



YOUR VOICE. OUR UNION. OUR FUTURE.

After input from CTA members and staff, CTA's Strategic Planning Group has identified eight areas upon which to focus and build a strategic plan to lead CTA for the next 3 to 5 years.

The areas build upon CTA's Mission Statement: *The California Teachers Association exists to protect and promote the well-being of its members; to improve the conditions of teaching and learning; to advance the cause of free, universal, and quality public education; to ensure that the human dignity and civil rights of all children and youth are protected; and to secure a more just, equitable, and democratic society.*

The Strategic Planning Group believes the mission of CTA is carried out by building a strong union on the foundation of members who are active and engaged in strong local chapters.

- **Building an organizing culture**
Building an organizing culture that engages CTA members at every level of our union.
- **Leadership and leadership development**
Supporting the recruitment, retention and development of effective, responsible and accountable leaders at every level of our union
- **Community engagement and coalition building**
Building effective and authentic partnerships with parents, other unions and community organizations
- **Transforming our profession**
Transforming our profession for teachers and other educators by supporting the highest standards of quality in student-centered education
- **Social justice, equity and diversity**
Standing up for social justice, equity and diversity inside our organization and in the greater community
- **Structure and governance**
Aligning CTA staffing and governance structures with these strategic objectives and assuring effective representational democracy in CTA
- **Advocacy on education reform**
Changing the education reform discourse to being proactive and student-centered on education policy issues
- **Organizing unrepresented education workers**
Engaging in new member organizing, including charter school workers, Education Support Professionals and college faculty, to advance our goal of quality education for all