



Advocacy Update

- **American Rescue Plan Implementation, Principal Engagement Efforts**

NAESP is continuing to engage in the implementation of federal coronavirus relief funding, including American Rescue Plan (ARP) funds. State education agencies (SEAs) and districts must meaningfully engage a wide swath of stakeholders, including principals, about how these funds should be allocated. The SEA and district use of funds planning requirements present a huge opportunity for the principal voice to be brought to the table. To that end, NAESP is focusing advocacy efforts on ensuring principals are meaningfully consulted throughout this process. NAESP recently collaborated with Dr. Marguerite Roza of the Edunomics Lab to release a [resource for principals](#) on ways they can engage with their district to ensure funds are used to address the needs principals view as most urgent. NAESP Executive Director Dr. Earl Franks, CAE, and NASSP CEO Ronn Nozoe previously wrote an [op-ed published in The 74](#), laying out four key reasons why leveraging principals is critical to successful ARP implementation.

- **K-12 Infrastructure**

To fully maximize the ARP, NAESP has been pushing Congress to address an issue that preceded the pandemic: outdated and crumbling K-12 facilities due to decades of underinvestment. NAESP has been working with Congressional leaders to provide at least \$100 billion in direct grants to help schools and districts make necessary school facility upgrades. Investments in K-12 infrastructure are needed in most areas, but the need is especially acute in low-income school districts that lack a robust tax base. Though a deal has so far [remained elusive](#), NAESP will continue to push Congress in the coming months to support K-12 infrastructure and help bring America's school buildings into the 21st century.

- **FY22 Budget**

In May, the Biden administration released its FY22 Budget, which included a nearly 40 percent increase in funding for the U.S. Department of Education. In mid-July, the House Appropriations Committee passed this funding bill and it now heads to the full House for a final vote. The Senate Appropriations process will likely begin in September. A few highlights of the funding bill:

- \$36 billion for Title I, an increase of \$19.5 billion over FY21 levels
- \$17.2 billion for IDEA, an increase of \$3.1 billion over FY21 levels
- An additional \$1 billion to increase the number of counselors, nurses, and mental health professionals in K-12 schools
- \$2.3 billion for Title II, an increase of \$150 million over FY21 levels

- **Federal Funding for Remote Learning**

The Federal Communications Commission [announced a 45-day application window](#) (deadline August 13) for a new \$7.2 billion fund, included in the ARP, which provides funding to schools and libraries to purchase devices and improve internet access for students. Allowable purchases include laptop and tablet computers, Wi-Fi hotspots, routers, modems, and broadband Internet connections for use by students, school staff, and library. Funding is limited to students, school staff, and library patrons who would otherwise lack access to connected devices and broadband internet services sufficient to engage in remote learning during the COVID-19 pandemic.

Professional Learning Update

- **APs Rising Listserv:** Equetta Jones will continue to serve as the AP Rising Listserv moderator for the rest of this year. Monthly check-in meetings with Dr. Gracie Branch, Honor Fede and Dr. Kaylen Tucker are being scheduled to plan upcoming AP Listserv activities. These meetings will also serve to continue to explore new ideas and ways to increase participation in the AP Rising professional learning community.



- **Professional Learning Playbook:** The Professional Learning Playbook took a brief pause for the month of July to focus on conference and will resume in the month of August.
- **National Mentor Training and Certification Program:** NAESP has completed its contracted mentor training services for Cypress-Fairbanks Independent School District (TX) and Miami-Dade County Public Schools (FL). On June 14, Dr. Gracie Branch facilitated recertification training on site in Houston, TX for 8 Cypress-Fairbanks leaders, and on June 16-17 NAESP trainer Dr. Ann Lalime facilitated the Leadership Immersion Institute (LII) for 14 Cypress-Fairbanks leaders. These were the first in-person mentor trainings that have taken place since the pandemic.
On June 21-24, NAESP conducted two LII sessions for a total of 40 school leaders from Miami-Dade County Public Schools. NAESP trainers Dr. Lydia Davenport and Shauna Kauffman served as facilitators. The majority of these participants were not members of NAESP, so Jackie McGrail has been in touch with the Florida Association of School Administrators and sent a membership proposal to the Miami-Dade County district leadership in an effort to recruit them to join the association. NAESP will continue to offer school districts the ability to choose between virtual or face-to-face training formats for all future contracts.
- **National Aspiring Principals Academy (NAPA):** The second cohort of the National Aspiring Principals Academy wrapped up the 6th and 7th months of instruction through virtual meetings with instructors Dr. Gail Pletnick (AASA) and Eric Cardwell (NAESP) program mentors, and special guest presenters on June 28-29 and July 26-27. The cohort members are finalizing their capstone projects and preparing for graduation from the academy in August. Preparations continue for the 2021/2022 NAPA cohort which will begin in October. The application opened on June 1 and will close on September 10. The NAESP staff is focusing on promotional efforts through our various e-newsletters (Communicator, Principal Insights, PL Playbook), email, social media plus targeted messages to the APs Rising group and recent winners of the National Outstanding Assistant Principal award. Additionally, a promotional message was sent to 175k principals, assistant principals, and superintendents utilizing the MCH marketing service. To date, 7 people have applied to the academy; the goal is to accept a total of 25 participants in the cohort.
- **NAESP Pre-K–3 Leadership Academy:** In Nebraska, Cohort 2 participants are half-way through the first course and are pleased with the revamp of Course 101 content. Discussions are underway with advisors about possible problems of practice and areas of competency interest. Of the 25 participants who began the program two participants have resigned (one transferred into a different position and another took a medical leave of absence). In Alabama, Cohort 5 participants have completed Lesson 6 of Course 101 and are also having Zoom discussions with their advisors about possible problems of practice that they might want to pursue as capstone projects in Course 201. Of the 19 participants enrolled, no one has left the program. NAESP staff is currently working to revamp Course 201 course materials in time for the transition to the next course in September.
- **Leading Pre-K–3 Learning Communities: Competencies for Effective Principal Practice:** *Leading Learning Communities: A Principal's Guide to Early Learning and the Early Grades (Pre-K–3)* publication with executive summary has been printed and set up on our website for book orders. To date, we have received 83 orders and 278 publications have been mailed out. All of the 180 copies of the book shipped to Amazon for sale online at their website have been sold and 180 additional copies of the book were shipped to Amazon on Friday, July 23, 2021.







Board Update

July 2021



The **NAESP Centers for Advancing Leadership** provide focused development for elementary and middle-level principals throughout the nation. While similar in nature, each Center will develop its own approach to deepen and broaden learning focused on the learning interests of participants. Each Center is led by fellows who are well respected, experienced leaders with a track record of connecting with colleagues and creating powerful professional networks. The NAESP Centers for Advancing Leadership fellows met on June 17 to prepare for the conference and discuss plans for the coming year. Center updates are as follows:

 Diversity <small>NAESP Center for Diversity Leadership</small>	<p>The Center for Diversity Leadership fellows Dr. Ryan Daniel and Edgardo Castro presented at the 2021 NAESP Conference, on topics such as building trust, engaging the school community, preparing for the next year, and forward thinking.</p>
 Innovation <small>NAESP Center for Innovative Leadership</small>	<p>NAESP's Center for Innovative Leadership (ILC) fellows Adam Welcome and Dr. Rachael George provided a podcast entitled Preparing for Chicago 2021 offering advice, encouragement on how to connect and tips to get the most out of the conference. In addition, Rachael and Adam provided a networking session at the recent NAESP Annual Conference in Chicago in the Centers for Advancing Leadership Exchange. Many members of the Innovative Principals Circle were present and met together in person for the first time.</p>
 Middle Level <small>NAESP Center for Middle-Level Leadership</small>	<p>On July 9, Fellows Jessica Cabeen and Dr. Kevin Armstrong moderated an engaging discussion as part of the Centers for Advancing Leadership informational sessions which took place at the summer conference. They were able to collect a list of topics from participants to aid in planning Center content and activities for next year. They hope to implement monthly opportunities for middle-level leaders to connect virtually and share resources.</p>
 Women <small>NAESP Center for Women in Leadership</small>	<p>On July 9, the Center hosted a successful breakfast session sponsored by Dr. Ruby Payne's organization (aha! Process, Inc) for 45 women leaders including NAESP board members, past presidents, state affiliate leaders, and book study facilitators. Fellows - Dr. Andrea Thompson and Jessica Gomez engaged the audience in table talk discussions to plan new activities and content for the coming year. Among the many ideas exchanged, there was strong support for the Center to host an in-person/virtual Women in Leadership conference or summit in partnership with AASA. In the fall, the Center will begin a new national book study group with the book: "Confidence Code" by Katy Kay and Claire Shipman. Recruitment for facilitators will begin in August.</p>

- **National Panel of New Principals (NPNP):** Plans are currently underway to engage new principals with specific resources tailored for building leaders in their first and second year of the principalship. We are "optimizing systems," internally at NAESP and working cross departmentally to ensure our members are receiving the most engagement and support from NAESP.
- **Virtual Learning Opportunities:** On Friday, July 23rd, NAESP's professional learning team planned the webinar schedule for the upcoming year. The new webinar schedule will run from August through June and include a variety of webinars geared for assistant principals, beginning/early career principals and veteran principals. In addition, NAESP will continue to offer a series of webinars, as needed, for our partner organizations.
- **The Professional Learning Advisory Council (PLAC):** The upcoming year's PLAC meetings have been scheduled as follows:
 - Thursday, October 28, 2021: 4 - 5 p.m. ET
 - Thursday, January 13, 2022: 4 - 5 p.m. ET



- Thursday, April 21, 2022: 4 - 5 p.m. ET
- Thursday, June 16, 2022: 4 - 5 p.m. ET
- **Center on Improving Literacy Through Supporting Elementary School Leaders:** NAESP, in partnership with the University of Oregon, is in the process of planning the upcoming year's grant activities. Both the Lead for Literacy Center and NAESP feel that last year's multi-session literacy webinar series was a success.
- **Wallace Grant:** The NAESP Wallace team composed of representatives from Communications and Professional Learning successfully concluded three Wallace focused conference sessions as follows:
 1. *"School Improvement Begins With a Change in School Culture"* with Dr. Andrea Thompson and Karen Woodson. Evaluation results from 20 respondents in the session show:
 - 16 were school leaders, 1 was an educator, and 3 were from an education organization.
 - Usefulness of the session: Extremely Useful - 15%; Very Useful - 50%; Somewhat Useful - 35%
 - Level of Understanding: Clear Understanding - 25%; Better Understanding - 50%; Some Understanding - 25%

Three major reflections on the session include the following participant statements:

 - I have much needed tools for school improvement and appreciate the toolkits shared.
 - The tools will be useful for building parent capacity and provide good resources to have with my mentees and protégés.
 - I will definitely share the resources and strategy planning through an English Language Learner (ELL) lens. In addition to using the Baldrige Strategic Planning guide to remain focused on mission/vision.
 2. *"Empowering Assistant Principals"* with Equetta Jones, our moderator for the AP's Rising Listserv and Dr. Ellen Goldring from Vanderbilt University (Wallace researcher).
 - All were school leaders
 - Usefulness of the session: Extremely Useful - 13%; Very Useful - 39%; Somewhat Useful - 26%; Not Very Useful - 13%; Not Useful At All - 9%
 - Level of Understanding: Clear Understanding - 35%; Better Understanding - 26%; Some Understanding - 30%; No Understanding - 9%

Three major reflections on the session include the following participant statements:

 - Make sure that I'm supportive of assistant principals.
 - The research was very interesting and I would like to look into the study a little more. APs are important to the work of the entire school.
 - I liked the data that was shared about the lack of support for APs of color and women of color.
 3. *Wallace Focus Group for early career principals.* The focus group consisted of 8 beginning principals with 1-3 years of experience. The group was asked their thoughts on a series of questions around: their leadership journey; their assistant principal or pre-service experience or lack thereof; how they promote equity as a leader; how NAESP can support them. Evaluation results from the 8 respondents in the session show:
 - Usefulness of the session: Extremely Useful - 50%; Very Useful - 50%

Three major reflections on the session include the following participant statements:

 - The principalship is difficult in every level in every community.
 - We have to have deeper conversations about equity.
 - This was an opportunity to hear that others are going through the same experiences and that there is a need for networking, collaboration and a mentorship group for new principals.
- **2021 Pre-K-8 Principals Conference:** The 2021 Pre-K-8 Principals Conference in Chicago presented NAESP with many challenges due to the pandemic, and opportunities to provide the highest quality professional experience for our attendees. The conference, although smaller in scope, still maintained the high standards as previous conferences.

Final Conference Attendance:

584 - Members

268 - Non members

52 – Guests

66 - Speakers

136 - Exhibitors (42 Companies)

1,106 - TOTAL ATTENDANCE

Conference Survey:

A post-conference survey was sent to attendees to receive their feedback from the conference. The preliminary results indicate the highest rated reasons and key factors in deciding whether or not to attend the conference were professional learning and networking. The results also indicate more intentional, focused networking opportunities are needed to make meaningful connections and promote leadership development.

Some highlights from the evaluation worth noting:

- How did you hear about the conference:
 - 43.33% - Previously attended the conference
 - 17.22% - A colleague
 - 15.56% - State association
 - 13.89% - NAESP promotion 584 Members
- Main Factors for attending the conference:
 - 72.78% - Professional learning
 - 71.67% - Networking/connections with other educators
 - 48.89% - Location
 - 47.22% - Keynote/Featured Speakers
- Does your school district pay for your professional learning?
 - 67.78% - Yes
- The highest rated areas:
 - Location
 - Keynote Speakers
 - Conference App
 - Conference Facilities
 - Concurrent Session Content
- The lowest rated areas:
 - Exhibit Hall/vendor interaction and location
 - Conference Bookstore
 - Pre-Conference Workshops
 - Cost (Chicago is too expensive)
 - Room space was not always adequate for sessions (due to social distancing requirements)
- **2022 Call for Proposals:** The Call for Proposals will open mid-September. NAESP will survey members prior to preparing the call for proposals to ensure the most pressing professional learning needs are reflected in the sessions being offered.



Communications Update

• Publications

NAESP's editorial calendar is in production with regular dissemination of *Principal* magazine, *Leading Lessons* staff guide, *Communicator* e-newsletter, *Report to Parents* parent bulletin, *APs Rising* e-newsletter, and *Principal Insights* news aggregate.

• *Principal* magazine

- The Sept/Oct 2021 issue of *Principal* will provide guidance on how to Pivot and Reset as principals return to schools post-pandemic. Articles to address how principals' priorities have shifted in management and instructional leadership, addressing accelerated learning, locating and re-engaging students, and reprioritizing school improvement. The issue includes a special insert commemorating NAESP's 100th anniversary.
- Upcoming magazine themes include mental health, advocacy and engagement, early learning, and equity/assessment/accountability.

• *Communicator* Refresh: In light of the new design for *Principal* magazine and the NAESP website, we've also refreshed the look of our monthly digital pub *Communicator*. The new look features a new header and tagline, a completely different layout with featured images and buttons, ads incorporated into the copy instead of placed in a right sidebar, and a spotlight on member benefits every issue.

• NAESP is updating and re-launching its e-newsletters, starting with one focused on Early Career Principals. The new suite of resources for Early Career Principals will launch in November, and will include a column in *Principal* magazine, a custom e-newsletter, and a webinar series.

• **Email Engagement:** Between May 25 and July 28, NAESP sent 21 emails to members, including conference promotions, NAESP publications, and membership benefits. The average open rate was 21 percent.

• **High performing emails (Open rate):**

- Message to Members on Past Year (6/21/21) – 27%
- Communicator (7/25/21) – 23%
- Communicator (6/24/21) – 22%

• **Social Media Strategy:** Our goals with our social media strategy are to establish NAESP as a thought leader in several key focus areas, reinforce the value of membership and benefits, engage state affiliates, and promote NAESP events, programs, and initiatives. We also use social as an opportunity to support our strategic partners and to provide a place for principals and assistant principals to connect.

- Instagram: NAESP's Instagram (@thenaesp) is up from 1,380 to 1,447 followers. The big boost in followers comes from coverage of the NAESP Pre-K-8 Principals Conference and a series of SEL posts using data from The Wallace Foundation research.
- Twitter and #NAESPchats: Twitter followers have gone up from 47,200 to 48,100, thanks to the coverage of the NAESP Pre-K-8 Principals Conference. We held a Twitter chat June 9, 2021, on building a professional network in-person and virtually to lead into the conference. Hosted by all of the fellows of the Centers for Advancing Leadership, the chat had more than 500 tweets, 49 contributors, and a potential reach of just over 400,000. Our next Twitter chat, hosted by Allyson Apsey and Center for Women in Leadership fellow Jessica Gomez, is Aug. 11 at 8 p.m. ET and will be a discussion on back-to-school strategies for staff engagement.
- Facebook: We currently have 13,395 likes on Facebook, up from 13,238 the last time we reported, and 15,558 followers, up from 15,342. We recently posted a series of posts on SEL using data from The Wallace Foundation research and an album of photos highlighting events at the NAESP Pre-K-8 Principals Conference.



- LinkedIn: NAESP's LinkedIn account serves as an opportunity to position NAESP as a thought leader in the industry. The NAESP LinkedIn page has 10,214 followers, up from 10,040 followers. We post our NAESP Principal Podcast episodes on LinkedIn, which typically garner high engagement. The NAESP discussion group has 13,989 members, up from 13,764 members.
- **Video:** We recently invited our members to record video messages to help NAESP celebrate its 100th anniversary. 30 members took part, enabling to create a fun, uplifting video Tribute that we showcased at the NAESP booth at the NAESP conference, on social media, and before the closing keynote speaker took the stage at the conference. We also will be creating an NAESP National Distinguished Principals video, with Earl giving his congratulations on behalf of NAESP that can be customized for NDPs who request it. And to celebrate National Principals Month in October, new NAESP President Paul Wenger will record a video message to kick off the month-long celebration.

Membership & Marketing Update

- **Membership** as of July 26 is **12,361** for our key categories: Active, Assistant Principal, and Institutional Active. A reminder, we had over 3,000 memberships expire on June 30. We have seen our membership numbers increase as a result of all of our efforts, including the Feathr and CSG campaigns. In a year over year comparison of our key categories, we have exceeded the prior six years membership!
- **New Members & Rejoins in June**

Total New: 99	Key: 88	Direct: 41
Total Rejoin: 51	Key: 47	Direct: 18
Combined: 150	Key: 135	Direct: 59
- **Member Thank You Email** from Dr. Franks was sent to all members June 21. A message in appreciation of all their hard work and efforts and remind them we're here to support them.
- **Membership Growth Initiative:** Contracted with an external marketing company to create a multi-message email campaign targeting non-members across the United States. Timeline: mid-June through early August.
 - Message 1 featured Edgardo Castro with professional liability; deployment began June 23. Metrics:

Sent	164,897	Deliverable	158,850
Total opens	11,112	Unique opens	7,385
Total clicks	324	Unique clicks	223
		Most clicked item	Membership page
 - Message 2 featured Kimbrelle Lewis with professional learning; deployment began July 14. Metrics:

Sent	164,251	Deliverable	160,022
Total opens	15,842	Unique opens	10,936
Total clicks	340	Unique clicks	261
		Most clicked item	Membership page
 - Message 3 will feature Dr. Kevin Armstrong with professional learning and deployment will begin August 4. The fourth and final email in this campaign will focus on advocacy. Metrics will be provided following their successful deployment.
- **Staffing Announcement:** Cynthia Demery, NAESP Manager, Membership Processing, resigned July 23 due to health issues. We appreciate her years of service and commitment to NAESP and our members. We are currently seeking her replacement and hope to have the position filled in the coming weeks.



- **Feathr Campaign Part Two (as of July 21):**
 - Results are reviewed weekly. Almost without fail, our views, clicks and reach grew week over week. Definitely successful in reaching prior or potential members across the country.
 - Views: 164,461 (9 views per user)
 - Clicks: 979 or 0.60%
 - Unique Clicks: 891 (total people who clicked on the material)
 - Reach: 17,520
 - Net New Audience: 7,125 (the combined audience from all audience expansion campaigns in the Flight)
 - Conversions: 11*
 - *Although they tracked only 11 conversions through their process, we have received many more new and or rejoin memberships since the campaign began. A full wrap-up will be provided in the next update.
- **Strategic Plan Goals**
 - *Goal 1: Increase Member Retention and Retention Efforts (key points below)*
 - Design a welcome message for all: Software upgrade to our system is complete. Each new, renew and/or rejoin member – direct and chapter – will receive an automated welcome message from Dr. Franks. These letters reinforce our appreciation to them as part of our community and remind them of ways to use the available resources.
 - Learn why members are not renewing: Exit Survey also complete. Results provided in last update.
 - Contact non-renewing member: In March/April sent out cards to any member with 10 or more years of membership. In April, Feathr created an email campaign to all lapsed members to recruit them back. The campaign ends July 31. Will evaluate and consider reactivating later in the year.
 - We have added a new touchpoint to remind members that their membership is expiring. The first two issues of *Principal Insights* sent each month now include an “alert” reminding them their membership expires this month! Chapter members have one message/link; direct, another.
 - *Goal 2: Expand Recruitment Efforts*
 - Grow the number of new members: this is being accomplished through both Feathr and CSG. Our contract with CSG is for a four-part email campaign, which began in June and will wrap up in August. Our membership is growing and that is attributed to both Feathr and CSG. We are looking ahead to whether we want to create a Phase Two with CSG later this year and not lose momentum.
 - Expand reach: ongoing through social media, MCH (push out CSG campaign as well as our own); and updating our imaging and messaging.
 - *Goal 3: Improve Internal Operations*
 - Ongoing evaluation and determine additional areas to gain efficiencies.
 - New report queries were created for both weekly reporting and monthly dues notices. This helps not only with consistency of data but also reduced the dues notice reports from four to one.
 - We have inquired if our software has the capability to automatically email renewal reminders to members at the 90, 60 and 30 days prior.
 - Direct members receive multiple notices through USPS both before and after the expiration date. If we can add automated reminders, we can hopefully reduce the time and money spent in creating and mailing paper notices.
 - Dues notices are sent not only to direct members but also on behalf of eight state affiliates. Again, prior to and following the expiration date.
 - Goal is to increase retention by reducing the number of memberships that expire and/or lapse.



- **Supporting State Affiliates**
 - Brief meetings with three affiliates in Chicago: (1) regarding pursuing a joint or more collaborative relationship to grow membership; (2) finalizing plans for NAESP to do their processing, etc. Additional calls need to be scheduled; and (3) concern about timing of renewals between expiration date and renewal date when renewals are received after the expiration date, causing some concern. Note, the majority of chapter renewals are received after the membership expiration date.
- **Member Demographics** – update to our system is complete. Next we will collaborate with the Communications team to promote the importance of completing the member profile. Not only do we need to know who our members are to better serve them, its important data we need to have available when applying for grants, soliciting partners, advertisers, etc.
- **State Transmittals and Purchase Orders** have noticeably increased in July compared to recent months. POs not just to renew, but for new and rejoins as well. June and July MTD we have received 56 state transmittals for almost 900 members. We have processed almost 100 POs, again June and July MTD.

Governance/Organizational/Foundation & Partnerships Update

- **Chicago Travel Expenses:** Please submit your travel expenses from Chicago to Jennifer Shannon ASAP.
- **Officers Meeting & New Board Member Orientation (officers' & new board members only):** This meeting will be held at the NAESP office in Alexandria, VA, September 9-12, 2021, for officers and new board members only. Officers will travel on Thursday, September 9 for an Officers' meeting on Friday, September 10. New board members will travel on September 10. The new board orientation will be on Saturday, September 11. Everyone will travel home on Sunday, September 12. Please submit your *Travel Authorization Form* to Jennifer Shannon.
- Congratulations to our board members whose terms of office begin August 1, 2021 including: NAESP Vice President Liza Caraballo-Suarez, Ed.D. (NY), Zone 5 Director Amy Dixon, Ed.D. (IL); Zone 7 Director Matt Lewis (MT); Zone 9 Director Scott Borba (CA); and Director At Large, Minority Ramona Dunn (MO).
- All incoming Directors will be assigned mentors by incoming President Paul Wenger.
- Zones 3, 4, and 6 will elect new Zone Directors in 2021-2022.
- The board will elect a new Director At Large, Middle during their winter board meeting in February 2022.
- The announcement and call for nominees for all open positions will be sent next week.
- For all open positions, contact Jennifer Shannon to request the electronic Prospective Candidate Data form. A document outlining these positions with roles, responsibilities, and selection procedures can be found [here](#).
- **NAESP Foundation Online Auction:** The online auction held July 7-12, 2021, raised \$4,437.56. We had 55 people access the auction website and 19 total bidders. We intend to hold future online auctions utilizing the GiveSmart platform. Please contact Jennifer Shannon if you have an item donation or suggestion.
- **State Executive Directors Orientation:** A virtual State Executive Directors Orientation will be held in August or September. The orientation date will be determined by the results from the poll sent to executive directors. This will be a virtual meeting open to new and existing state executive directors to hear about current activities, resources and benefits from NAESP staff in each of the core service areas.
- **National Distinguished Principals (NDP) Program:** The 2021 class of NDPs recognizes 37 principal honorees from 36 states, and 3 from the Department of State Overseas Schools (40 total). Preparations continue for the 2021 NDP recognition event this October 7-8 in Washington, D.C. Recognition of the 2020 class of NDPs at the conference in Chicago was a great success.
- **National Outstanding Assistant Principal (NOAP) Program:** The 2019-20 and 2020-21 classes of NOAPs were recognized on stage during the final keynote session at the conference in Chicago. Applications for the 2021-22 NOAP year will be shared with the states in early September 2021.



- **American Student Council Association (ASCA):** We continue to market ASCA to increase membership enrollment, as well as invoice on a monthly basis to increase member retention. The ASCA Newsletter will resume production in September 2021 and be emailed monthly to advisors.
- **President's Education Awards Programs (PEAP):** Ordering for the 2021 PEAP year closed at the end of June. Our preliminary final numbers indicate a decrease in the program's participation this year, following the same pattern we've seen over the past few years.
- **NAESP 100-Year Anniversary Art:** The 100th anniversary artwork piece and the interactive website were unveiled at the 2021 conference in Chicago to great reception. NAESP continues to use milestones from over the years to promote its 100th anniversary on social media, as well as share the new "NAESP Presidents: Representing 100 Years of Leadership" video that was curated from the Past Presidents Gallery at NAESP Headquarters.
- **NAESP Office Reopening:** NAESP Offices reopened July 1, 2021. The majority of NAESP staff continue working remotely, while a few have adopted a hybrid format based on their position and duties.

Business Partnerships Update

- **Partners at Conference:** Each partner that joined us in Chicago was very pleased with the event and commented on the positive energy. Some expressed concern that the exhibit hall was out of the way with less traffic than expected. Our two newest partners, Becton Dickinson and Harmony Inspire were able to join us. Lysol was the only partner that didn't attend, due to travel restrictions. They were appreciative of our flexibility to ensure they were "present" at the event by providing most of their deliverables as if they were there. We will regroup with Lysol to identify acceptable alternatives for the items we could not provide in their absence.
- **Monthly calls** continue with each partner to review what's occurred and what's coming up.
- **New:**
 - Harmony Inspire (SEL); and
 - Becton Dickinson (B-D; school-classroom COVID testing)
- **Prospects:**
 - Continue to speak with potential partners, review the program options, and create a proposal; or
 - For those that cannot commit to a partnership, sharing our media kits for digital and print advertising.
- **Ongoing support** and promotion of our partners through communications, including:
 - *Communicator:*
 - Partner recognition and links in each issue
 - Ad: 1
 - Content: 2
 - *Principal:* Cover placement ads remain reserved for partners
 - *Report to Parents:* June and July n/a
 - Webinars: August with B-D
 - Emails: Member Benefits, 2; Partner, 0
 - Videos: none scheduled



NAESP Staff External Participation

- NAESP Pre-K-8 Principals Conference, Chicago, IL
- Nebraska Pre-K-3 Leadership Academy advisor check-in meeting
- Pre-K-3 Leadership Academy - Course 201 redesign meeting
- Education Week Interview w/Denisa Superville & Dr. Franks
- Alabama Pre-K-3 Leadership Academy advisor check-in meeting
- Meeting with Sara Vecchiotti, Foundation for Child Development
- Nebraska Pre-K-3 Leadership Academy advisor check-in meeting
- Speak at NAPA Academy - Professional Learning update
- Center for Women in Leadership planning meeting
- Affiliate meetings: Connecticut, Montana, Mississippi, Pennsylvania, West Virginia
- NAESP Leadership Team meetings
- Meetings w/state executive directors
- Conference planning meetings
- LFA board meeting
- VAESP Conference
- Meeting w/Tom Shearer (OSAC)
- Meeting w/Ron Nozoe
- Coalition to Advance Future Student Success Meeting
- Bi-weekly call with House Appropriations Committee (Majority and Minority)
- Bi-weekly call with Senate Education Committee (Majority and Minority)
- Bi-weekly call with House Education Committee (Majority and Minority)
- Weekly call with E-Rate/Homework Gap Coalition
- Pre-K-3 Leadership Academy - Course 201 redesign meeting
- Partner meetings (Forrest T. Jones, Lifetouch, LSI, Lysol, Horace Mann)
- Amazon Business
- CilaLabs
- Crisis Prevention Institute
- Gallagher
- Harmony Inspire
- YEM
- ShopWithScrip
- 1st Day School Supplies
- MCH
- Logitech
- Hope Rising
- JASON Learning
- Reagan Institute Summit on Education (RISE)
- K-12 Stakeholders Meeting
- Metro Square (building) meeting
- Weekly call with Council of Chief State School Officers
- Weekly call with National Governors Association
- Bi-weekly call with Senate Appropriations Committee (Majority and Minority)
- Weekly call with Committee for Education Funding (CEF)
- Monthly call with Civil Rights Groups
- Bi-weekly call with Big Table Education Groups
- Weekly Preschool Development Grant B-5 Connections Call
- Weekly call with Public Service Loan Forgiveness Coalition

Potential Partner or Advertiser List from June through late July 2021 contacts

Organization	Interest	Timing	Comments	Next Steps
<i>*denotes current partner or in process of discussing possible renewal</i>				
ADT	Yes	2021	Member benefit and non-dues revenue opp. Review and sign agreement.	Agreement not yet signed.
Becton-Dickinson / BD*	Yes	2021	The CEO/President emailed Earl regarding partnership. I followed up with him and team. While prelim was wanting to partner without funding, a proposal and phone calls has resulted in a formal agreement.	Agreement signed for Gold Partnership. Payment expected July 2021.
Braun Research	Yes	2021	Survey with members and research. Provided basic info; no response.	Need additional details before making decision.
CilaLabs	Yes	2021	Call held in June. Need to follow-up.	
Class Link	Yes	2021	In-person meeting scheduled early August.	
Comcast Internet Essentials*	Yes	2021	Renewal hasn't been finalized; need to regroup and discuss options.	To follow-up August 2021.
First Book	Yes	2021	Call held. They're interested in sharing their resources with our members, without funding.	
Forrest T Jones*	Yes	2020-21	Continue as is.	
Gather Voices	Yes	2021	Virtual-video-platform and services.	Consider after WeVideo.
GiftCardAid - ShopWithScrip*	Yes	2021-2022	Member benefit and non-dues revenue opp. Review agreement and finalize details.	Agreement signed; program will roll out in late August.
Harmony Inspire*	Yes	2021-2022	Ongoing calls and planning including Dr. Branch. Agreement signed.	Moving forward.
Hope Rising	Yes	2021	Call scheduled for late July.	
JASON	Yes	2021	Want to collaborate on pilot with 40 schools. Currently discussing options internally.	Dr. Branch & I had a detailed call with them. Under consideration. An in-person meeting to occur early August incl AASA.
Landscape Structures*	Yes	2021	Renewal talks continue. Budget challenges due to COVID.	
Lifetouch*	Yes	2018-2021	Three-year contract signed; expires 6-30-2021	Have had a number of discussions; proceeding with formal notification.
Logitech	Yes	2021	Discussing partnership with in-kind options	
Lysol (Reckitt Benckiser)*	Yes	2020-2022	NAESP's first ever President Partner! Agreement 11-1-2020 to 10-31-2021	They will renew! Discussions regarding deliverables scheduled for early August.
National Inventors Hall of Fame	Yes	2021	Shared info in June. No response.	
Office of Civil Rights - Federal Aviation Administration	Yes	2022-23	Proposal submitted for Fiscal 2023 year.	Continue contact
Pursuit Stream / Sports	Yes	2021	Multimedia financial education platform. Founder has some big name sports figures.	Hoped we'd share his platform, without \$\$\$. Suggested some of them could sponsor our partnership. Under consideration.

Organization	Interest	Timing	Comments	Next Steps
Responsibility.org (Ask, Listen, Learn)*	Yes	2020-2021	Contracted signed and in effect Nov/Dec 2020	
Share Our Strength / No Kid Hungry***	Yes	2021	***Contract expired 6-30-20 but extended as not all deliverables provided due to COVID.	Call in late July 2021 to regroup scheduled.
The Business Source*	Yes	2021	Member benefit and non-dues revenue opp. Review agreement and finalize details.	Agreement signed, revenue received. Will repeat process in fall.
The Core Collaborative	Yes	2021	Details provided; no response.	
Tobacco Free Kids*	Yes	2020-2022	They renewed for year 2! Contract signed.	
ChooseBooster	Maybe	2021	Initial communications: 2019 with call held; their budget better for ads	Reached back out June/July; offered call to discuss; no response.
Horace Mann	Maybe	2021-2022	Revisited possibilities. Change in leadership.	Additional discussions needed.
Alertus	No	2021	Third year they've contacted us. Interest in partnership benefit but not the funding.	When that changes, we can discuss options.
Amazon Biz Services	No	2021	First contact since April 2020. Change in some leaders. Shared info from last year's calls.	2021: not sure if they wish to pay for a partnership, which was the case in 2020. Call with them; appears they still do not wish to pay for a partnership.
Association Partner	No	2021	Potential non-dues revenue opps. Calls continue. No decision reached.	Had considered. Lack of response on their partner.
Beehively.com	No	2021	Can't afford partnership. Encouraged them to attend conference and/or advertise.	
Broadcast2World	No	2021	Storytelling program and animated videos. Share without partnership.	Declined.
City Health Tech	No	2021	Effective hygiene in schools. Cannot pursue, conflict with Lysol.	Declined.
Crayola**	No	2020-21	Agreement signed and in place; all deliverables met. Expired 6-30-21.	**Done
Delexe	No	2021	Wanted us to publish their article; provide advertising info	Declined.
E3 Performance Solutions	No	2021	Program geared toward sales teams and companies; not applicable to us.	Declined.
Foldscope	No	2021	Provided partner information; no response	
Hoot	No	2021	Meeting with their team including founder. Advertising may be better fit.	Shared ad info.
Jooble	No	2021	Job and event website; we already have Career Center.	Declined.
Kevin Manning	No	2021	Asked us to share his program with our members; provided advertising info	Declined.
Madgex.com	No	2021	Share info without benefit of partnership	Declined.
Mamzelle Adolphine	No	2021	Requested info on partnership; offered to meet. No response received.	
MTI Group	No	2021	Requested we publish her article on our website. Provided advertising information.	She declined.

Organization	Interest	Timing	Comments	Next Steps
Nassau County International Learning Club	No	2021	Share info without benefit of partnership	Declined.
North Central University	No	2021	Offer their program to our members as member benefit or partner.	Reviewed program, not one we were comfortable recommending. Declined.
NutriStudents K-12	No	2021	They contacted EF; followed-up number of times in 2020. Interested but no funds.	Recontacted 2Q2021 with no response.
Open Up Resources	No	2021	Contacted through our new website; responded to request but no reply at this time.	
PC Nametag	No	2021	Provide nametags, lanyards, hand sanitizer for conference	Forwarded to Deborah Young
Readable English	No	2021	They're partner with IN IASP; interested in expanding. Provided info in early 21 with follow-up in May.	They were an exhibitor in Chicago.
Reading for Education, LLC	No	2021	Provided info including advertising data.	They were an exhibitor in Chicago.
Roadtrip Nation Teachers Community	No	2021	Requested we share their info with our members, without benefit of partnership.	Declined.
School Spirit Socks	No	2021	Contacted Earl through NYCESPA Convention. No response to follow-up request.	They were an exhibitor in Chicago. Gave away socks with the NAESP logo (sans trademark). Additional discussions needed before we proceed.
SchoolMaskPack	No	2021	Provided information, no response yet	
SplashLearn	No	2021	Ed tech company, game based learning. Pursuing digital advertising instead.	Provided contact info and quote requests to both Fox and MultiView based on her needs.
ThoughtIndustries	No	2021	Offering to sell us use of their platform; forwarded to Dr. Branch	
TransUnion	No	2021	Contacted through our new website; responded to request but no reply at this time.	
WeVideo	No		Withdrew agreement due to variety of factors	
Wintergroup	No	2021	Call/email held on behalf of their client in January. Updated contact April; client remains nameless.	
YMCA of the USA	No	2019-2020	Calls held in 2021 to renew; contract expired in 2020. Budget an issue; their dues from the local Y's is down due to COVID	No response to recent communications. Removed as partner until commitment received / agreement signed