

STRATEGIC PLAN

2023 - 2027

Committed to raising recognition of certification and professional development for English language educators through building relationships with members and community partners.

MISSION STATEMENT

To provide support and direction to professionals, government bodies, and industry stakeholders involved in English language education

VISION STATEMENT

To inspire professionals and learners through our role as a leading authority on English language education.



MEMBERS & VOLUNTEERS

- Elevate volunteer recognition
- Develop career resources
- Strengthen affiliate chapter networking opportunities



ACCREDITATION & CERTIFICATION

- Raise recognition of TESL certification with employers
- Sustain relationships with training providers



PROFESSIONAL DEVELOPMENT

- Create credentialed and non-credentialed learning opportunities
- Streamline education, social media, and communications
- Elevate research opportunities



ORGANIZATIONAL EXCELLENCE

- Update policies, practices, and procedures for continuous improvement
- Foster committee contributions



PARTNERS & STAKEHOLDERS

- Expand membership benefits
- Enhance national partnerships