



**National Association of Elementary School Principals**  
*Serving all elementary and middle-level principals*

## 2014-2017 STRATEGIC GROWTH PLAN

### OUR MISSION

To lead in advocacy and support for elementary and middle-level principals and other education leaders in their commitment to all children.

Our growth plan was guided by our Vision 2021 overarching goals which focus on:

### LEADING

education on behalf of children;

### LEARNING

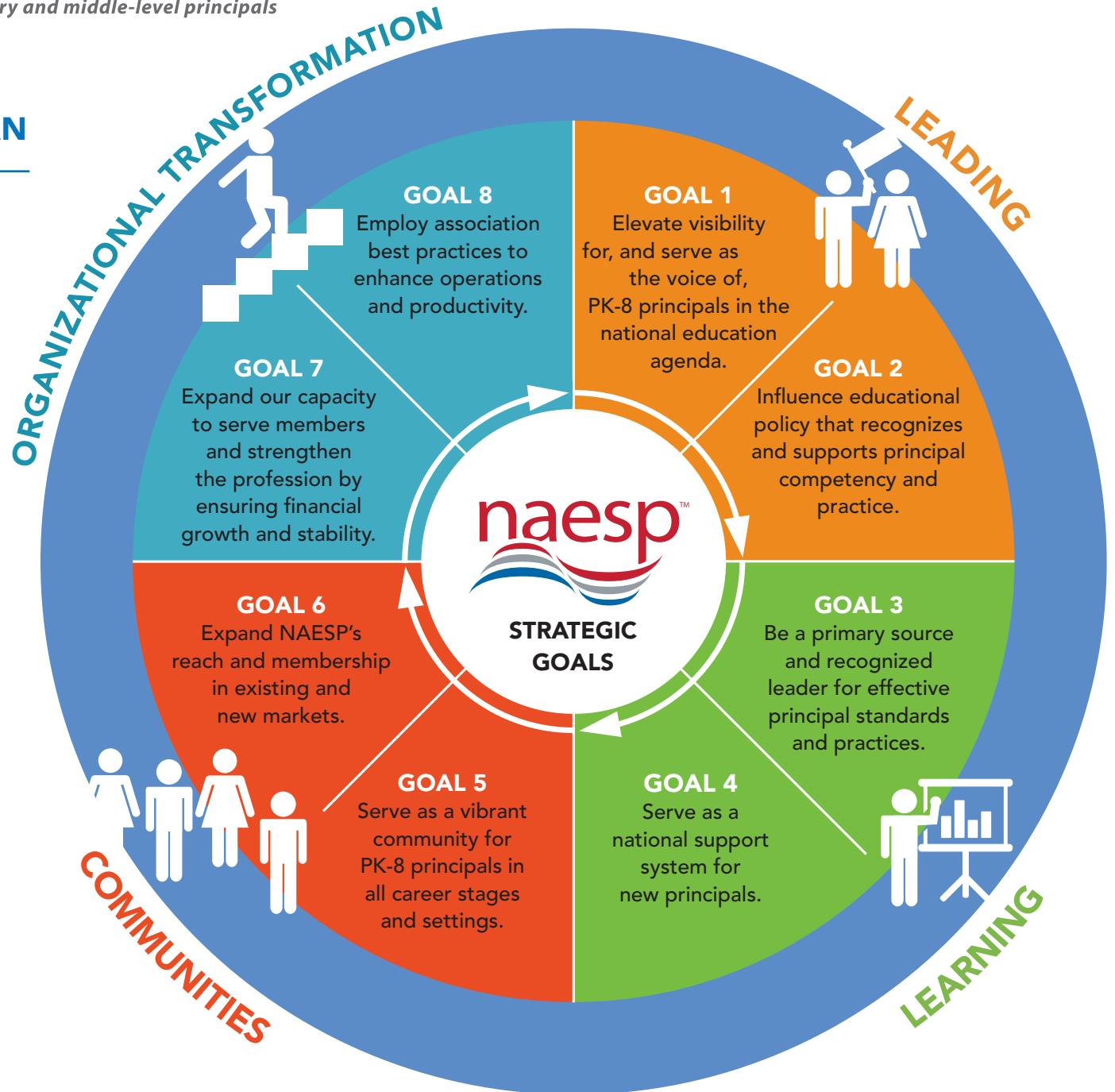
to increase knowledge, skill and impact;

### COMMUNITIES

of leaders who connect, learn and share; and,

### ORGANIZATIONAL TRANSFORMATION

through capacity building.





**GOAL 1: Elevate visibility for, and serve as the voice of, PK-8 principals in the national education agenda.**

**Strategies:**

- Recruit, educate and engage qualified members to serve as active participants in NAESP's advocacy efforts.
- Develop and implement targeted communications campaigns on priority topics and issues.
- Identify and maintain "best practice" inventory and timely examples of innovation tied to policy areas of importance identified by members.

**GOAL 2: Influence educational policy that recognizes and supports principal competency and practice.**

**Strategies:**

- Identify, prioritize and focus on the issues that have the greatest impact on principals and their ability to lead effectively.
- Align NAESP's advocacy, research and programmatic activities in ways that support our leadership positioning.
- Collaborate with NASSP on issues that impact all principals.
- Establish a principal coalition.

**GOAL 3: Be the primary source and recognized leader for effective principal standards and practices.**

**Strategies:**

- Set and advance the professional standards for principal practice, professional learning and evaluation through a multi-strategy approach:
  - Collaborate with NASSP to align and/or develop a professional development model that provides a continuum of learning for principals in all stages of their careers.
  - Evolve NAESP's *Leading Learning Communities Standards for What Principals Should Know and Be Able to Do*.
  - Update and align the national mentor certification program with our bodies of knowledge and changing realities of the principalship.
  - Develop and implement a sustainable system for identifying, organizing, curating, and providing "what's working now" resources that are easily searchable and accessible by members and that address their diverse needs.

**GOAL 4: Serve as a national support system for new principals.**

**Strategies:**

- Continue to build participation in the National Panel of New Principals, expand our data analysis capacity and use of our new principal knowledge base.
- Expand the resources available in NAESP's Center for New Principals in collaboration with key partners.
- Establish a mentor connection program.

**GOAL 5: Serve as a vibrant community for PK-8 principals in all career stages and settings.**

**Strategies:**

- Create and help facilitate specialty communities within PK-8 principals, working closely with state affiliates.
- Target and establish mutually beneficial relationships with select international organizations serving PK-8 principals to expand our global leadership and knowledge base.

**GOAL 6: Expand NAESP's reach and membership in existing and new markets.**

**Strategies:**

- Design and implement a new, differentiated membership dues structure.
- Continue to build an engaged and diverse membership with increased focus on outreach, onboarding and retention efforts.
- Maximize the effectiveness of relationships with state affiliates.

**GOAL 7: Expand our capacity to serve members and strengthen the profession by ensuring financial growth and stability.**

**Strategies:**

- Develop and implement a capital growth and investment plan to leverage current assets in order to provide the resources needed to fund priority initiatives that assure NAESP's sustainability and growth.
- Develop shared service agreements with like-minded organizations to increase efficiencies and performance.
- Grow existing partnerships and establish new partnerships to leverage and amplify NAESP's resources in service to the profession.

**GOAL 8: Employ association best practices to enhance operations and productivity.**

**Strategies:**

- Design and implement an integrated approach to human capital management.
- Align staff responsibilities and resources to fully support strategic goals with internal systems of accountability for results.
- Build and maintain a robust technology infrastructure to support all aspects of the association.
- Evaluate and make strategic adjustments to key program/resource offerings to increase uptake and profitability.
- Employ the best practices of high-performing boards.