



2023-2028 STRATEGIC PLAN

NEW DIRECTOR SUPPORT

We will make new technology leaders feel supported

- We will reach out to new CTO's to improve awareness of WETL
- We will develop outreach opportunities for informal mentorship

We will partner with state organizations to advocate for improving the Ed Tech landscape in Wisconsin

- We will identify tech accelerators and hurdles annual and collaborate with appropriate state organizations

ORGANIZATIONAL PARTNERSHIPS

CETL CERTIFICATION

We will increase the number of CETLs and the value of the credential in Wisconsin

- We will offer annual CETL cohorts
- We will offer support for testing facilities
- We will offer support for the recertification process

We will create events and networking opportunities for WI Ed Tech Leaders to build capacity

- We will plan and host a CTO Clinic with Road to CTO Clinic virtual workshops
- We will explore regional networking events

NETWORKING & EVENTS

BUSINESS PARTNERSHIPS

We will increase partnerships with business vendors in support of advancing our strategic initiatives

- We will clarify and codify the procedures for becoming local and national sponsors
- We will continue to build and communicate sponsorship opportunities

We will create systems and processes for quality business continuity and operations of the WETL Board and its organization

- We will create a continuity plan for board memberships
- We will create mechanisms for recruiting new WETL members
- We will design an annual operating budget each year
- We will host and distribute communications efficiently and effectively
- We will develop outreach opportunities for informal mentoring

CONTINUITY & OPERATIONS