

STRATEGIC PLAN 2021-24



ADVOCACY

- Goal 1:** Strengthen NAESP's brand and presence on Capitol Hill, with the U.S. Department of Education, and with the Administration.
- Goal 2:** Increase NAESP members' engagement in advocacy.
- Goal 3:** Bolster NAESP's standing as a thought leader in the field.
- Goal 4:** Broaden NAESP members' impact on local and state policies.

PROFESSIONAL LEARNING

- Goal 1:** Broaden high-quality professional learning experiences aligned with the Professional Standards for Educational Leaders (PSEL), the Standards for Professional Learning (Learning Forward) and current research to meet the needs of Pre-K-8 school leaders at every career stage.
- Goal 2:** Extend and support professional learning initiatives to promote development of skilled principal leadership and best practices through an equity lens.
- Goal 3:** Cultivate and strengthen the NAESP Centers for Advancing Leadership and create additional leadership tracks for our members.

AWARDS, RECOGNITIONS & STUDENT PROGRAMS

- Goal 1:** Increase awards and recognition programs offered by NAESP.
- Goal 2:** Employ best practices in marketing and recruitment in order to increase participation in all student programs.

COMMUNICATIONS

- Goal 1:** Develop and launch comprehensive, integrated communications strategy that strengthens branding, showcases NAESP's benefits and services, and positions NAESP as a thought leader in key focus areas.
- Goal 2:** Work in partnership with NAESP service areas to facilitate learning and professional growth, strengthen the work of existing initiatives, and develop new resources to enhance membership experience.
- Goal 3:** Collaborate with NAESP service areas to elevate NAESP's multimedia footprint.

ORGANIZATIONAL

Membership

- Goal 1:** Increase member retention and retention efforts.
- Goal 2:** Expand recruitment efforts.
- Goal 3:** Improve internal operations.

Governance

- Goal 1:** Employ governance best practices to support the mission of the Association.

Operational

- Goal 1:** Use resources strategically and maintain financial stability.
- Goal 2:** Employ strategic management best practices to enhance and strengthen NAESP's organizational viability.

Organizational

- Goal 1:** Create and establish a Pre-K-8 National Principal Credential Program.
- Goal 2:** Identify and promote ethical standards for the principal profession.

Foundation

- Goal 1:** Use resources strategically and maintain financial stability.
- Goal 2:** Expand and enhance services.