



## **ATESL Strategic Plan 2023-2025: Envisioning the Future**

### **Belief statement**

The Alberta Teachers of English as a Second Language (ATESL) believes that it is vital to assist learners whose first language is other than English by providing them with the necessary language training skills and achieve their goals in an English speaking society. Furthermore, we believe that ESL practitioners act in a manner that maintains the honour and dignity of the profession.

### **Vision**

Alberta Teachers of English as a Second Language will be regarded as essential and credible professionally respected and supported by the society at large.

Strategic Directions	Key Implementation Strategies
<b>1. Broaden the variety and reach of professional development opportunities</b>	a) Continue to develop annual mini conferences in Edmonton and Calgary (if possible) during non-conference years in those cities
	b) Establish a conference guideline/manual to better equip and prepare volunteers for the planning and execution of mini conferences, <b>with supporting resources, such as videos and digital resources</b>
	c) <b>Commit to providing accessible and equitable professional development opportunities through emerging and current digital technology, developments and tools</b>
	d) Stay informed, promote awareness, & provide support for emergent needs in the field <b>eg: ATESL 2021 Best Practices, targeted PD for new teachers, mentorship opportunities, etc</b>
	e) <b>Create a Conference manual and outline to supplement the annual conference report for Conference Managers</b>
<b>2. Continue to build the value and benefits of ATESL membership</b>	a) Establish economic incentives for ATESL Members through benefits provided by Alberta businesses
	b) Provide opportunities for member engagement through committees and special interest groups
	c) <b>Provide incentives for members to join and engage with ATESL committees. ie: appreciation nights, activities, or awards</b>
	d) <b>Advocate for Member needs</b>
<b>3. Promote ATESL's presence and increase awareness of its role and benefits of membership.</b>	a) <b>Develop a Social Media strategy, and communications committee</b> that will feature ATESL events and resources relevant to the membership
	b) Maintain a <b>broad and active</b> Social Media presence
	c) <b>Develop a Digital Marketing strategy</b>
	d) <b>Feature</b> members and their achievements through write-ups, interviews, newsletters, and awards
	e) Connect with English language programs in Alberta to promote ATESL
	f) Maintain a presence at all levels of relevant government stakeholder meetings
<b>4. Relationship building</b>	a) Pursue strategic partnerships with community serving agencies.
	b) Maintain an open and collaborative relationship with leaders of provincial, national, and international associations
	c) Where relevant, have a voice with immigrant serving provincial and federal branches of government
	<b>d) Pursue strategic mentorships and partnerships:</b> <b>i) to connect professionals in field with institutions and organizations</b> <b>ii) to connect new and student members with existing members, and professionals in the field</b>
	e) <b>Create networking opportunities through social interaction events - virtual or in person, eg: invite Service Provider Organizations (SPOs), institutions</b>