

National COPILAS
Strategic Plan 2009-2012
Summary Outline

COPILAS Mission Statement

The National Council for the Promotion of the Italian Language in American Schools, Inc., "COPILAS" is a 501 (C) (3) organization that was established in 1999 to assist communities, organizations, and individuals throughout the U.S. interested in introducing or broadening the study of Italian language and culture in public and private schools, colleges, and universities.

Strategic Goals for 2009-2012

GOAL 1: Promotion of Italian Language

Objective 1.1:

Increase number of schools teaching Italian language in the United States at each level: K-5, 6-8, and 9-12, and the university to introduce, preserve, or expand Italian language instruction and culture

- Task 1 - Generate list of schools that offer Italian
- Task 2 - Identify target schools to institute/expand Italian instruction
- Task 3 - Train Italian teachers
- Task 4 - Identify source of funding for teachers/programs
- Task 5 - Establish nationwide High Student Membership Category

Objective 1.2:

Reinstitute AP examination nationwide

- Task 1 - Gather data regarding the success of Italian AP
- Task 2 - Conduct a cost benefit analysis to determine the sustainability of AP Examination
- Task 3 - Investigate the viability of increasing Italian honor courses in high schools.
- Task 4 - Investigate the feasibility of developing an international oral and written Italian language proficiency test.

GOAL 2: Improve Outreach and Coordination

Streamline activities with other Italian organizations to avoid duplicity and leverage resources

Objective 2.1:

Establish a state of the art COPILAS website.

Task 1 – Identify a webmaster to design and maintain website

Objective 2.2:

Develop better coordination and communication network/infrastructure with key Italian organizations

Task 1 – Strategy for collaboration with all Italian organizations

Task 2 - Strategy for coordination with Italian Embassy

Task 3 – Strategy for coordination with 19 Italian consulates

Task 4 – Strategy for coordination with Enti Gestori and other organizations

Task 5 - Establish key events/activities to foster coordination and recognition
Within the Italian community and community at large.

GOAL 3: Fundraising and Grants Acquisition

Objective 3.1:

Raise \$50,000 for 2012 to support COPILAS goals and mission

Task 1- Identify 5-10 corporations in the United States and abroad.

Task 2- Identify philanthropists that would support culture and the arts

Objective 3.2:

Expand Membership by reassessing dues structure and creating a high school student membership category.

Task 1 - Develop membership database

Task 2 - Identify target number to increase by September 2010

Objective 3.3:

Task 1- Establish a committee for Grants Acquisition and develop an action plan.