



Proposed ATESL Strategic Plan 2020-2022: 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.

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Strategic Directions	Key Implementation Strategies
1. Broaden the variety and reach of professional development opportunities	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.
	c) Foster accessibility of professional development opportunities through digital tools.
	d) Establish a volunteer curator position to assist volunteer presenters in delivering online webinars.
	e) Stay informed, promote awareness, & provide support for emergent needs in the field
2. Continue to build the value and benefits of ATESL membership	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.
3. Promote ATESL's presence and increase awareness of its role and benefits of membership.	a) Maintain a communications volunteer who will feature ATESL events and resources relevant to the membership
	b) Maintain Social Media presence.
	c) Advocate for the members and their achievements through write-ups, interviews, newsletters, and awards.
	d) Connect with English language programs in Alberta to promote ATESL.
	e) 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.