

# SAM Strategic Plan 2014-18

Adopted by the SAM Board on 4-11-14

Revised by the SAM Board on 6-11-15



## SAM Core Purpose

SAM ... Visionary leaders united in providing, advocating, and creating education excellence for Montana students!

## SAM Core Values

- **Leadership:** We believe that instructional leadership provided by school administrators is essential for empowering, inspiring, engaging, and helping students to grow, succeed, and lead.
- **Integrity & Professionalism:** We promote and demonstrate the highest level of integrity and professionalism, both organizationally and individually. We believe it is these traits that create the foundation vital for success.
- **Advocacy:** We serve as a united, proactive organization preparing educational leaders to advocate for State and National legislation to ensure Montana students will receive a quality education supported by adequate and sustainable funding. We strive to assure that all students have equal access, are safe and healthy, and will be successful.
- **Professional Learning & Services:** We believe that high quality professional development, mentorship, and supportive member services are critical to individual member and Montana student success.

## SAM Big Audacious Goal

SAM is a member-led, model education organization dedicated to developing instructional leaders advocating for student success. SAM is held in highest regard by all stakeholders for providing strategies, resources and tools to positively impact educational excellence for *all* Montana students.

## Vivid Descriptions

- Instructional leaders are progressive professionals who work collaboratively with parents, educators, businesses, and communities to provide the highest quality of education and professional development possible.
- SAM is an organization that actively participates in the development and promotion of legislation and the securing of funding to aid all students in achieving their maximum potential through opportunity and resources.

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- SAM has established effective networking, mentoring, and collaboration with members and all stakeholders to promote our core values – leadership, integrity and professionalism, advocacy, and professional learning and services.
- SAM provides Montana leaders with high quality professional development opportunities based on research and best practice. All educators embrace continual professional growth. Innovative professional learning strategies lead to nationally recognized, unique Montana cultural experiences for education leaders in our state and around the world.
- SAM’s effort creates a positive perception that public education is the best for Montana’s students by telling our story. All students are actively engaged in their education having access to appropriate resources to graduate college and career ready. There is a high level of trust and collaboration between the home and school, all students.

## SAM Goals and Strategic Objectives

- 1. Professionalism, Integrity, and Leadership:** SAM models and promotes the highest levels of professionalism, integrity and leadership of its affiliates to create a foundation vital to success.

### Strategic Objectives:

- 1.1 SAM encourages integrity through being open and honest, fair, complying with the laws, promoting educational community interests, being open and adaptable, taking corrective action, and being consistent with supporting the organizations' values.
- 1.2 SAM ensures that concern for the desired result does not subvert fairness, honesty, respect and courtesy for others with whom one comes into contact.
- 1.3 SAM enlists and guides the talents and energies of its membership towards promoting the goals of the organization.
- 1.4 SAM models these traits through advocacy at the local, state, and national levels.

- 2. Advocacy:** SAM members will be equipped with accurate information and prepared to use it to advocate for public education.

### Strategic Objectives:

- 2.1 SAM will maintain a united front with MT-PEC by SAM participation in MT-PEC meetings and communication to members through weekly SAM Update E-mail.
- 2.2 SAM will utilize the Steering Committee that includes one person from each SAM affiliate to identify current educational issues.
- 2.3 SAM will provide quality resources that contain current educational facts and implications to all stakeholders.
  - 2.3.1 Federal relations leaders of each affiliate will collaborate to develop the SAM federal advocacy package.

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2.4 SAM will provide quality opportunities to learn about the resources available and training that leads to active advocacy.

2.5 SAM will research structure and staffing necessary to accomplish the advocacy goals.

**3. Professional Learning and Services:** SAM will extend and expand the professional learning delivery system using the expertise of the SAM affiliate's, as well as other service providers through professional development, mentorship, and other member services.

## Strategic Objectives:

### 3.1 Professional Development

Provide professional development using social media

3.1.1 Montana Ed Chat on Twitter – Professional learning service OR SAM Ed Chat on Twitter – administrators got together once a week – track the number of -- Tuesday from 7-8 -- #MTedchat

3.1.2 ED Camp – professional development provided to workshop attendees; defining SAM's role.

3.1.3 Technology Professional Development – work with SAM members on social media and technology

### 3.2 Mentorship

3.2.1 Extend the SAM mentor program

3.2.2 Track the number of new members that participate in the SAM mentor program and other learning opportunities provided by SAM or affiliates

3.2.3 Continue Needs Assessment Survey of membership to gain insight in satisfaction and needs

### 3.3 Membership

3.3.1 Maintain stability with membership while administrative positions are cut

3.3.2 Maintain current services while implementing new social media services