



STRATEGIC PLAN 2024–2026

LEADERSHIP

1. Promote diverse and representative board membership for MAC.
2. Intentionally use our Professional Learning Communities to effectively focus leaders in the field on the knowledge and practices that will improve assessment literacy (e.g., ALN, MALFA, other).
3. Establish, extend, and evaluate the impact of mutually beneficial partnerships using MOUs to articulate purpose and expectations unique to each organization, and adapt and/or modify as needed.
4. Strategically identify conferences, presentations, and resource sharing opportunities to highlight MAC's materials, programs, and services.
5. Pursue opportunities for MAC to remain current and influential in assessment-related policy, programs, and research.

COMMUNICATIONS AND MARKETING

1. Leverage the MAC website to engage our community and reinforce the mission and vision of the MAC.
2. Promote the MAC organization and its sense of community to engage and expand membership.
3. Develop and implement a marketing plan for MAC as an organization, and its associated projects and programs.
4. Assess current and potential communication vehicles and adapt as needed to leverage organizational strengths and optimally engage today's educators and policymakers.
5. Develop, articulate, and implement internal processes to plan, track, manage, and refine all communication/marketing efforts in support of MAC initiatives, programs, and events.
6. Provide greater awareness of MAC-developed resources and substantially increase ease of access.

OPERATIONS

1. Diversify revenue streams.
2. Develop business & sustainability plan for select contract/project work (e.g., MAEIA/MiCP, TLAS, ALD programs).
3. Prepare and propose a sustainable staffing and succession plan for the organization.
4. Increase efficiencies in the way we manage operational systems (e.g., member relations, staff training, etc.)
5. Secure grants and contracts to meet financial goals in support of MAC's mission.
6. Dedicate staff to update MAC's website, enhance access to web resources, and promote widespread use.

RESEARCH & RESOURCE DEVELOPMENT

1. Use evidence and internal documentation of MAC's past and current activity to inform decisions about future focus and highlight contributions to the field.
2. Collaborate with & cultivate the MALFA network to identify needs, provide input, and support MAC's contributions to assessment-related products and services.
3. Gather feedback or data on the need for new/revised resources from those who teach others about assessment.
4. Commit to implementing methods & processes established to gather quantitative and qualitative feedback from users of select MAC resources and programming, (e.g., TLAS, ALN, MAC Reads, ABCA, others as determined).
5. Expand the MAC catalogue of resources to address the needs of students, families/caregivers, and educators in understanding the important role that students play in the learning and assessment processes.
6. Update ALS web pages and develop professional learning resources to reflect and promote the revised ALS Brief, which addresses how assessment can support equitable opportunity to learn and high achievement for all children.

PROFESSIONAL LEARNING

1. Collaboratively develop and implement business, marketing, & action plans for each level of the Assessment Learning Credentialing System (ALCS):
 - Level I: Assessment Learning Modules
 - Level II: Assessment Learning Courses
 - Level III: Teacher Leader Assessment Specialist Credentialing Program
2. Adopt and operationalize business, marketing, and action plans that permit the organization to expand LEA, ESA, IHE, CMO engagement in MAC PL Opportunities.
3. Identify and develop protocols that assess stakeholder growth opportunities related to assessment and align new and existing MAC professional learning opportunities that can support them.
4. Work with collaborators (e.g., MCIFN, ISD's, MDE-OES) to sustain and deepen the implementation of MAC-developed tools for MICIP (e.g., Strategy Guides and Planning Tools) among an increased number of districts.
5. Determine, plan, and implement PL for board/staff.
6. Expand and deepen relationships with other organizations to provide PL about assessment.