

Affiliate Recognition Program Application 2010

Due Date: January 28, 2010

Submit by e-mail to constituentservices@ascd.org

The purpose of the Affiliate Recognition Program is to recognize the accomplishments of ASCD affiliates, taking into account that each affiliate has unique strengths and faces distinctive challenges in its respective geographical area.

The application includes a section for overall discussion of your affiliate's strengths, as well as a section for each of the five areas of affiliate activity identified in the Affiliate Developmental Continuum.

Please use specific examples when possible. Click on the link in each section heading to access a PDF of the corresponding section of the Affiliate Developmental Continuum. Note that while we are not limiting the length of your submission, we recommend that you use the guideline of 1500 words or less for each section.

Supplemental data to support the application is not required, but may be submitted in electronic document form.

Overall Excellence: Please complete the entire application.

Area Awards: Please complete Section 1 in addition to the section related to the area or areas for which you would like to be considered.

If you have questions, please e-mail Meg Simpson (msimpson@ascd.org).

Affiliate Contact Information

Affiliate Name: **Wisconsin ASCD** 

Affiliate Contact First and Last Name: **Denise Pheifer**

E-mail Address: **denise@wascd.org**

Phone: **262.242.3771**

Section I: Overall

An excellent affiliate aligns its work to strategic goals. An excellent affiliate uses data to drive decision making; plans innovative activities that leverage resources, collaborates within the affiliate and with other organizations in geographic area; engages and involves a diverse membership through two-way communication; and embeds ASCD initiatives and priorities throughout its operations.

Impact: How does your affiliate positively impact education practices in your affiliate region? What does your affiliate do to measure this impact?



Wisconsin ASCD is highly regarded in the state and among other ASCD affiliates as a leader in effective professional membership organizational practices. We provide leadership for educators at all levels through our programs on current topics related to teaching and learning, through our publications, both print and electronic, through our advocacy efforts at the state and national levels, and through membership in our organization.

Every year at our June retreat we create or revise all or part of our strategic plan which guides the work of the organization throughout the year. We measure our effectiveness through attendance data, feedback from individuals, participation in ASCD programs, and we constantly monitor the education landscape in the state. This year we began using dashboards at our meetings to analyze membership and financial data. We plan to continue and refine this type of reporting and analysis to inform our decisions.

We have incorporated many ASCD programs and initiatives into our organization, such as

leadership team attendance at the ASCD annual conference, the LEAP conference and the L2L conference. We participate in the ASCD Emerging Leaders program and have encouraged our board members to participate in the ASCD Board, Leadership Council and ASCD Committees and Task Forces.

Locally we are viewed as a leadership organization focused on teaching and learning. Our programs are successful and respected, several of them running for multiple years. For example our highly successful Reading Strategies for the Content Areas Program has run annually since 2003 with over 1,000 Wisconsin educators participating. Since most of the people attending these programs are not members of Wisconsin ASCD, our impact extends well beyond our membership.

WASCD also has two seats on the State Superintendent's Collaborative Council which affords us the opportunity to influence educational policy/decisions at the state level. We have a Department of Public Instruction representative on our Board.

Section II: Membership

An excellent affiliate believes there is strength in diversity and actively pursues broad representation of membership in areas including ethnicity, gender, age, geographic location, and job role. The affiliate enhances interactive communication among members, encourages individual involvement of members, and strategically plans for membership growth, recruitment, retention, involvement, recognition, and diversity. Please describe how your affiliate grows and engages its membership with the affiliate.



Wisconsin ASCD is a membership organization. We encourage communication with members evidenced by our most recent project which is the creation of a professional network for members through our website. We ensure that individuals are contacted via e-mail and mail several times during their membership year through our electronic newsletters, the *eBrief* and *eNews Updates*. We mail a print publication, *Highlighter*, written by WASCD members twice a year. Members also receive mailings at least twice a year about our programs. We also send three individual reminders about renewing membership in WASCD. Every participant in a WASCD program receives a personalized electronic confirmation before the event.

We collect geographic data in our membership database so that we can do target mailings to members in a specific region of the state. Our membership has remained steady for the last few years, but if there is a decline, the board takes action through member recruitment programs such as the “web of 50.” However, we have learned that the best way to gain members is through personal contact and invitation. We encourage members to become involved in committees. We make it a point at

our programs to identify non-members and make them feel welcome.

We have a mentor program for new board members. The self-nomination form to the board is always available on our website which makes board member recruitment an on-going process. The board works to maintain a diverse group of directors and looks for new members based on criteria listed in our ByLaws, which includes diversity based on ethnicity, gender, age, geographic location and job role. For the past few years instead of looking for people to join the board, we have had enough candidates because most received personal invitations from current board members well before the deadline.

WASCD has a New Directors of Instruction program, creating an annual cohort group that supports those new to the position and eventually brings them into affiliate leadership.

Our website and publications highlight the connection to ASCD. The *eBrief* has a regular column called the *ASCD Connection*. Articles in our electronic and print publications focus on members’ participation in ASCD activities such as LEAP and the ASCD annual conference.

Section III: Communication and Publications

An excellent affiliate maintains a high profile with all stakeholders through creation and dissemination of a variety of high-quality print and electronic publications that are widely used by the membership, other practitioners, policymakers, and the media.

Please describe how your affiliate creates communications and publications to maximize outreach to educators and how you measure the impact of communications and publications on the education community (i.e. Web site data)?



WASCD is recognized for its quality publications, both print and electronic. Themes for the publications are identified at our June retreat in conjunction with the strategic plan and ASCD's themes for *Educational Leadership*. The Member Services Committee then identifies specific topics and potential authors for those topics.

Recently we moved our print publication, the *Highlighter*, from a black and white newsletter format to a more colorful magazine format focused on a theme. The *Highlighter* articles are usually local examples of education trends. The last two *Highlighters* are included with this application for your review. After every issue we receive requests for multiple copies to be used with school staff, parents or school boards. This print publication sets us apart from other education organizations in the state and is a valued member benefit.

The WASCD electronic *eBrief* focuses on timely information and topics, including links to other organizations and articles. You can find our

eBrief at www.wascd.org under Members Only, User Name is Member, Password is WASCD. Look under Resources. Two sample *eBriefs* are included with this application.

Our website, www.wascd.org, focuses on advertising our programs and includes information about who we are, our position statements, and allows for convenient access to registration and membership forms. The website also includes an Educator Advocates section through which anyone can identify and contact their legislators. Our new venture in 2010 involves creating a professional network for our members through our website.

WASCD has also conducted member and statewide surveys on issues and topics of interest to our members, including high school reform and use of instructional time. The results of these surveys are communicated through the *Highlighter*, as well as shared with other stakeholders such as state and federal legislators.

Section IV: Programs, Products, and Services

An excellent affiliate views its programs as opportunities to develop educators' capacity for learning, teaching, and leading to fulfill their mission and goals. Excellent programs, products, and services provide comprehensive support to enable affiliate members shape policy and improve educational practices that positively affect student achievement.

Please describe how your affiliate has aligned your programs, products, and services with your strategic plan and the goals of your organization and how you collect and use data to improve program offerings.



WASCD is best known in the state for its programs. Every year we bring worldwide experts on education topics to the state including people like Carol Tomlinson, Jay McTighe, Ken O'Connor, Tom Guskey, Ian Jukes and Ken Kay (Partnership for 21st Century Skills). Our 2010 conference features Bob Marzano and Jim Popham. Because we recognize the value of on-going professional development, we have facilitated follow-up sessions in the spring with the same worldwide experts or others on the same topic (i.e. assessment, grading and reporting), and next year, we are planning six sessions of hands-on, year long follow-ups with Bob Marzano after his appearance at our annual fall conference.

We have also developed local programs in Reading Strategies, Vocabulary, and Formative

Assessment presented by WASCD board members. New this year is a program on Using Technology in Instruction. All of these programs have an ASCD publication included as part of the registration. We communicate with participants before the program, as well as after, to collect data to be used for improving the program and services to participants.

Our website includes podcasts from our annual conference. These podcasts are created and published by middle and high school students from a local school district. To view the podcasts go to www.wascd.org under Members Only, User Name is Member, Password is WASCD. Look under Resources.

Section V: Influence and Policy

An excellent affiliate knows what it stands for and works for what it believes in. The affiliate is visible, respected, and sought after as a reliable and informed source of accurate information regarding quality learning, teaching, and leading. An excellent affiliate anticipates issues and is proactive in shaping recommendations to improve education policy for the success of each learner.

Please describe how your affiliate has effectively influenced the creation and/or implementation of local, regional, and national education policy



WASCD has moved from success to significance in the area of influence. About five years ago we began with a day at our own state capitol with board members visiting legislators to the current development of relationships with federal legislators who now contact us for information on education issues. Our goal has always been to be a reliable source of information on education topics.

WASCD position statements can be found on our website www.wascd.org under About WASCD. Recently we published a position statement on national standards. Be sure to read it on our website or it is included as an attachment.

Two WASCD Board members participated on the ASCD Leadership Council Task Force to develop a similar position statement for ASCD. We also have a board member serving on the ASCD Legislative Policy Committee.

WASCD has sent a team to the LEAP conference since its inception. Through this experience we have developed a relationship with Senator Russ Feingold's office. This summer we were contacted by them for information on early

childhood education, and more recently we were asked to provide examples from statements about "fair and balanced assessments" which they read in our position statement on national standards.

Next month we are sponsoring a symposium on the Common Core Standards Initiative with speakers from CCSSO, ASCD and the State Superintendent and others from the WI Department of Public Instruction (see attached form). We have invited our members and representatives from all school districts in the state as well as representatives from other state education organizations and legislative aides. We already have over 100 people attending from across the state.

Most recently we sent a letter of support for Wisconsin's Race to the Top application to the Governor and State Superintendent, along with an invitation to the upcoming symposium. We use our website, *eBrief*, and *eNews Update*, to keep our members informed on fast-breaking issues. If you go to www.wascd.org, in the right column you will find a section on the Common Core Standards Initiative that includes several links as well as our own publications on the topic.

Section VI: Leadership and Governance

An excellent affiliate is governed by a strategic plan that emerges from the mission and vision of the organization. Leaders communicate the affiliate's mission, vision, and goals to members and follow through with action and evaluative reflection. An exemplary affiliate enhances its effectiveness through organized, well functioning, and flexible structures, and astute business and fiscal processes. The affiliate ensures its future through leadership development processes. An exemplary affiliate understands the reciprocal nature of the relationship with the ASCD community.

Please describe how your governance structure ensures both a seasoned group of leaders as well as a pipeline for the development of new leaders.



Strategic planning is a continuous, integral part of the development of our organization. This year we reviewed the mission and vision and goals (see www.wascd.org > About WASCD) in the context of the past as well as looking ahead to the future. As a follow-up to our visioning work, we revised the WASCD ByLaws (attached) which were voted on and approved by the membership and are we are currently working on revising WASCD policies to be completed by July 1' 2010.

The WASCD board recognizes that a majority of our board members are within 5-10 years of retirement. We have had a purposeful and successful search for young professionals to participate on our board. One of the intentions of the New Directors Program is to get a small number of people invested in the organization early on in their careers. We have developed four board members through participation in

the ASCD Emerging Leaders Program and are grooming them for participation in affiliate leadership. One is our current President-Elect and another is a candidate in the Leadership Council election.

We encourage board members to be involved in ASCD governance. Currently, in addition to our two representatives on the Leadership Council, we have two at-large members from Wisconsin on the Leadership Council who are active WASCD Board Members. We have a Past President currently serving on the ASCD Board and we have two board members serving on ASCD Committees (Legislative Policy and Nominations). Our President Elect is serving on the ASCD Task Force that is reviewing affiliates.

We support leadership and governance by underwriting Emerging Leaders, Leadership Council Members and our own affiliate leaders (Vice President, President Elect, President and

Past President) to attend the ASCD annual conference, L2L and LEAP.

At our November Board meeting we asked participants what they liked about their experience on the board. Here are some of their responses:

**WASCD Board Meeting
Nov. 13, 2009, Wausau
Notes from Large Group Activity**

Why do you want to be here?

- Worthy cause
- Opportunities to check in on my own thinking from others with great minds
- New learning with technology
- Balance of learning and acting upon the learning
- Being there instead of being assigned to do something
- Information sharing
- Learning something new or better
- Unique opportunity to contribute
- Statewide impact
- Breaking new ground, going places organizationally, doing things
- Active participation not just sit'n git
- Presence/sharing of talented people
- Collaborating to produce something not predetermined
- Thinking beyond the obvious
- New ideas / new info in a friendly setting
- Leaving with an urgency to do something
- Creating solutions
- Safe place

As you read through the list you gain insight into the WASCD Board / Governance experience as a learning organization made up of leaders

who are willing to share their expertise for the good of the organization.

Wisconsin ASCD strengthening leadership for teaching and learning.