

ASCD Affiliate Benefits

About

ASCD Affiliate benefits support affiliate leaders in their roles, sharing processes and practices that optimize affiliate efforts to support educators and the children they serve within a local context.

Visit our [website](#) for more information about ASCD Affiliates. Please contact [Constituent Services](#) if you have questions about any ASCD affiliate benefit.

Benefits

Benefits in this document:

- [Affiliate Strategic Planning Framework](#)
- [Affiliate Library Program](#)
- [Complimentary Memberships](#)
- [Strategic Planning and Board Development](#)
- [Affiliate Reporting Site](#)

Affiliate Strategic Planning Framework

Plan Elements and Time Required for Group Development

A. Mission Statement: What Is Our Purpose?

Craft a one-sentence statement of organizational purpose that identifies the organization's action, audience, and aim.

1. Development (3 hours)
2. Review (1 hour)

B. Analysis of External Environmental Trends: What Is Changing Around Us, and How Will It Affect Us?

Analyze trends outside of the organization's control—for example, political, demographic, and social trends.

1. Identify and analyze trends outside the education spectrum (3 hours).
2. Identify and analyze education trends (1½ hours).

C. Analysis of Internal Organizational Factors: How Well Are We Doing?

Analyze factors under the organization's control.

1. Affiliate Developmental Continuum (45 minutes)
2. Best practices of other affiliates (45 minutes)
3. Strengths and weaknesses (1½ hours)

D. Belief Statements*: What Are Our Affiliate's Fundamental Beliefs?

Determine the fundamental beliefs of the organization.

1. Develop and approve belief statements (7 hours).

E. Vision Statement Development: What Will We Look Like in 201X?

Create a written snapshot of the best possible future of the organization, set at some future date.

1. Develop a draft vision statement (3 hours).

F. Goal Development: What Will Our Key Accomplishments Be?

Choose key areas of focus necessary to achieve the organization's vision.

1. Review ASCD's goals (1 hour).
2. Develop and reach consensus on overarching goals (3 hours).

G. Strategy Development: What Are the Most Powerful Ways to Achieve Our Goals?

Determine key operational decisions aimed at meeting goals.

1. Develop draft strategies for each goal (1–1½ hours).

H. Action Plan Development: How Will We Implement Our Strategies?

Develop a specific plan for each strategy, including activities, responsibilities, timeline, and measures.

1. This work is best done by small groups after facilitated planning (3–4 hours).

I. Marketing Plan Development*: How Can We Implement and Promote Market-Driven Perspectives of the Vision and Goals?

Develop a specific plan tied to the organization's existing strategic plan that integrates marketing strategies and activities that enable an organization to communicate with its market; sell its programs, products, and services; and meet its strategic goals.

1. Identify short- and long-term target markets and customer needs among members and nonmembers (3 hours).
2. Plan strategies and activities that promote the organization's visibility and its programs, products, and services (3 hours).
3. Develop benchmarks and criteria for assessing the performance of the organization's marketing processes (2 hours).

**Optional sections of an affiliate strategic plan.*

Affiliate Library Program

The ASCD Affiliate Library Membership program was created to help your affiliate develop an affiliate library of ASCD materials. The president or executive director of an affiliate may request one complimentary affiliate library membership per year. The recipient of the complimentary ASCD library membership must have an active personal membership at the time of the request.

The library membership is issued in the name of the affiliate and must be renewed each year by contacting [Constituent Services](#).

Complimentary ASCD Memberships

ASCD offers two (2) complimentary [ASCD Select memberships](#) to each affiliate per year to be given to prominent regional education officials in order to promote your affiliate presence within your area. These memberships do not include ASCD voting rights.

These complimentary memberships are intended to promote the value of ASCD within your region. It is important to strategically identify key leaders within your affiliate region whom you wish to engage with your organization through these memberships.

Complimentary memberships are issued by request and must be renewed annually. Affiliates must request to renew these complimentary memberships each year by contacting [Constituent Services](#), otherwise the complimentary membership will expire after one calendar year from the date of issuance.

Affiliates need to provide the full name, title, and contact information for each individual receiving a complimentary membership. Complimentary memberships may be reassigned to the same individuals or to new education professionals at the time of renewal at the discretion of the affiliate.

Strategic Planning and Board Development

Board development work may be in the form of either strategic and diversity planning or board development assistance. ASCD covers both travel and local expenses for one visit to each affiliate per year. The expenses of each additional visit are covered by the affiliate.

Strategic planning normally requires two to three days of work (12–18 working hours) with an affiliate board, although other time periods may be negotiated.

Board development assistance requires at least one day's work (6–8 working hours) with an affiliate board for activities such as these:

- New board member orientation
- Development of board agendas
- Development of an affiliate's governance or committee structure
- Improving board effectiveness

To schedule a board development session (either strategic planning or board development assistance), please contact [Constituent Services](#). Note that all requests for a board development session are subject to approval based on scheduling and availability.

Affiliate Reporting Site

To support your affiliate's outreach and tracking capabilities, ASCD provides access to membership information on ASCD's database through the Affiliate Reporting site.

You can create several different types of reports, which can help you

- Find ASCD members in your state,
- Track or look up ASCD Joint Dues members
- Find out which educators from your state are going to an ASCD conference.

All information accessed through the ASCD Affiliate Reporting site is intended for your internal affiliate work only. **The information is confidential and should not be shared, sold, or published.**

[Access the ASCD Affiliate Reporting site](#)

For help in effectively using the ASCD Affiliate Reporting site, follow the instructions in our [5 Steps to Success \(PDF\)](#) guide.