The Board continues to tweak the Strategic Plans as adopted in FY 2018-2019. The following items have been amended during this 2019-2020 year:

1) The Board of Directors adopted a Strategic Budget that reflects the strategic plan. It lays out the strategic goals and objectives with costs associated with each activity. The understanding of HEA’s finances and its activities are transparent and hopefully easily understood.

2) The Mission of the Association was edited for clarity. It now reads:
   To strengthen excellence in education:
   • Advocate teaching as a profession;
   • Support pre-service and in-service educators; and
   • Advance professional learning for effective teaching.

3) Strategic Goal 7: Identify partnerships with consistent missions to leverage resources and to avoid duplicating efforts: Joined HE’E as a non voting member.


5) Strategic Goal 5: Create Marketing Strategy and Goal 8 Membership 2: Develop Membership Campaign: A framework of ideas for Marketing including a membership campaign is completed. The draft will be sent to Linda Ezuka for finalizing a Marketing plan to include a membership recruitment campaign.

6) Strategic Goal 6:1: Create a sustainable source of income: The Executive Committee will continue to work in this area with a package of benefits that will benefit new members. This Goal has not been completed.

Submitted by:

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