



ATESL Strategic Plan 2026-2028: 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 professionals, respected and supported by the society at large.

Strategic Directions	Key Implementation Strategies
1. Broaden the variety and reach of professional development opportunities	a) Continue to develop annual mini conferences/symposia in local chapters (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 conferences, mini-conferences/symposia, with supporting resources, such as videos and digital resources, for online or in person events.
	c) Commit to providing accessible and equitable professional development opportunities through emerging and current digital technology, developments and tools
	d) Stay informed, promote awareness, & provide support for emergent needs in the field, through targeted PD for new teachers, mentorship opportunities, and by promoting available resources, eg: ATESL Resources
2. Continue to build the value and benefits of ATESL membership	a) Establish economic incentives for ATESL Members through benefits provided by Alberta businesses, as noted on the member discount page
	b) Promote the ATESL Health Benefits/Discount program to the membership twice a year
	c) Provide opportunities for member engagement through committees and special interest groups
	d) Provide incentives for members to join and engage with ATESL committees. ie: appreciation nights, activities, or awards- (specifically a teaching recognition award added to the annual award nominations)
	e) Promote advocacy for our members and their learners as emergent needs arise
3. Promote ATESL's presence and increase awareness of its role and benefits of membership.	a) Maintain a broad and active Social Media presence
	b) Feature members and their achievements through write-ups, interviews, newsletters, and awards
	c) Connect with English language teacher training programs in Alberta to promote ATESL regarding student rates, conference discounts, etc.
	d) Maintain a presence at all levels of relevant government stakeholder meetings

4. Relationship building	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
	d) Pursue strategic mentorships to connect new members with existing members through networking opportunities via social interaction events - virtual or in person, eg: invite Service Provider Organizations (SPOs), institutions, new members
5. Sustainability	a) Establish a financial oversight committee to regularly review budgets, expenses, and financial sustainability strategies. Suggested board members: Treasurer, Past President, Business Manager, any other board member who volunteers. (to a maximum of 5 committee members) - Evaluate the cost-effectiveness of ATESL events and services, ensuring that expenses align with member needs and financial sustainability. - Identify diversified revenue streams to reduce reliance on membership fees and conference income. b) Increase stakeholder involvement to bring in new members - Strengthen relationships with post-secondary institutions to encourage early-career EAL educators to join ATESL. - Develop a targeted recruitment strategy to attract new members, including EAL professionals, and student teachers. - Investigate the viability of institutional membership discounts. c) Consider revenue-generating professional development offerings such as paid webinars, specialized courses, (micro-credentialing courses etc, training sessions) including exploring charging non-members to attend local PD sessions. d) Explore corporate sponsorships and partnerships with organizations that align with ATESL's mission to support professional development initiatives. e) Research and apply for grants from provincial and federal sources related to ESL education, newcomer integration, and professional development. Suggested Board members: Presidential Chair, Business Manager, and any board member who volunteers and is a grant subject matter expert.