STRATEGIC PLAN 2021-24

TO LEAD IN THE ADVOCACY AND SUPPORT FOR ELEMENTARY AND MIDDLE LEVEL PRINCIPALS AND OTHER EDUCATION LEADERS IN THEIR COMMITMENT FOR ALL CHILDREN.

OUR MISSION

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.

Goal 3: Strengthen NAESP’s standing as a thought leader in the field.

Goal 4: Bolster NAESP’s standing as a thought leader in the field.

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.