fundamentally changes learning and can help students better understand and shape their world.
- The most effective learning experiences are meaningful and fun.

“ Affiliates are the lifeblood and future of the organization.

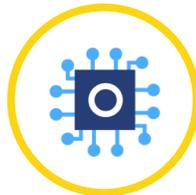
# Strategic Priorities

FROM	TO
CUE = Mother CUE	CUE= All the affiliates together (focus on the local level)
Technology is at the core	Transforming teaching and learning is at the core; technology is one tool to make it happen
Catering to the choir	Drawing new audiences into the fold
Cliquish	Inclusive
About the conference	About relationships

## STRATEGIC PRIORITIES



**Empower affiliates to grow and respect their individuality**



**Elevate technology as a tool to transform teaching and accelerate learning**



**Attract new audiences**



**Promote inclusivity, welcome different perspectives, and lift up new voices**



**Change the understanding of CUE from a one-time event to an ongoing community**

## Strategic Priorities (continued)



### PRIORITY

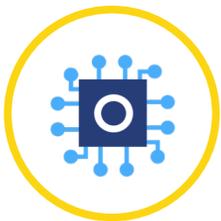
## Empower affiliates to grow and respect their individuality

### OBJECTIVE

By 2022, all CUE affiliates increase their membership and have strong leadership teams. Affiliates report high satisfaction with the central organization's support and their freedom to innovate and foster local efforts.

### STRATEGIES

1. Set staff and board protocols for making decisions to include considering how CUE can further prioritize or support affiliates.
2. Direct CUE's resources to support affiliates.
  - Direct a portion of CUE's marketing to drive local membership.
  - Leverage CUE's relationships with vendors to highlight and support affiliate events at conferences.
  - Enable affiliates to have events at CUE's annual conference.
3. Promote a movement to learn local and encourage regional branding for affiliates.



### PRIORITY

## Elevate technology as a tool to transform teaching and accelerate learning

### OBJECTIVE

By 2022, increase the number and kinds of professional learning opportunities CUE offers to transform teaching strategies and improve classroom practice.

### STRATEGIES

1. Measure learning outcomes and create feedback loops to ensure CUE's professional learning improves classroom practice.

## Strategic Priorities (continued)

2. Increase the number of practice-driven professional learning opportunities offered in addition to tool-driven professional learning.
3. Offer different types of learning modalities, such as online resource toolkits, to reach more audiences and reinforce in-person professional development.
4. Following best practices, offer more follow-up coaching to reinforce learning.

### OBJECTIVE

By 2022, participant feedback and analysis of learning offerings show that CUE provides professional development that includes educators across the continuum of their technology journey.

### STRATEGIES

1. Determine metrics to measure the mix of offerings at CUE's professional learning events and make adjustments to programming over time.



### PRIORITY Attract new audiences

### OBJECTIVE

By 2022, increase the number of administrators and school board members CUE touches to develop their understanding of the importance of embracing technology-empowered learning and supporting teachers to change their classroom practice.

### STRATEGIES

1. Meet administrators where they are by setting up direct meetings or reaching them at conferences they already attend, such as ASCA, CALSA, and CSBA.
2. Change the narrative around the role of technology in learning through videos and other presentations about how today's students learn, targeting administrators and school board members.

## Strategic Priorities (continued)

### OBJECTIVE

By 2022, increase number of professional learning opportunity CUE offers to the higher education community, particularly for pre-service teachers.

### STRATEGIES

1. Leverage existing connections to the higher education community, focusing on outreach to administrators.



### PRIORITY

**Promote inclusivity, welcome different perspectives, and lift up new voices**

### OBJECTIVE

By 2022, surveys show that participants new to CUE report feeling welcomed and connected to the organization and stay connected through affiliates.

### STRATEGIES

1. Develop systems to encourage new participants to join local affiliates and offer professional development opportunities to these new members.
2. Expand #New2CUE efforts to welcome new participants, including more informal meet-ups and mixers for affiliates. Partner up solo people from districts to help them meet each other.

### OBJECTIVE

By 2022, surveys show that participants feel CUE lifts up new perspectives and different voices across its professional learning offerings.

### STRATEGIES

1. Spotlight new presenters at events and, when appropriate, partner them with seasoned presenters to build their confidence.

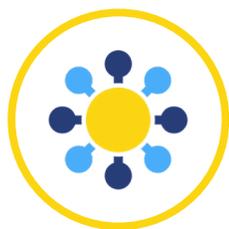
## Strategic Priorities (continued)

### OBJECTIVE

By 2022, increase participation in CUE offerings by underrepresented educators.

### STRATEGIES

1. Ensure that member representation in CUE's materials reflects the diversity of the organization.
2. Develop targeted engagement strategies for outreach to underrepresented educators.



### PRIORITY

**Change the understanding of CUE from a one-time event to an ongoing community**

### OBJECTIVE

By 2022, CUE and its affiliates have a strong connection.

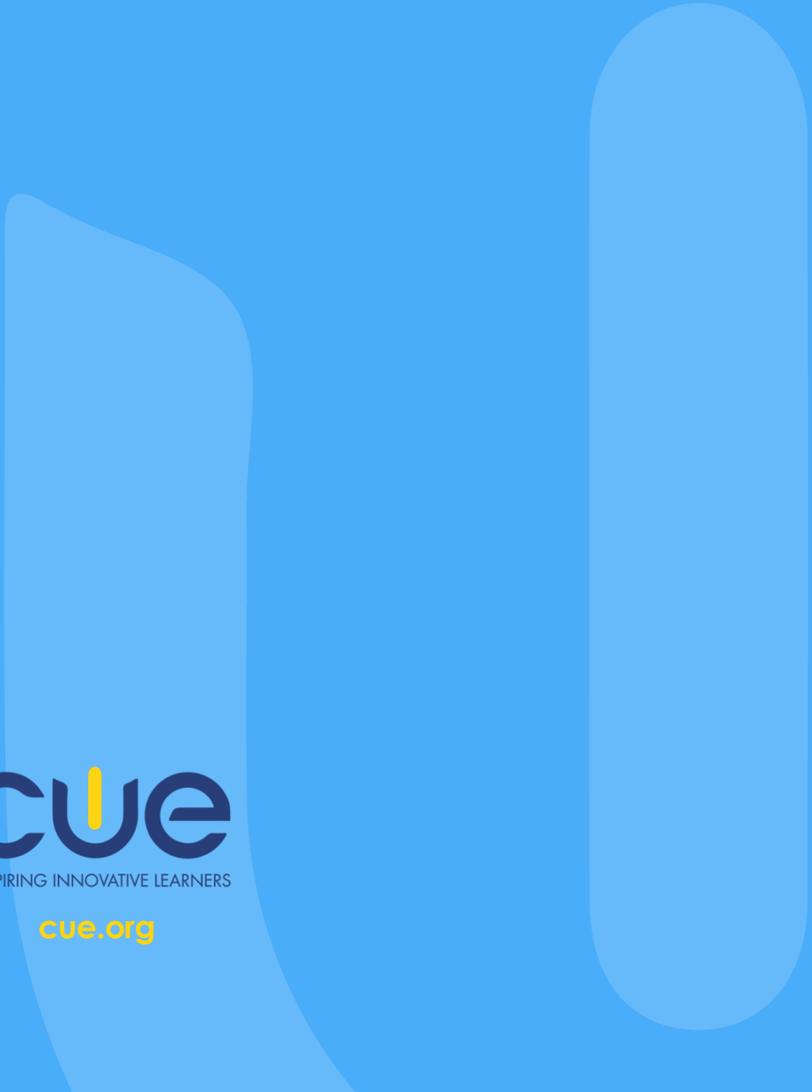
### STRATEGIES

1. Increase communication with members about affiliates and promote affiliate events.



# Decision-making Protocols

- The strategic plan above will drive the Board goals, operation plan, and staff goals for each year.
- CUE's board will develop specific outreach goals and objectives for each year.
- The Board will review the strategic plan at each annual Board retreat and connect with senior staff to ensure alignment.
- The Board will solicit feedback and conduct evaluations to refine and adjust the strategy as needed.



**cue**

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[cue.org](http://cue.org)