ADETA 3 Year Strategic Plan – 2008 - 2010

Background

At its inception, ADETA was an organization dedicated to serving the network of educational institutions that collaboratively delivered teleconferencing courses to learners throughout the province of Alberta. The main focus of the association at that time was to provide professional development, promote distance education as a field, act as an advocate for stakeholders and develop an infrastructure for collaboration in distance learning.

Today, the organization has achieved its original goals and is now set to move in a new direction. This direction includes facilitating the bridge between education and technology in three domains: K-12, post-secondary and workplace communities. This directional changes gives way to a need for a more focused strategy.

Mission

ADETA is a registered, voluntary, non-profit association of professionals dedicated to working collaboratively in order to:

- Share the future of learning in distributed environments within K-12, post-secondary and workplace communities.
- Provide leadership to the distributed learning community.
- Enhance learner success through the sharing of innovative educational strategies and technologies.
- Be a catalyst for educational change and professional learning.
- Build professional leaning communities in response to member needs.
- Develop liaisons and partnerships with associations, agencies, and government to advocate for the interests of members and their learners.

Vision

To be the leader in bringing together and sharing information about education and technology for the K-12, post-secondary and workplace communities.

Membership

Any person or organization interested in education and technology may become a member of ADETA. Memberships last for 12 months.

Governance

The ADETA Board has five committees that manage the organization's functions. These include:

1. Membership Committee
2. Research Committee
3. Communications Committee
4. Professional Development Committee
5. Special Events Committee

Definitions

"Distributed education" refers to the dissemination of materials, information, and communication through technology-enhanced channels for the purpose of learning.

"Distributed learning community" defines the people involved in K-12, post-secondary and workplace environments that are engaged in distributed education.

Strategic Statements

Three strategic statements have been identified as providing direction to ADETA during the term of the current strategic plan. These statements, along with the related goals, strategies, measures, and responsibility follow.

(1) We will establish a distributed learning community across all three domains of the K-12, Post Secondary, and Workplace Learning in Alberta.

Goal	Strategies	Measure	Responsibility
Organizations and individuals throughout Alberta identify ADETA as the umbrella organization of distributed learning communities in Alberta.	Develop the ADETA website into an information rich, ever-changing portal for distributed learning practice and community.	Individuals from all sectors of the Alberta education community (K-12, Post Secondary, and Workplace Learning) are aware of and value the ADETA web resources.	ADETA Executive and Committees
	Leverage conference and symposium registrations to recruit new ADETA members	Membership increases each year	ADETA Executive and Committees

(2) We will act as a catalyst for educational change and professional learning that will shape the future of learning in Alberta.

Goal	Strategies	Measure	Responsibility
Organizations and individuals throughout Alberta are aware of relevant distributed learning initiatives across all three constituencies	Sharing of innovative educational strategies, technologies, and organizational initiatives through the ADETA website	Key ADETA members make regular and substantive posts to the ADETA website on current topics related to distributed education	Communication Committee

	Use the ADETA website to facilitate project collaboration and sharing of resources	A simple file sharing and collaboration in a safe “sandbox” environment exists on the ADETA website	Communication Committee

(3) We will develop liaisons and partnerships with associations, agencies, and governments for purposes of advocating and influencing the future of learning in Alberta.

Goal	Strategies	Measure	Responsibility
Key stakeholders and organizations are aware of ADETA and invited to participate in its activities	Meet with key individuals within relevant organizations to discuss ADETA’s value proposition and potential synergies.	Meet with two key stakeholders within each of the three sectors each year.	ADETA Executive