

# STRATEGIC PLAN 2015–2018

| STRATEGIC PRIORITIES  | STRATEGIC GOAL   | Year 1 | Year 2 | Year 3 | IMPLEMENTATION TASKS   |
|---|--|--------|--------|--------|--|
| <b>PROFESSIONAL DEVELOPMENT</b><br><i>Invest in our professional community</i>                                | Invest in professional development that is accessible, timely and relevant   |        | X      | X      | Expand online PD programs incl. webinars & webcasts. Pending funding approval.   |
|   | Invest in the development of communities of practice and support   | X      | X      | X      | Continue to expand the blog & social media discussions. Introduce guided networking groups at the conference.                                    |
|   | Invest in celebrating our professional successes and impact through sharing our stories  | X      | X      |        | Increase opportunities for members to share successes & inspiration incl. blog, videos, & social media.  |
| <b>ENGAGEMENT</b><br><i>Engage and inform stakeholders about issues related to English language education</i> | Engage educators, learners, employers, funders and the general public about the contributions of TESL Ontario members              |        | X      | X      | Promote the value of TESL Ontario accreditation to public funders & private sector leaders   |
|   | Promote the value of TESL Ontario accreditation to English language educators, learners, employers, funders and the general public | X      | X      |        | Advocacy & Alliance Development task force. Recognition of TESL Ontario accreditation as instructor standard in Ontario through Languages Canada |
|   | Participate in discussions with stakeholders around issues important to our membership   |        | X      | X      | Development of Industry best practices. Pending funding approval.  |
| <b>SUSTAINABILITY</b><br><i>Ensure that TESL Ontario continues to be a viable organization</i>                | Work with membership and affiliate chapters to support the governance of TESL Ontario  | X      | X      | X      | Increase collaboration and support of the Affiliate Chapter Executive Groups   |
|   | Expand membership in the English Language training sector  |        | X      | X      | Promote value of TESL Ontario membership through contacts & promotion in all sectors   |
|   | Seek strategic partnerships to develop additional revenue streams  |        | X      | X      | Seek out partnerships with corporations involved with marketing to immigrant population  |