



Core Purpose

Professional Education Leaders' Forum and Advocacy for Public Education

Envisioned Future

Public education—the best option for children.

Strategic Direction 2011-2014

Public Education Advocacy

1. Unify ACSA advocacy through the annual ACSA Joint Position Statements development and messaging.
2. Provide support for ACSA members to become increasingly proficient with public education advocacy.
3. Prioritize advocacy effort toward multi-year, sustainable funding, extension of early childhood opportunities and graduating all students with skills necessary to be college or career ready.
4. Support new and returning ACSA members in their advocacy role through targeted orientation and ongoing support.
5. Recognize legislators and their staff publicly for their work and support for children and public education.

Build Supportive Partnerships

6. Strengthen working relations with ACSA affiliate organizations.
7. Build favorable and mutually beneficial relations with the Alaska Department of Education & Early Development.
8. Embrace partnerships with major Alaska educational entities, e.g., Association of Alaska School Boards, University of Alaska and Institute for Social and Education Research.
9. Support all ACSA members in their effort to promote positive and personalized relationship with their state and national legislative delegation.
10. Utilize the Alaska Staff Development Network (ASDN) to build the expertise of our members and others associated with public education.
11. Promote involvement in professional associations as a vital responsibility and benefit to public education.

Public Education Message

12. Communicate often and thoroughly with the Alaska legislators – state and national – on issues impacting children and public education.
13. Enlighten ACSA members of important developments via frequent emails, Education Bulletin and ACSA Legislative Updates.
14. Become increasingly proactive in providing timely, understandable messages that celebrate achievements, prevent misunderstandings and help constituents better understand the importance and complexities of public education.