STRATEGIC PLAN

To meet the mission of the AATG, the Executive Council working in collaboration with the membership has developed this strategic plan to guide the organization into the future.

Mission Statement
The American Association of Teachers of German supports the teaching of the German language and German-speaking cultures in elementary, secondary and post-secondary education in the United States. The AATG promotes the study of the German-speaking world in all its linguistic, cultural and ethnic diversity, and endeavors to prepare students as transnational, transcultural learners and active, multilingual participants in a globalized world.

Goal 1. To increase awareness of the value of teaching and learning of German amongst all stakeholders
- Advocate with various stakeholders (school board, principals, deans, provosts, career and guidance counselors, academic advisors, parents, communities)
- Find funding and resources to support after school programs, summer school, language camps, etc.
- Develop 21st century materials (AATG apps, brochures, videos, posters) to target various stakeholders
- Promote German across the curriculum (STEM/MINT, STEAM)
- Create community service, experiential learning, and internship opportunities for students
- Create a data base/speakers bureau of professionals who use German in their work
- Create a series of short videos about the value of teaching German
- Create campaigns with recognizable people from sports, television, etc. who speak German
- Create various contests (poster, t-shirt, video) promoting German
- Collaborate with other organizations who promote language education

Goal 2. To assure the highest quality of German instruction on all levels in the United States
- Recruit, retain, support a diverse group of German teachers
- Enhance recognition of outstanding German/teacher education programs
- Promote articulation from K-16
- Foster partnerships between HS and university level instructors
- Promote graduate programs in German at U.S. institutions
- Strengthen German jobs listing programs
• Educate membership on the critical value of professional development in the language and subject area
• Provide quality professional development opportunities
• Search out opportunities for American teachers to participate in summer programs in German-speaking Europe
• Promote opportunities for American teachers to participate in summer programs in the United States
• Promote the value of an advanced degree in the discipline rather than in education
• Promote and advertise professional development consultant services
• Recruit new professional development consultants
• Increase awareness of existing professional development programs
• Evaluate current professional development offerings
• Survey membership to determine future professional development needs
• Create a professional development officer position in each chapter
• Disseminate information on local, regional, and national professional development opportunities
• Give priority to chapter projects with professional development emphasis
• Offer webinars for professional development
• Explore new venues of professional development offerings
• Record conference presentations and make them available as webinars
• Promote AATG assessment program
• Expand AATG assessment program to include post-secondary levels
• Approach universities to grant credit for NGE or summer study program
• Create an award for German educators new to the profession

Goal 3. To increase outreach to underrepresented students and teachers
• Create video and print promotional materials for underrepresented students
• Create informational materials explaining the value of German for specially targeted audiences
• Compile resources and create a webinar on building relationships within communities
• Build connections to heritage speaker communities to promote study of German as a third language
• Create materials showing images of multicultural German society
• Develop biographies of underrepresented German-speakers for classroom use
• Support participation of underrepresented students in exchange programs
• Organize panels at professional conferences to share strategies on integrating underrepresented student groups in German
Goal 4. To promote lifelong learning of German language and culture
- Evaluate promotional materials to see if they address life-long learning
- Collect data and create evidence-based arguments on the continuing value of German in education, family, and career
- Create promotional videos of people who continued their life-long journey with German
- Develop a "how-to" handbook for articulation
- Create an awareness campaign

Goal 5. To assure that AATG is recognized as the professional organization for educators of German language, literature, and culture studies
- Continue and increase visibility through panels, workshops, booths, etc. at events hosted by other professional organizations
- Nominate AATG members as candidates to serve on the boards of other organizations
- Create a journal dedicated to the scholarship and practice of German film and media studies
- Evaluate membership policy for contributors to AATG’s journals
- Promote AATG to state licensure/certification units as a provider for professional development services for K-12 German teachers
- Publicize quality alternative licensure/certification tracks for future German teachers
- Create awards to recognize excellence in professional development and teacher education

Goal 6. To recruit, retain and increase the number of students learning German
- Educate counselors, advisors, and school boards on value of learning German
- Explore further opportunities to advertise German learning
- Employ social network marketing practices
- Target non-native English speakers as students of German
- Create targeted advertising for different age groups
- Establish work-study/internship programs
- Provide training on how to develop work-study/internship programs
- Make advocacy for German a component of teacher training programs
- Promote learning German at NASSP, NASB, ASCA, and other conferences
- Strengthen communications between pre-collegiate and post-secondary German educators

Goal 7. To support inclusion of the diversity of the German-speaking world in instruction
- Provide instructional units available through AATG
- Organize conference panels focused on FL-A-CH
- Create an award for an instructor supporting the teaching of FL-A-CH
- Establish summer professional development opportunities in Switzerland
- Develop student exchanges in Austria and Switzerland
• Create materials showcasing linguistic/cultural differences between German-speaking countries
• Collaborate with Swiss and Austrian organizations to create calendars/materials featuring linguistic and cultural elements
• Develop a “Tweet” of the day in High German/Austrian/Swiss for students
• Provide updated images and information via social media

Goal 8. To assure that the organization and organizational structure meet the needs of the membership
• Conduct regular member surveys
• Evaluate the effectiveness of the current governance structures, policies, and procedures
• Review committee charges and structures
• Expand efforts to retain members
• Increase membership
• Develop new revenue streams
• Explore grant funding for special projects
• Increase participation in student programs
• Expand corporate and private fundraising
• Support local chapter officers and activities
• Develop a cadre of future leaders

Goal 9. To foster relationships with agencies, organizations, and corporations interested in supporting the learning and teaching of German in the US
• Work cooperatively with Goethe-Institut, Zentralstelle für Auslandsschulwesen, Deutscher Akademischer Austauschdienst, Pädagogischer Austauschdienst, etc.
• Continue collaborations with GSA, MLA, IDV, JNCL/NCLIS, ACTFL, etc.
• Develop partnerships to promote German with German businesses in the US
• Proactively search out opportunities for new partnerships