

MASS Planning Guide

MASS has identified three fundamental areas as its continuing core mandate:

Advocacy

As leaders who advocate for public education we believe that student learning is best served by strong leadership at the local level and are committed to providing that leadership both as senior administrators in their own jurisdictions and as an association of professionals

Student Learning

As leaders who support student learning, we take a leadership role to ensure that curriculum, instruction and assessment are relevant and engaging for all learners.

Member Services

As leaders who support and develop personal and professional capacity, we provide professional learning opportunities, professional services and a support network for members to assist them in their roles.

To ensure that timely and appropriate action will be taken in each of these three broad areas, MASS has identified important initiatives that will be on-going and embedded in practice.

Process: At an annual planning workshop in August, the MASS Executive will:

Review: MASS Planning Cycle
MASS Planning Guide
MASS Priorities and Focus Committee Priorities from the previous year
MASS Organizational Priorities from the previous year - developed by MASS standing committees
Member Feedback from the previous AGM on MASS priorities and organizational goals
MASS Resolutions from previous year, with progress notes
New MASS Resolutions from the AGM

Reflect on: MASS Belief Statements
Societal and educational issues – current and emergent
Policy and legislation – current and emergent
Position and Role of MASS for the coming year

Develop: Draft list of priorities and focus committee goals for the coming year

The MASS Executive Committee will provide direction for revisions to the annual two-page document outlining MASS Priorities and Focus Committee Priorities for the coming year. This document will be reviewed and revised at the first Executive Meeting in September and presented for discussion at the first MASS Members Meet in October/November for discussion, revision and ratification by the membership. This document will then guide the work of the Executive and the MASS Focus Committees for the coming year and will be used by MASS Table Officers in liaison with partner organizations.

The MASS Organizational Goals document will be reviewed by the Executive and then referred to the MASS Standing Committees for review and revision. MASS Standing Committee Chairs will submit their revised committee goals to be presented to the membership at the October Members' Meet.

Action Area 1: Advocacy 2017-2018

As leaders who advocate for public education we believe that student learning is best served by strong leadership at the local level and are committed to providing that leadership both as senior administrators in their own jurisdictions and as an association of professionals

A. MASS will advocate for strong and broad support for public education:

- Facilitate understanding of fundamental and emergent societal and educational issues among our membership.
- Support individual members to develop a strong voice for public education in their school communities.
- Develop a common position and call to action on critical issues as identified by our members.
- Publish and renew MASS Position and Discussion Papers for use in advocacy at all levels.
- Develop a strong collective voice for superintendents in the public arena.
- Collaborate with educational and community partners to build broad support for public education.
- Meet regularly as an Educational Partners group with MSBA, MTS, MASBO and MAPC and bring joint concerns to regular meetings with the Minister.
- Invite the Minister, Deputy Minister, Assistant Deputy Minister(s) and Manitoba Education and Training directors to MASS meetings and professional learning events.
- Contribute to a national/international voice for public education through membership in CASSA and CEA.
- Develop a social media campaign in support of public education, highlighting the three focus areas of MASS - Early Learning, Indigenous Education and Mental Health and Wellbeing/Wellbecoming.

B. MASS will advocate for strong financial investment in public education that is equitable and evidence based:

- Develop and communicate a MASS position on educational funding, including the publishing and distribution of a MASS Position Paper on Educational Finance.
- Work with educational partners through provincial committees to represent the MASS position on funding.
- Identify inequities in funding for public education and communicate these to policy makers and legislators.
- Identify inequities of access to educational programming and resources, including specialized programming and learning technologies and communicate these to policy makers and legislators,
- Provide the Minister of Education and the opposition critics with information regarding the impact of educational policy decisions on students learning and well-being.

- Promote use of the Equity in Education Study (2016) and discussion guide with members and educational partners to determine a baseline for implementation of policies and practices that promote equity in schools.
- Support individual members to develop policy and procedures at the school division and school level that will promote equity and inclusion.

C. MASS will advocate for a collaborative decision-making model for the governance of public education in Manitoba:

- Support individual members in maintaining strong local autonomy in their community.
- Work collaboratively and constructively with Manitoba Education to ensure effective and equitable local programming which contributes to a comprehensive provincial standard.

Action Area 2: Student Learning 2017-2018

As leaders who support student learning, we take a leadership role to ensure that curriculum, instruction and assessment are relevant and engaging for all learners.

A. MASS will promote essential, engaging, personalized and deeper learning for all students.

- Develop a MASS definition / understanding of learning.
- Support members in the implementation of instruction, assessment and reporting that reflects essential and deeper learning, including the use of the MASS Position Paper on Essential Learning.
- Engage members and educational partners in discussion of literacy and numeracy, including the use of the MASS Discussion Paper on Math Education.
- Promote understanding of deeper learning, including personalized instruction, learning with ICT and social responsibility.
- Promote learning and practice of sustainable living.

B. MASS will promote a learning experience that is inclusive of diversity and equitable for all students.

- Collect data from members to help determine gaps or concerns in policy or practice related to inclusion and equity.
- Share stories from members that provide promising strategies and initiatives for addressing issues of inclusion and equity.
- Increase awareness and commitment of members to address issues of poverty through policy and practice in their community.
- Increase awareness and commitment of members to address issues of diversity and inclusion through policy and practice in their community.

C. MASS will support all educators in enhancing professional practice towards improving student learning.

- Promote data collection and facilitate discussion and learning related to analysis and effective use of data for decision making in programming, policy and practice.
- Facilitate discussion and understanding of external assessment results such as PISA and PCAP.
- Provide access to research and evidence that best informs practice that will lead to improved student achievement.

Action Area 3: Member Services 2017-2018

As leaders who support and develop personal and professional capacity, we provide professional learning opportunities, professional services and a support network for members to assist them in their roles.

A. MASS will support the growth of leadership capacity for members

- Provide multiple opportunities for members to lead MASS sessions.
- Provide opportunity for members to write professionally in the MASS Journal.
- Support individual members in developing skills that make them more effective team leaders in their community.
- Support individual members in developing effective communication skills, including interaction with the media.
- Organize two annual leadership development modules (Winter, Spring) to provide practical training in critical areas of responsibility for beginning and experienced members.
- Support new members in their first year(s) through the MASS Mentorship program and the services of a MASS mentor to meet with them individually, to organized pertinent group sessions and teleconferences and to be available for consultation throughout the year.
- Collaborate with Manitoba Education and Training and educational partners to implement the Certificate in School Leadership program through the use of the MASS School Leadership in Manitoba Field Led Course.

B. MASS will facilitate effective communication and dialogue between members and between members and MASS as an organization

- Develop and maintain a web presence that is attractive, well-organized, informative, pertinent, current and responsive, interactive and highly user-friendly.
- Ensure effective and timely two-way communication between the provincial executive committee and the regional committees.
- Survey members to determine current need for service and to evaluate effectiveness of services being offered.

C. MASS will support members in understanding, maintaining and improving their conditions of employment.

- Provide consultation and information for individual members regarding their professional contracts, salaries and benefits.
- Arrange for the availability of affordable professional legal consultation services for members desiring a review of their contract before signing.
- Provide sessions for members with appropriate professional personnel to enhance understanding of legal and contractual concerns.
- Maintain a data base of salaries and benefits which will allow members to share information between divisions and regions in Manitoba.
- Research salaries and benefits in other provinces and jurisdictions and make this information available to members.
- Promote the use of the Leading Together guide developed jointly by MASS, MSBA and MASB0.
- Consult with members seeking effective evaluation processes and provide members with information and informational sessions in this area.

On-going activities of MASS in the 3 major action areas identified: 2017-2018

1. Members identify and confirm MASS priorities annually at the AGM

Priorities as identified at recent AGM's:

Engaging, personalized, essential and deeper learning
Numeracy and Literacy
Access to and effective use of technology for learning
Mental health and well-being/well-becoming for children and youth
Indigenous education / culture / history / languages
Early Childhood Education - Early Learning
Poverty, inclusion, diversity and equity
LGBTQ concerns – policy, practice
Newcomer and Refugee concerns

2. The Professional Learning Committee facilitates discussions, based on identified MASS priorities, of emergent and longer term professional and educational concerns and awareness building of members at members' sessions, a summer institute, a fall or winter conference and at the Annual General Meeting,.
3. The Professional Learning Committee provides one or more opportunities on an annual basis for members to meet in a smaller group to consider ethical implications of their practice.
4. The Leadership Development Committee develops and facilitates two leadership modules to enhance the skills of MASS members in critical areas of responsibility.
5. MASS takes leadership in areas related to identified priorities by planning and co-sponsoring large-scale provincial conferences with educational partners, now under the series title, "Education for ACTion".

2003 Aboriginal Education
2006 Assessment – Richard Stiggins
2008 The Engaged Learner
2010 Social Responsibility
2012 Sustainability
2014 Mental Health and Wellness
2016 Education for ACTion: Our Human Rights Journey
2020 Proposed: Teaching and Learning (with MTS)
6. The Professional Learning Committee facilitates the sharing of strategies and better practices between members, related to addressing the identified priorities.
7. The MASS Journal provides opportunity twice a year for members to share their learning with other members and for educators from outside of the organization to provide critical information and discussion for MASS members.
8. The Public Relations, Members Services and Policy Committee identifies an annual book package of essential readings for members, to provide a broader perspective on local educational and societal issues. The Professional Learning Committee includes book club sessions at members' events.

9. MASS committees develop and renew discussion papers and/or position papers with calls to action. Discussion papers are for the purpose of enhancing discussion of a critical issue as identified by a committee and may be used with MASS members and outside organizations where appropriate. Position papers are discussed, revised and approved by MASS members, They are then published and shared widely and become the basis for MASS advocacy within MASS and with educational and community partners.
 - 2007 Early Childhood Education and Care
 - 2007 Building an Assessment Future with Purpose in Mind: Assessment For and As Learning
 - 2009 Part 2: Effective Communication About Student Learning
 - 2012 Mental Health Framework for Students
 - 2013 Transforming Manitoba Public Education: A View to the Future (Aboriginal Education)
 - 2013 Essential Learnings
 - 2014 Education Finance and Equity
 - 2014 School Mathematics Education
 - 2015 Early Childhood Education (Revised with new Call to Action)
 - 2016 Research Report – Towards Equity in Education (with Social Planning Council of Winnipeg and partners)
 - 2017 In process - renewal of the MASS Mental Health Position Paper
10. Table officers meet regularly with the Minister of Education, opposition critics, and educational partners such as MSBA, MASBO, MAPC, MTS.
11. MASS collaborates regularly with other organizations in events which promote public education and/or awareness of important educational issues and concerns.
12. MASS communicates regularly with its members through the MASS web site, the MASS Portal, the MASS Journal, and the MASS in Motion Newsletter.
13. MASS communicates with the broader public through the MASS web site, posters, videos, Discussion and Position Papers.
14. The Public Relations, Members Services and Policy Committee reviews MASS communications regularly and uses emergent media to improve communication, internally and externally. This includes production of video clips for use in social media campaigns.
15. Representatives of MASS sit on a large number of external committees and are active participants on standing provincial committees such as TEC and Advisory Committees and Task Forces as constituted.
16. The MASS president, past-president and executive director participate regularly in interprovincial meetings of organizations such as CASSA and CEA.