

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



2010+ Facebook, **Best Buy**

1990-2010 Google

OSTA



Age of Networks

Empowered consumers demand new levels of access to services...

Age of Information

Connected PCs and supply chains mean those who control information flow dominate.



1940-1990 Walmart, UPS

Age of Distribution

Global connections and transportation systems make distribution key.



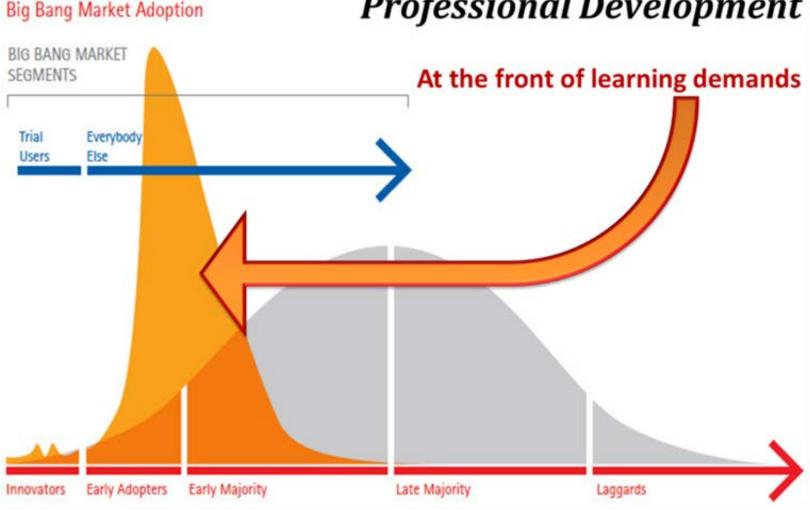
1900-1940 Ford, RCA

Age of Manufacturing

Mass manufacturing makes industrial powerhouses successful.

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

Advancing OSTA's Professional Development



Goal: Professional Growth

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

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

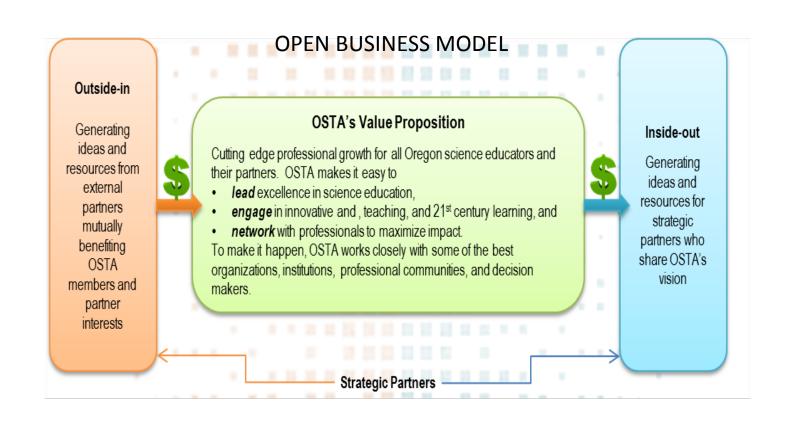
Goal: Networked Community

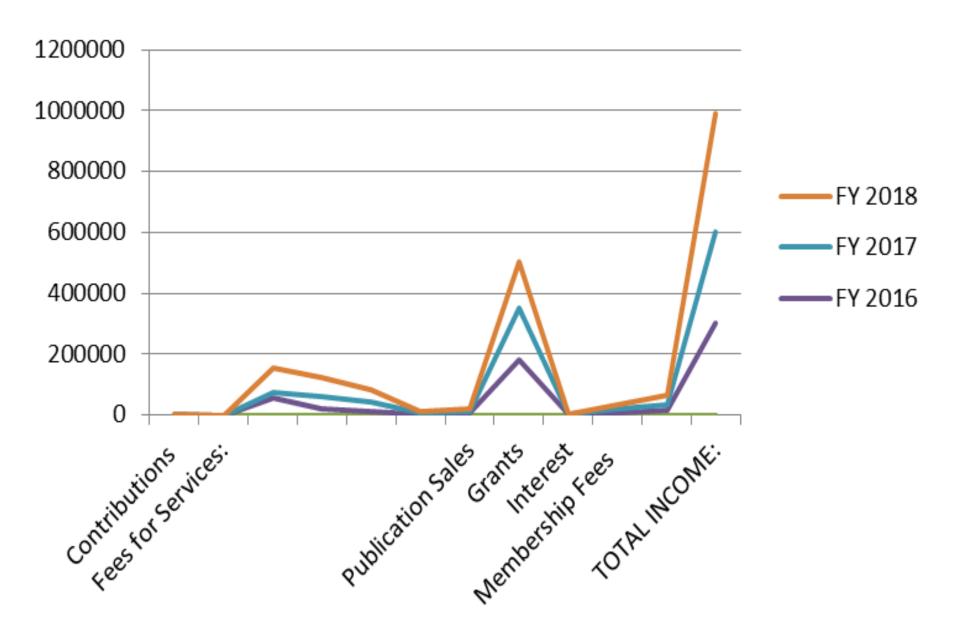
- Expand membership
- Issue- based Networking:
 - Face-to-face
 - Digital
 - Place-based
- Strategic Partnerships

Implementation – first steps

Business Model and Financial Plan

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





Goal: Capacity Building

Management

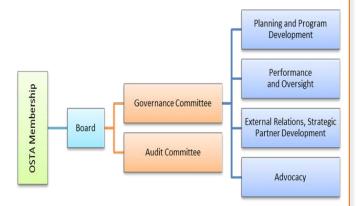
- Administration and staff
- Knowledge management
- Engagement
- Technology management

Operations

- Communications
- Financial Growth
- Marketing
- Membership
- Strategic Partners
- Strategic Alliances
- Organizational planning and assessment

Goal: Capacity Building

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



Outside-in Generating ideas and resources from external partners mutually benefiting

OSTA

members and

partner interests OSTA's Value Proposition

Cutting edge professional growth for all Oregon science educators and their partners. OSTA makes it easy to • *lead* excellence in science education,

- engage in innovative and , teaching, and 21st century learning, and
- *network* with professionals to maximize impact.

To make it happen, OSTA works closely with some of the best organizations, institutions, professional communities, and decision makers.

Inside-out

Generating ideas and resources for

strategic partners who share OSTA's vision

Strategic Partners