



PAACE 
Pennsylvania Association for Adult Continuing Education

PAACE

**Strategic Plan
2018 - 2021**

Our Vision, Mission, and Core Values

Our Vision

PAACE will be the premier professional organization for adult education in PA so that lifelong learners have opportunities to achieve their personal, educational, and career goals.

Our Mission

PAACE inspires adult education partners through advocacy, networking, and professional development so that adults succeed, and communities thrive.

Our Core Values

- Culture of Lifelong Learning: We are future-focused, lifelong learners meeting the needs of an ever-changing community.
- Respect: We respect all people and their potential to shape their own lives.
- Collaboration: We are committed to networking and building impactful, diverse relationships.
- Inspirational Leadership: As professionals leading by example, we embrace the responsibility to innovate, support, and grow.
- Inclusive: We are deliberate in engaging diverse communities in all aspects of PAACE.

Our Community, Strategic Priorities, and Target Markets

Our Community

- Adult Educators*
- Adult Learners and Others Served by Adult Education
- Workforce Development Partners
- Continuing Education Partners
- Libraries

**Adult Educators include: Administrators, Development Staff, Support Staff, Teachers, Tutors, Tutor Coordinators, Volunteers, Case Managers, Career Navigators, Student Support Coordinators, Researchers, Organizations Providing Adult Education*

Our Strategic Priorities

- #1: Communication
- #2: Membership
- #3: Public Policy and Advocacy
- #4: Professional Development
- #5: Organizational Capacity

Our Target Markets

- Employers
- Legislators

Strategic Priority: Communication

- 1. Increase visibility of PAACE and the adult education field*
- 2. Enhance PAACE's Eblasts*
- 3. Enhance PAACE's social media presence*



- 4. Improve PAACE website*
- 5. Support and promote national Educate and Elevate public awareness campaign*



Strategic Priority: Membership

- 1. Increase membership through existing members*
- 2. Create onboarding process for PDE and non-PDE funded providers*
- 3. Partner with PA Workforce Development Association to encourage cross-membership*
- 4. Develop relationships with viable partners*

Strategic Priority: Public Policy and Advocacy

- 1. Build relationships with local, state, and federal officials, community stakeholders, and private funders*
- 2. Provide advocacy training for PAACE members*
- 3. Create a public policy agenda for PAACE*
- 4. Lead the field by example*
- 5. Develop advocacy materials and resources*
- 6. Hire a government relations person with Pennsylvania knowledge and experience with state officials*

Strategic Priority: Professional Development

- 1. Lead board development process*
- 2. Support conference development*
- 3. Create online and in-person professional development opportunities*
- 3. Promote networking opportunities*

Strategic Priority: Organizational Capacity

- 1. Increase funding to support organizational capacity*
- 2. Increase board diversity*
- 3. Develop systems of support to recruit and retain members*

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