

TEAM PATH

WHERE WE ARE NOW

- Dedicated & experienced board members
- A large pool of valuable members (that includes teachers, volunteers, and learners) with a wide range of experience and expertise
- A well-known and well-attended annual conference
- Technical skills and tools that help build communication and organizational capacity (MailChimp, Slack, Facebook, LinkedIn, a website etc.)
- An e-newsletter that has an engaged readership
- A good reputation among members that has been developed over the past 25 years
- A number of awards that are presented to teachers, volunteers, and learners
- Good working relationships with TEAL, TESL Canada, and MEALO
- In-kind contributions: Meeting space, archive space
- Capital assets: Laptop
- 25 years of organizational archives and experience to draw from
- A variety of professional contacts that can offer expertise (coordinators, accountants, event planners, etc.)
- A good working relationship with major publishers (i.e. Oxford University Press & Cambridge University Press)

STRENGTHEN

- Recruit more volunteers for the board of directors and committees
- Re-examine board roles and add, modify, or remove as needed
- Establish and strengthen committees to better allocate resources and enhance workflow efficiency
- Define the value in membership as well as in board and committee involvement
- Develop processes for gathering better feedback data from membership (incl. demographics, needs and goals) as well as from the larger EAL community
- Determine the gaps in PD priorities and fill them
- Partnerships with other umbrella organizations as well as other institutions
- Establish better communication with membership and organizations - both through technology and also face-to-face
- Develop a marketing plan that includes brand consistency, possible name and logo redesigns, as well as raising awareness of services like the awards, fundraising, and TEAM Talks
- Develop infrastructure to support the multitude of projects and services we hope to provide to members and to the great ESL field

NEXT YEAR

- 1) Strengthen Board and Committees
 - Establish committee structure
 - Recruit volunteers for committees
 - Approach institutions not already involved with TEAM for volunteers
 - Contact MEALO recruitment support of volunteers
- 2) Succession Planning
 - Strengthen volunteer pools for wider talent selection and advancement preparation
 - Identify key roles for succession and replacement
 - Develop recruitment process (recruitment committee?)
- 3) Reinforce professional image
 - Revisit and confirm TEAM's mission & vision
 - Confirm TEAM acronym, logo, and other branding
 - Develop marketing and communication plan
 - Attend board governance PD
- 4) Explore existing and available partnerships
 - TEAL? MEALO? MIRRSA? etc.
- 5) Resource and responsibility inventory
 - Collect and centralize available resources
 - Record role responsibilities
- 6) Hire a coordinator
- 7) Continue providing high-quality pdf

POSITIVE AND POSSIBLE

PD

- Created exciting, engaging, & high-quality PD opportunities - not only for teachers, but also for board and committee members, volunteers, and learners - that include:
 - a large annual conference,
 - TEAM Talks,
 - PD in rural communities,
 - online learning and resources,
 - on-location PD at schools and programs, and
 - a formalized peer mentorship network
- Developed formal process to recognize members' PD accomplishments, which can be used to measure one's contributions to the ESL field
- Provided consultation to current ESL teacher training programs (content, delivery, and recognition) in Manitoba
- Provided support to members to face ongoing challenges (LINC Certificates, PBLA implementation, Express Entry, Citizenship, etc.)

Membership

- Diversified the TEAM board of directors and committee members to better represent a large diversity of schools and organizations across Manitoba that include teachers, volunteers, administrators, and learners
- Expanded membership and communication to other sectors (ie: ESL for international students, settlement, employment, etc.)

Networking

- Facilitate connections between organizations and across organizations
- Developed a strong presence and voice nationally through TESL Canada
- Cultivated and maintained strong partnerships with a variety of organizations, including post-secondary, language training, settlement, government, employment and other organizations connected to ESL (ie: MEALO, MPLAN, Volunteer MB, etc.)

Advocacy

- Listened to EAL instructors, volunteers, and learners and raise awareness on the issues that affect them most

Research

- Developed a publication to provide instructor and learner resources, to help membership research and share the knowledge base in MB, and to recognize achievements in the EAL field

Institution

- Established a clear, consistent, and professional image and branding
- Re-examined and re-dedicated board and committee roles and responsibilities
- Recruited a resource master to direct members to resources and manage TEAM website

THE DREAM

Offer Professional Development

Diverse & engaged membership

Networking

Advocacy & Awareness raising

Conduct research

A solid, organized, professional institution