



CCOSA

The Cooperative Council for
Oklahoma School Administration

STRATEGIC PLANNING FRAMEWORK 2022 - 2025

THE COOPERATIVE COUNCIL FOR OKLAHOMA
SCHOOL ADMINISTRATION
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VISION

As the state's preeminent membership association for school administrators, CCOSA serves as Oklahoma's most active and trusted voice in education policy, practice, and leadership, informing and shaping public policy and public opinion to ensure Oklahomans have the best public school system available.

MISSION

To promote quality administrative leadership for Oklahoma schools through professional development, legislation, and member services.

FOCUS AREA: STRUCTURE



WHY STATEMENT:

CCOSA is a historic and powerful organization that serves many constituents within a rapidly changing environment. Because of this, the ability to continually improve its infrastructure to meet the needs of its staff and members is sometimes difficult.

Goal Statement:

Over the next 12 to 36 months, CCOSA will invest in its infrastructure, and structure, to continue to build on its foundation for success, now and in the future. To accomplish this, CCOSA will invest in a new membership management software system, review its internal structures, review its purpose, and brand experience, and ensure its stakeholders are properly aligned with its mission, vision, and values.

Top Level Strategies

- In conjunction with identifying a new AMS, CCOSA will explore how to integrate its outward-facing technology to its business systems.
- Create a connected community through technology to allow our community members a safe place.
- Identify and audit CCOSA's partners and competitors to fully understand how to maximize engagements with the most important of each.
- Create a place for our underserved members (non-educators, counselors) within our new structure.
- Conduct a brand audit to ensure current relevancy and to eliminate concerns over brand confusion.

FOCUS AREA: PEOPLE



WHY STATEMENT:

The ever-changing environment, coupled with the onset of COVID and rapid ascension of technology within the 'businesses' of the association (AMS, LMS, OS) will drive the need for CCOSA to interact with its community differently.

Goal Statement:

Over the next 12 to 36 months, CCOSA will focus on increasing its value to membership, driving volunteer leadership engagement, training for its staff and an overall growth in its membership.

Top Level Strategies

- CCOSA will establish a formal professional development and training program for its staff. Training topics include technology (systems and products), business development & relationship building, leadership and facilitation training.
 - This may include a formal training program for our boards to “sell” their involvement with our association(s).
- CCOSA will develop a formal volunteer leadership development process including identification, training, and leadership development.
- CCOSA will design and implement two, member focused strategies to ensure growth and sustainability. Both will be formalized into CCOSA’s marketing efforts and revisited on an annual basis.
 - A formal member retention strategy.
 - A formal member recruitment strategy.

FOCUS AREA: PROCESS



WHY STATEMENT:

Because many systems are in use, both new and old, CCOSA has many processes and systems in place at one time, often with overlapping intent and outcomes. These are most evident in outdated systems intersecting with emerging technological solutions; this intersection provides an opportunity for CCOSA to deliver enhanced experiences to staff and membership.

Goal Statement:

Over the next 12 to 36 months, CCOSA will redesign its processes to create a frictionless environment where members can readily access CCOSA services, where staff can capitalize on efficiencies, and where stakeholders can “be” a part of the CCOSA experience.

Top Level Strategies

- Define and implement the “New Member Experience” through the integration of the new AMS system.
 - Begin with membership-facing experiences including renewal and conference registration.
- Audit internal business processes to determine which areas require the most immediate support and attention.
- Identify a communication and engagement strategy for our underserved members.
- Create an integrated communication plan that allows members to seamlessly interact with our organization (Digital Transformation).