



OSTA FORWARD

Advance →

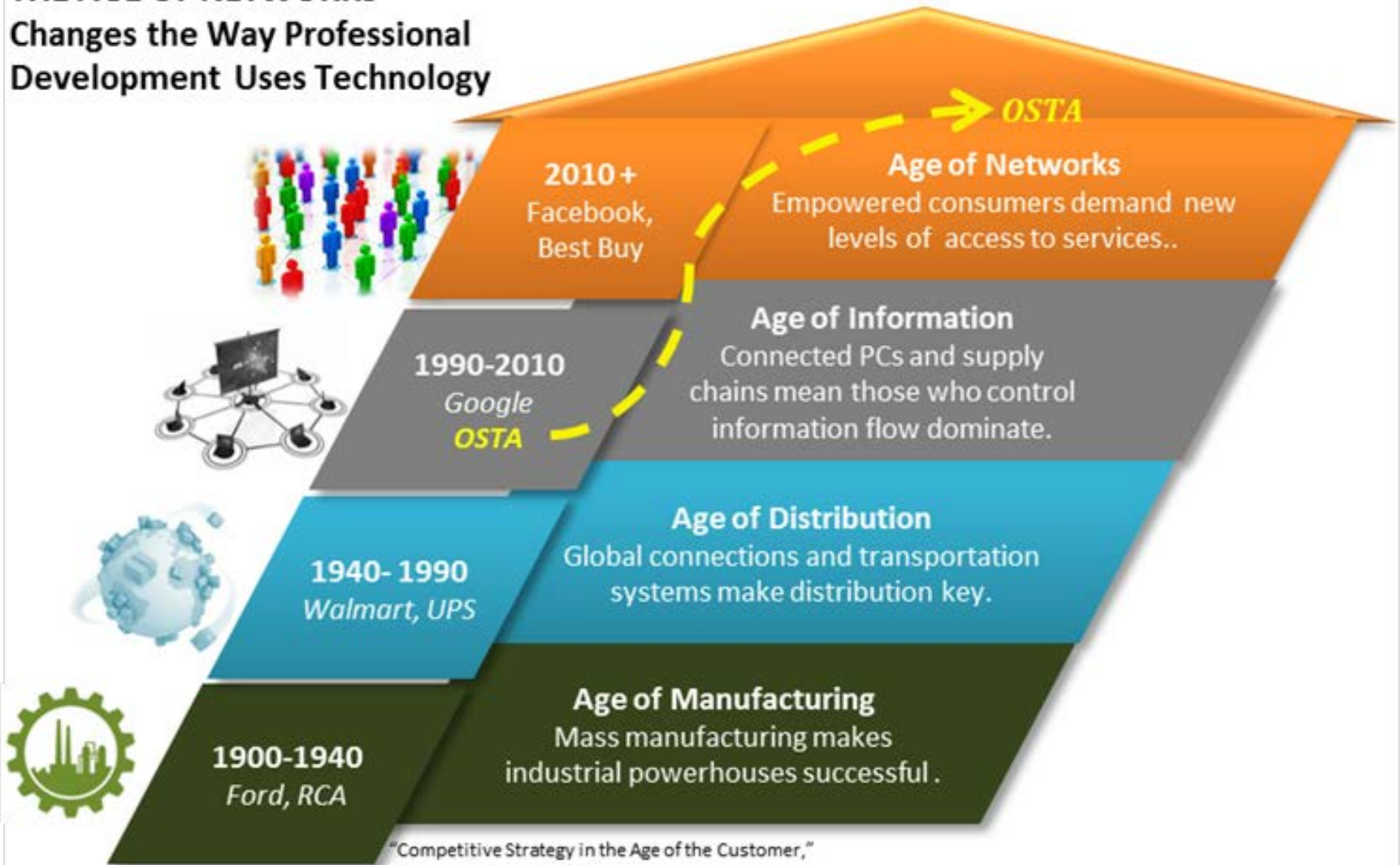
- Access to quality professional development
- Science educator policy work leadership
- Communication systems and use of digital formats
- Management and operations
- Governance structure

Engage →

- School and community educators across Oregon
- Strategic partners to build a stronger "science education system"
- Staff focused on quality outcomes

THE AGE OF NETWORKS

Changes the Way Professional Development Uses Technology

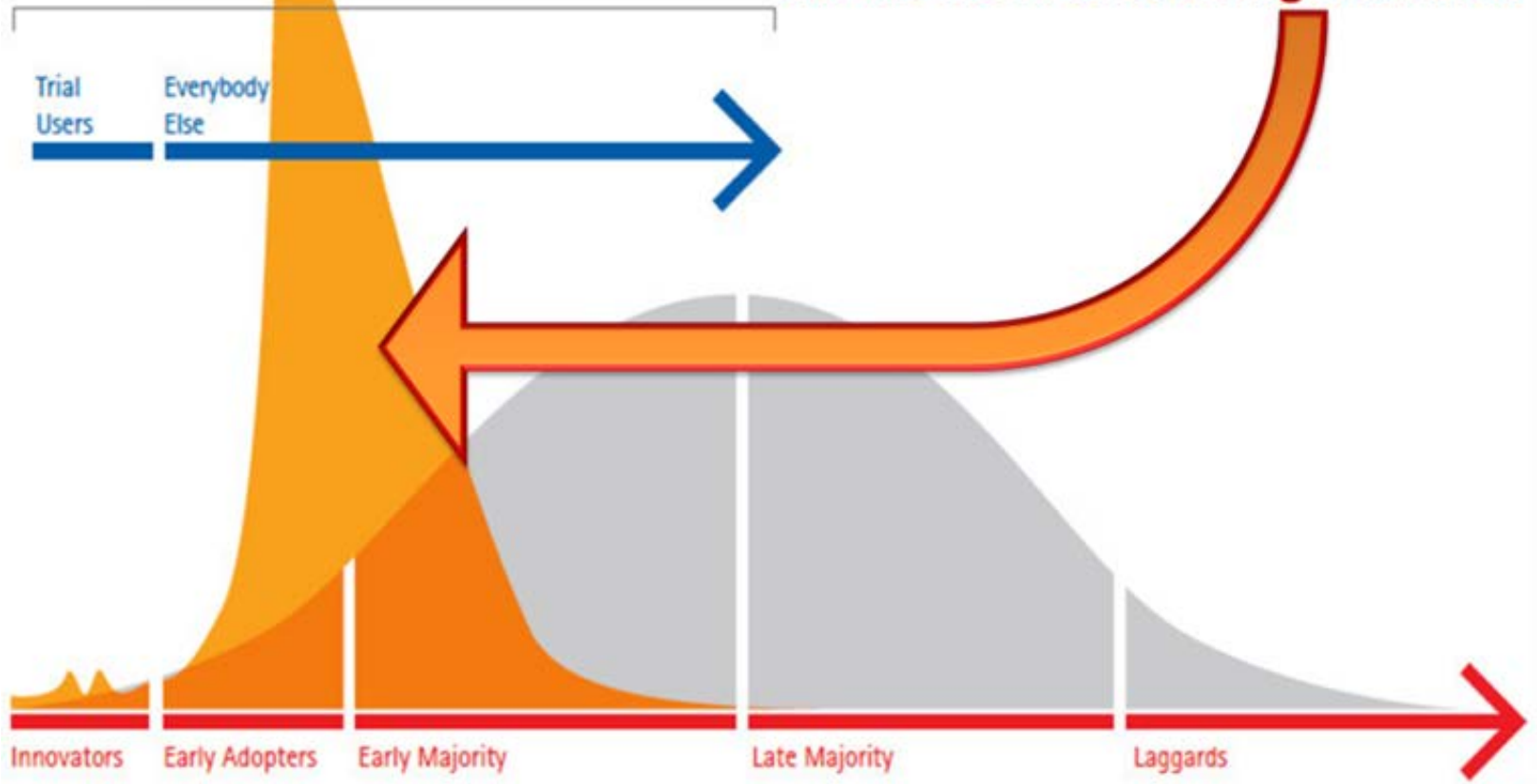


"Competitive Strategy in the Age of the Customer,"
Forrester Research, Inc. 2011

Advancing OSTA's Professional Development

Big Bang Market Adoption

BIG BANG MARKET SEGMENTS



Implementation – first steps

Goal: Professional Growth

- Pre-K – elementary educators – full day kindergarten
- 2014 OSS and STEM
- Science Forward – educator leadership skill building

Implementation – first steps

Goal: Leadership

- OrSEN – OSTA's team leading advocacy and policy work:
 - Establish policy work goals and strategies
 - Identify policy work standards and measures
 - Motivates and empowers educators and decision makers

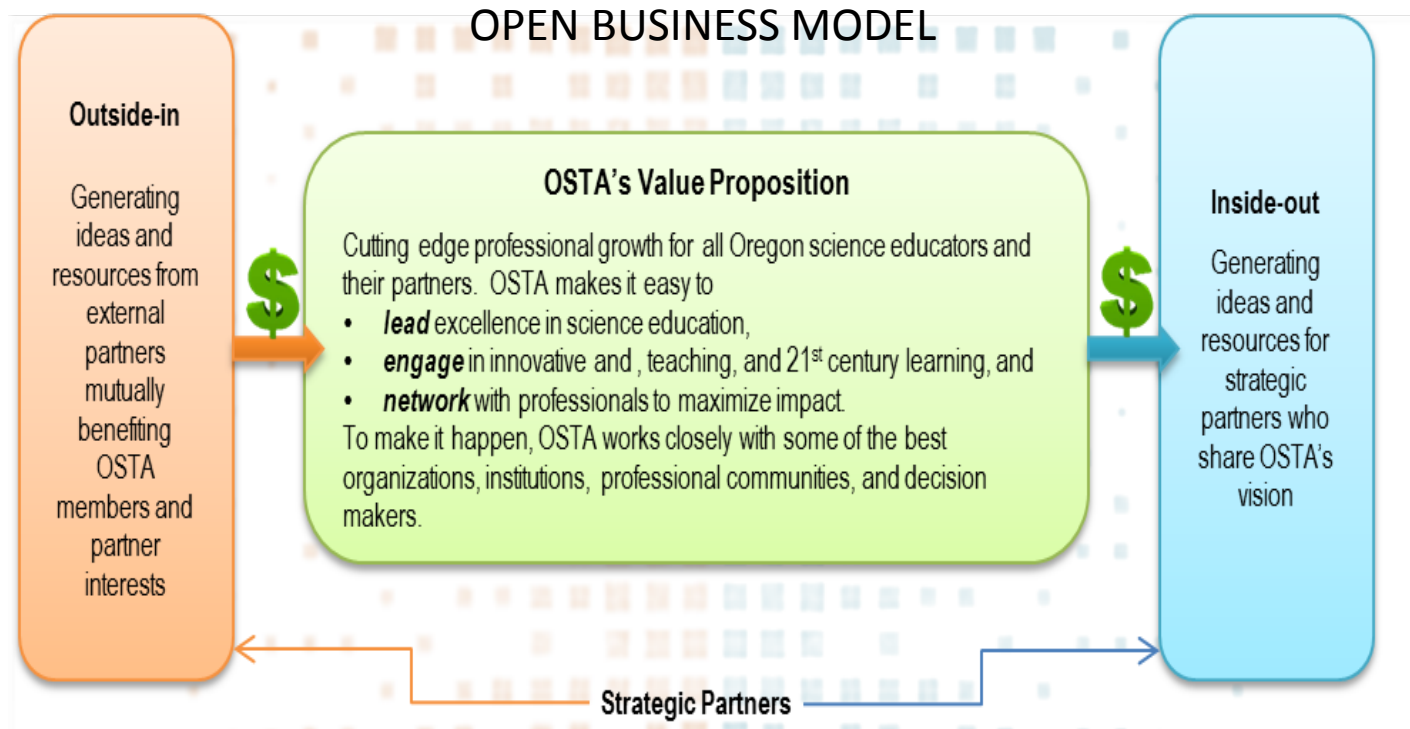
Implementation – first steps

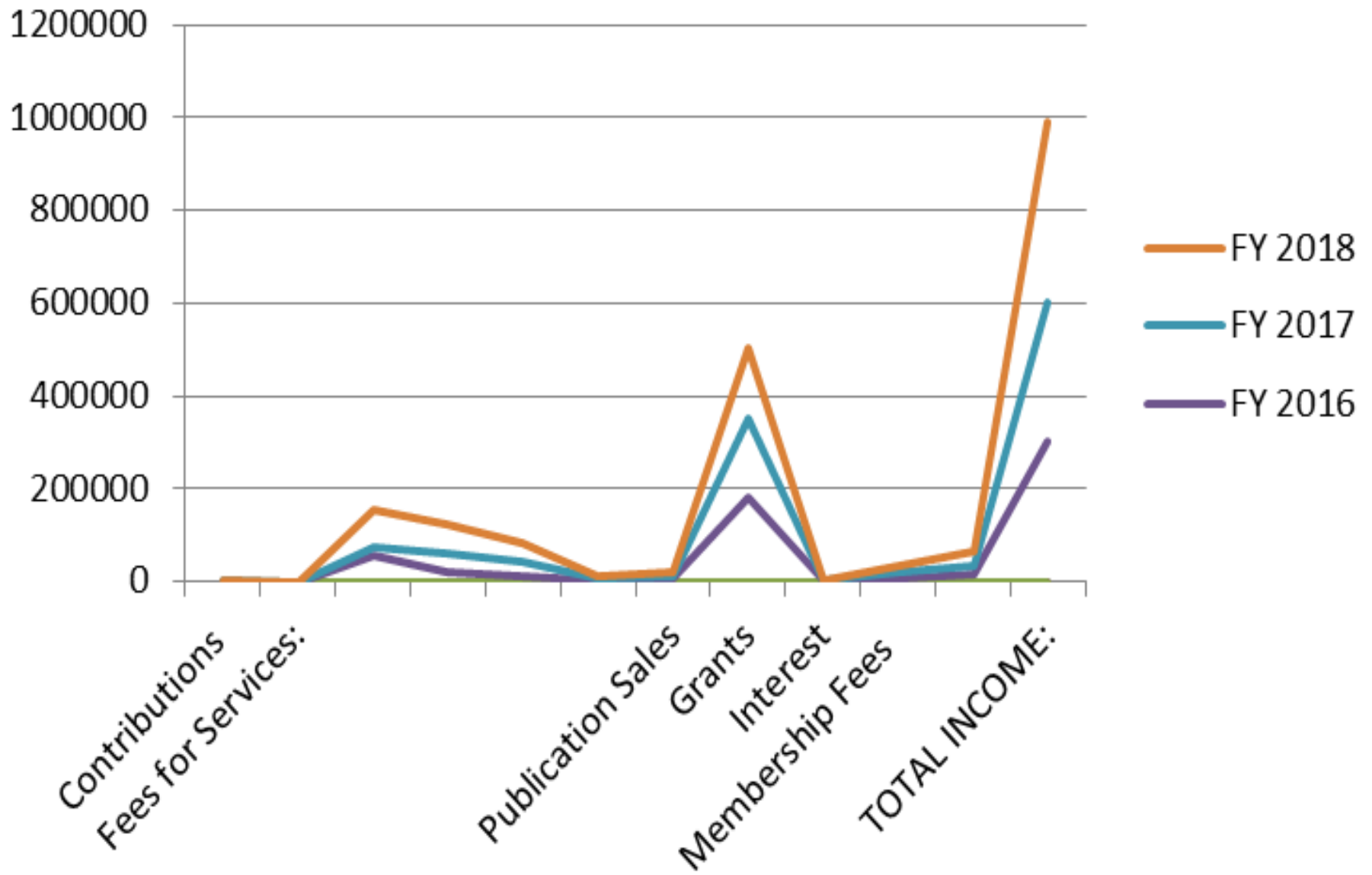
Goal: Networked Community

- Expand membership
- Issue- based Networking:
 - Face-to-face
 - Digital
 - Place-based
- Strategic Partnerships

Business Model and Financial Plan

- 3 year strategic budget = OSTA growth
- New revenue growth
- Focus: Targeted grant funding coupled with proper staffing





Implementation – first steps

Goal: Capacity Building

- **Management**
 - Administration and staff
 - Knowledge management
 - Engagement
 - Technology management
- **Operations**
 - Communications
 - Financial Growth
 - Marketing
 - Membership
 - Strategic Partners
 - Strategic Alliances
 - Organizational planning and assessment

Implementation – first steps

Goal: Capacity Building

- Governance Structures and Operations
 - Accountability and Compliance
 - Advocacy and policy work
 - Board Development
 - Leadership and Committees

