



# THE FUTURE OF TESL CANADA

## STRATEGIC PLAN 2015 – 2018

### TESL Canada's Mission

- To promote excellence in the teaching and learning of English as a second or additional language in partnership with its constituent provincial and territorial associations, and like-minded national and international organizations.

### TESL Canada's Values

1. Excellence in language, settlement, and refugee programs.
2. National standards for professional certification and teacher training program recognition.
3. Working together with provincial and territorial associations on common goals.
4. Promoting ongoing professional development.
5. Research and scholarship in the field of teaching and learning ESL.
6. Linguistic rights for individuals and communities.
7. Equality of employment opportunity for qualified non-native English-speaking and native English-speaking teachers.
8. Assisting with English language development while still protecting Ancestral languages for speakers of Indigenous first languages.

### Strategic Theme #1: Governance/Operations

- Continue the development of governance policies and procedures to provide clear guidance for roles and responsibilities associated with individual board members/directors.
- Continue the development of operations policies and manuals to provide clear guidance for roles and responsibilities of office staff. The goal is to improve the efficiency, quality and responsiveness of operations.
- Align all documents with respect to governance and operations.
- Resulting policies and manuals will be shared with interested provincial associations.
- Reconsider committee chair positions to ensure they meet current member and stakeholder needs.
- Establish an HR Committee with members from both the Executive and the Board.
- Establish a greater role for provincial representatives (e.g., a board committee comprised of provincial reps and whose chair sits on the Executive).

## **Strategic Theme #2: Member Engagement**

- Improve quality of communication with members and through multiple channels of engagement, including social media (consider accuracy, frequency, professionalism).
- Redevelop website to serve as the central point of communication, with a back-end portal for members.
- Develop mechanisms for regular member consultation, for example, cyclical polls/surveys on specific issues.
- Introduce and support development of grassroots led Special Interest Sections (e.g., K-12; Immigrant Language; Grammar Instruction; International Students). Secure funding from CIC or use Tutela as a platform.
- Create a new brand to bring members' attention back to TESL Canada. Engage Communications Professional to assist with TESL Canada branding and messaging.

## **Strategic Theme #3: Interprovincial/Inter-association Linkages**

- Focus on improving relations with leadership of other like-minded associations including our provincial affiliates, as well as associations in provinces where we do not have an official partner (i.e., BC and Ontario).
- Create formal mechanisms for communicating with affiliates and associations. Make the role of provincial representatives on the Board clearer and stronger.
- Clearly articulate roles of different associations at local, provincial and national levels.
- Include presidents/chairs of provincial associations in relevant communications.
- Further develop synergies with Languages Canada.

## **Strategic Theme #4: Certification/Standards**

- Engage directly with teacher training program heads to better promote a national standard that takes into account the needs of stakeholders in divergent contexts.
- Promote Certification and Standards with all stakeholders.
- Generate additional benefits of certification.

## **Strategic Theme #5: Governmental Relations**

- Develop a clear strategy and clear goals for governmental and political stakeholder relations.
- Establish a physical presence and skilled representation in Ottawa.
- Develop a strategy to engage with Provincial government agencies to promote TESL Canada and engage on issues of mutual interest (perhaps through our provincial reps).