

2017-18 Annual Report



	What our goals were	What we accomplished	Future direction/Goals
General Governance Steve Marks	Strengthen governance <ul style="list-style-type: none"> • Succession planning • Better project management/ communication • Improve collection of ongoing data 	Maintained a stable and strong board Fostering better connections with CPTAV and other state/territories and national bodies Associations Forum workshop and membership Established Basecamp as a platform for shared communication and project management (several on-boarding sessions) Set up ongoing data google doc	Review of the constitution Strengthen interstate relationships and build shared resources Associations Forum to run sessions for the newly elected board Allocated PD funding to support council in improving governing skills Continue to look at ways we can better use Basecamp to achieve our goals Continue to enhance and streamline reporting

			Building the community through committees
Organisational Steve Marks	<p>Hire an administration staff member</p> <p>Improve member experience through changes to the website</p> <p>Continue to build memberships</p> <p>Continue to improve the website experience for members</p> <p>Successfully report on the 2015-17 SPP funding period</p> <p>Apply for another round of SPP funding</p>	<p>Hiring an Administrative Coordinator and a Program Coordinator</p> <p>Membership numbers at the end of the member year</p> <ul style="list-style-type: none"> ● 151 Individual ● 58 Individual (regional) ● 55 Concession ● 216 Tertiary/First year ● 80 Schools (2-3) ● 62 Schools (4+) ● 6 Gallery/Museum ● 15 Business/Organisation <p>Site Management Solutions</p> <p>2.25M impressions leading to 74K clicks contribution towards our 122,769 Unique page views, up a significant 300% on our previous year.</p> <p>Website improvements</p> <p>ARTicle</p> <p>Networks and Support</p> <p>Galleries</p>	<p>Consolidate online files</p> <p>Clean up the member database</p> <p>Further improvements to the website</p> <ul style="list-style-type: none"> ● Community board ● Expression of Interest form <p>Better automation/bot service to speed up admin time</p> <p>Strategies for engaging with uni students</p> <p>Strengthening lines of communication</p> <p>Better membership campaigns next year</p>

		<p>Administration Reporting</p> <p>SPP Successful in the acquittal process for the last triennial</p> <p>Successful in securing another three years of funding with a slight increase in offering this time</p>	
<p>Resources Steve Marks</p>	<p>To increase the amount of things we have to offer members</p> <p>To create open-ended resources to support inquiry and deep understandings</p>	<p>15 additional items added to the Resource Centre in the last year</p> <p>11,000 visitors, 14,525 page views</p> <p>Top three resources have been</p> <ul style="list-style-type: none"> • Cheat Sheet (756 hits) • Planning in the art room (676 hits) • KickstArt handouts (272 hits) <p>WPD Studio Thinking</p> <p>Launched and driven our Pinterest boards</p>	<p>Currently using Adobe Connect, Looking to move to using Zoom</p> <p>Creating some support for the Pinterest boards</p>
<p>Social Media Steve Marks</p>		<p>Facebook</p> <p>1576 followers as of March this year, representing a 44% increase</p>	<p>Goals/Tracking</p> <ul style="list-style-type: none"> • A further 44% increase in followers to reach 2,300 followers on

		<p>Instagram</p> <p>We have doubled our posts in the last year (49 to 112)</p> <p>We have seen a 62% increase in followers (279 to 453)</p>	<p>Facebook. We're almost on track for that with a current 1,730 followers.</p> <p>Actions</p> <ul style="list-style-type: none"> • Continue to build ArtEdVic content for the feed <p>Invest in Yoast SEO to improve searchability</p>
<p>Programming Mark Threadgold</p>	<p>Run expanded format KickStArt</p> <p>Host 2018 Conference (VCA + NGV)</p> <p>Educator Exclusives/Teach Meets (Meetup)</p> <p>Continue to run Critical & Creative Thinking PD (Harvard Zero: Artful Thinking)</p>	<p>Conference (see slides)</p> <p>Kickstart (see slides)</p>	<p>Continue and improve VCE programming</p> <p>Expand programming to cater to Exam preparation</p>
<p>Primary Shelley Menhennet</p>	<p>Report/assessment support</p> <p>Provocations/Learning experiences based on artworks</p> <ul style="list-style-type: none"> • Australian • International <p>Vocabulary lists</p>	<p>OWATN has been successfully running for 4-5 years. We will be working with the network to help it go further and create a model that we can use in other areas to develop new vibrant networks.</p>	<p>SWARM Project</p>

	Report comment database F - 6 Sample term/unit planners for levels F - 6		
ARTicle Marion Marks	<p>Publishing new articles at regular intervals for primary and secondary educators</p> <p>Encouraging writers/contributors</p> <p>Video inserts rather than written content</p> <p>Reports/reviews of current exhibitions in major and smaller galleries</p> <p>Reports/reviews of PD</p>	<p>We had over 3130 visitors to ARTicle</p> <p>Top three articles were</p> <ul style="list-style-type: none"> ● Gluing on the right side of the brain ● To weave or not to weave ● Art teaching made easy <p>New search feature on the main page</p> <p>“You might be interested in...”</p> <p>Embedded video content</p>	<p>Working towards more guest posts with</p> <p>Build on video content</p> <p>Wider variety of voices</p>