



KSLA York Adams

Chapter Strategic Plan 2021-2026

KSLA Mission

Inspiring educators to promote literacy within, and beyond the classroom.

KSLA Vision

All children will know the joy and success that comes from literacy.

KSLA Values

4 Basic Pillars of Literacy - we value the role that reading, writing, speaking and listening play in our everyday lives

Quality Children's Literature - we value the reading and dissemination of engaging literature for all ages

Dynamic Professional Development - we value new and established voices from a diverse representation of literacy leaders and educators

Collegial & Personal Connections - we value the relationships that are formed in the pursuit of a common mission and vision

Collaborative Partnerships - we value working with other organizations that share a common mission and vision

Community Service/Outreach - we value service and outreach projects that promote literacy in our neighborhoods and throughout the world

Diversity of Voices & Perspectives - we value the strength that comes from a variety of backgrounds and viewpoints

KSLA Goals

- To become a more inclusive organization that reflects the diversity of learners and literacy educators throughout Pennsylvania
- To develop a financial framework to ensure the organization's ability to implement its mission over time.
- To establish KSLA as a premier literacy organization in Pennsylvania.
- To develop a framework to sustain and grow the organization's membership.

Chapter Goals

1. Membership

➤ To develop a framework to sustain and grow KSLA York Adams membership.

Strategy/Action Step	Target Audience	Who is Responsible?	Resource Needs	Target Completion Date	Progress Made (<i>Do NOT Complete This Year</i>)
1.1 Reimagine website and social media platform to provide resources for members and non-members (See also 2.1)	<ul style="list-style-type: none"> • Members • Nonmembers • Educators • Preservice teachers • Social media users 	President Facebook Manager	Weebly, Facebook account	Ongoing	
1.2 Enhance options for professional development opportunities (to include virtual offerings)	<ul style="list-style-type: none"> • Members • Nonmembers • Educators • Preservice teachers • Social Media users 	Board Members	PD survey	Ongoing	
1.3 Increase membership by 3 members each year	<ul style="list-style-type: none"> • Nonmembers • Educators • Preservice teachers 	Board Members University liaisons	Listing of local university, private school, district contacts	Ongoing	
1.4 Maintain 80% of current members each year	<ul style="list-style-type: none"> • Members 	Board Members	Member retention survey	Ongoing	

2. Visibility

➤ To establish KSLA York Adams as a premier literacy organization in York and Adams county, Pennsylvania.

Strategy/Action Step	Target Audience	Who is Responsible?	Resource Needs	Target Completion Date	Progress Made (<i>Do NOT Complete This Year</i>)
2.1 Reimagine website and social media platform to provide resources for members and non-members (See also 1.1)	<ul style="list-style-type: none"> • Members • Nonmembers • Educators • Preservice teachers • Social Media users 	President Facebook Manager	Weebly, Facebook account	Ongoing	
2.2 Establish relationships with other organizations that would promote KSLA York Adams and its mission and vision (See also 3.1)	Local organizations	Board Members		Ongoing	

3. Community Partnerships

➤ To establish relationships with various community organizations within York and Adams county, Pennsylvania

Strategy/Action Step	Target Audience	Who is Responsible?	Resource Needs	Target Completion Date	Progress Made (<i>Do NOT Complete This Year</i>)
3.1 Establish relationships with other organizations that would promote KSLA York Adams and its mission and vision (See also 2.2)	Local organizations	Board Members		Ongoing	
3.2 Host event(s) to bring awareness to local organizations that provide support to York and Adams county families	<ul style="list-style-type: none"> ● Members ● Nonmembers ● Educators ● Preservice teachers 	Board Members		Ongoing	