

Board Update

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Advocacy Update

- **Progress on FY22 Funding Bill**

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, including significant funding increases to core K-12 programs:

- **\$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 school counselors and psychologists
- **\$2.3 billion for Title II**, an increase of \$150 million over FY21 levels

Congress has been unable to agree to funding levels for the FY22 Budget and had to pass a short-term funding mechanism known as a continuing resolution (CR) to keep government programs operating. The CR keeps current FY21 funding levels in place until February 18. NAESP has been advocating for the passage of the FY22 bill and has opposed passing another continuing resolution, which would diminish the prospects of passing an FY22 bill. In recent weeks, Democratic and Republican appropriations leadership have been meeting to discuss a compromise on the FY22 bill. These talks are being viewed as progress and could pave the way for a deal to be reached in the coming weeks.

- **Helping Schools Access Tests**

As the omicron variant of COVID-19 has surged, NAESP has advocated to Congress and the administration that schools must have easy access to COVID-19 testing in schools. Earlier this month, the White House announced it would make 10 million tests available to schools per month and provided four ways schools can access tests:

- The U.S. Centers for Disease Control and Prevention (CDC) awarded \$10 billion from the American Rescue Plan Act (ARP) to jurisdictions to support school-based testing to reopen and keep schools operating safely. States have a variety of resources in place, including many with turnkey programs to implement testing in K 12 schools. [See what services jurisdictions are offering.](#)
- The OpET program provides free PCR testing at schools, child care, and other settings nationwide. Three federally funded regional contractors provide testing materials, supplies, and lab results and reporting to schools at no direct cost. [See the OpET website to learn more.](#)
- Schools received \$130 billion in ESSER funds under the ARP that may be used to arrange for testing and testing-related services. If your district or school is interested in working directly with testing vendors that support testing in schools, [connect with them.](#)
- Schools may consider referring students, teachers, and staff to community-based testing sites. The U.S. Department of Health and Human Services has partnered with pharmacies and retail companies to accelerate testing. [Find a site near you.](#)

- **NAESP Launches the Grassroots Advocacy Network**

NAESP is proud to announce the launch of a new opportunity for NAESP members to engage in advocacy: the Grassroots Advocacy Network (GAN). GAN members will join a network of principals from across the country to push for a stronger principal voice in public policymaking at all levels—federal, state, and local. GAN will provide access to exclusive advocacy training, grassroots advocacy content, opportunities to engage with national advocacy experts, and other networking opportunities. NAESP’s advocacy team believes no individual knows and understands a school’s needs better than a principal, so it is critical for these individuals to be at the policymaking table to provide input in K-12 policy and program development. Too often, though, barriers prevent principals from taking on this critical role. GAN aims to address some of these barriers. All NAESP members are eligible to apply. Deadline: March 4, 2022. Find more information here:

<http://www.naesp.org/GAN>

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Professional Learning Update

- **APs Rising Listserv:** A huge thank you to the APs Rising Community for participating in NAESP's first Crowdcity Communication Exchange. The exchange was opened up to all of our assistant principal members who were able to share their thoughts on their current roles. Participants can not only respond to the questions, but they can rate a response as well. The following three essential questions were asked followed by one of the higher rated responses for that question.

Q1) What surprised you most about becoming an assistant principal?

Change with co-workers attitudes I worked as a teacher for 5 years in the same school I have been at for 9 years, before moving into the Assistant Principal role. What surprised me the most was how few people celebrated or acknowledged my new role. Maybe 2 people congratulated me - and these were people who I thought were friends! It has been a hard adjustment for me to no longer be counted in their friendship group as I am now considered part of the "admin" team.

Q2) What is the biggest challenge in your role as an assistant principal?

Direct & Corrective Conversations One thing I struggle with the most is having direct and/or corrective conversations. A part of this is my own trauma and upbringing, but I didn't feel prepared for having hard conversations with adults. I struggle with the idea of harming good relationships with my teachers if I have to be direct or correct them in some way. It's not a part of the job you get adequate training for, and corrective conversations with teachers/adults is 1000 times harder than with kids! Haha!

Q3) What advice would you give to those thinking about becoming an assistant principal?

Find a mentor I recommend finding a mentor who is in the position who can give you good advice and guidance.

NAESP will use the responses and information gained from the exchange to continue to provide effective resources for our APs Rising Community.

- **Professional Learning Playbook:** New Year, New Playbook! Kicking off the newest refresh, the Playbook will be sent out twice a month, with the first email as the PL playbook and the second, roughly two weeks later, will feature the upcoming events and registration based professional learning opportunities. The January Professional Learning Playbook yielded a 30% open rate and a 1% click rate, with the top 3 most clicked on items The Wallace Foundation webinar: Strategies, Ideas, and Lessons for Early Career Principals; followed by the conference website; then commit to being a bias-conscious leader. The 2nd installment, upcoming events, was sent out January 24 with a 32% open rate and 1% click rate.
- **National Mentor Certification:** NAESP has signed a MOU with Bethel University in order to award graduate credit to participants who successfully complete the National Mentor Training and Certification Program. Bethel University is an independent Minnesota university with a Doctor of Education: Leadership in K-12 Administration degree program. NAESP's mentoring program would potentially count towards this degree, fulfilling three semester credits in leadership evolution. NAESP completed its final contracted Leadership Immersion Institute (LII) training for Miami-Dade County Public Schools at the end of January bringing the total number of their school leaders trained to 100.
- **National Aspiring Principals Academy (NAPA):** The 2021/2022 National Aspiring Principals Academy (NAPA) cohort completed its fourth month of instruction on January 5 with a session on leading learning to address the needs of diverse student populations. NAPA instructors Dr. Gail Pletnick and Eric Cardwell have started the planning process for the cohort's graduation activities in June and have recommended conducting the session virtually due to the likelihood of the participants' school districts restricting travel along with challenges an onsite session would pose for the cohort's international participants in Germany and the Northern Mariana Islands. NAESP and AASA leadership met in early January to discuss creating a formalized agreement to facilitate the NAPA program at the request of AASA auditors. Leadership has also begun the initial planning process to offer a fourth NAPA cohort beginning in the fall.

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- **NAESP Pre-K–3 Leadership Academy:** NAESP’s Alabama and Nebraska cohorts are making good progress in Course 201 and are implementing their capstone project activities that take a deeper dive into one competency area of their choice. The capstone projects are aligned to the competencies outlined in NAESP’s *Leading Learning Communities: A Principal’s Guide to Early Learning and the Early Grades (Pre-K-3rd Grade)* publication. NAESP is in the process of signing a new contract for a sixth cohort start in May with Alabama. NAESP and the District of Columbia Public Schools are in the final stages of planning the start of a new cohort of 20 principals to start on February 3, 2022. The Maryland Association of Elementary School Principals with the Maryland Department of Education have indicated they would like to start a new cohort in late summer 2022.
- **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 sold 663 publications in house and on Amazon.



The NAESP Centers for Advancing Leadership fellows met on January 20. Updates were given by all of the centers and all of the fellows are busily planning their activities for the next school year. At the April 21 meeting, all of the centers will come with their plans for the next year so that all activities can be marketed at the summer conference.

	<p>The Center for Diversity Leadership held their Coffee and Cultural Conversations this month. Theodore Roosevelt said, “Nobody cares how much you know, until they know how much you care.” Strong leaders understand that to create a culture of excellence, they must cultivate and sustain strong relationships that are built on trust. A leader who shows empathy understands and shares the feelings of their school community. Empathy allows us to create bonds of trust and gives us insight into what our stakeholders are feeling and thinking, which ultimately helps us inform our decisions as school leaders.</p>
	<p>NAESP’s Center for Innovative Leadership (CIL) fellows Adam Welcome and Rachael George will conduct their next Innovative Principal Circle (IPC) on Thursday, February 10. The final IPC of the school year is scheduled for May 12. All meetings are held from 7:00-8:00 p.m. EST. In the following weeks, the next three NAESP Principal Podcasts will be released:</p> <p>Episode 19- The Game has Changed with Andrew Marotta</p> <ul style="list-style-type: none"> • What lessons did you learn as an NCAA basketball official that has helped you as a school leader? • So surviving and thriving, what tips do you have for those of us that are in the trenches barely hanging on? • Telling your story is something that is very near and dear to your heart. Why might that be important right now and what are two easy things principals can start doing to support this work, without being on overload? • We are coming up on interview season and we know there is a teacher, educator shortage, what can building principals start doing now to prepare for this? • Tell us about your book <p>Episode 20- Morning Meetings Part II with Chris Wyland and Sara Hertel Staff Professional Development, Four Parts of Morning Meeting, Two Way Accountability, Next steps for Morning Meeting or embedding SEL into school day</p> <p>Episode 21- Turnaround Schools with Kimberly Miles What does being a turnaround principal mean? How has your focus shifted or changed from before the pandemic to now? How are you supporting and growing teachers in a time of stress and high levels of burnout?</p>
	<p>The Center continues to engage participants in its new specialized professional learning community that is housed within the Canvas learning management system. Over 25 NAESP members have registered to participate in the Center’s bi-monthly initiative, Middle-Level Meetups, and received access to the Canvas Community. Upcoming Middle-Level Meetups are scheduled for: Feb. 3, 2022; April 7, 2022; June 2, 2022</p> <p>Fellows Dr. Kevin Armstrong and Jessica Cabeen met with NAESP staff on January 19 to strategize and identify topics of interest for the pending meetups and online discussion threads.</p>

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On December 7th, the Center for Women in Leadership (CWL) held a successful book study facilitator meeting to discuss chapter #4 overview materials and outline for the “*Confidence Code*” by Katty Kay and Claire Shipman. Dates and times for the rest of the monthly facilitator meetings are as follows:

- February 1, 2022 - Chapter 5 at 7:30 p.m. ET
- March 1, 2022 - Chapter 6 at 7:30 p.m. ET
- April 5, 2022 - Chapter 7 at 7:30 p.m. ET
- May 3, 2022 - Chapter 8 at 7:30 p.m. ET

CWL fellows provide facilitators with chapter overview materials and outlines they can use with their book study group participants. At present there are 25 group facilitators and over 120 book study participants. This event is open to new participants who want to catch up and join a group.

CWL Facilitators have been invited and are submitting articles for the women leadership column in NAESP’s *Principal* magazine.

CWL fellows Dr. Andrea Thompson and Jessica Gomez are now working on developing a series of bi-monthly podcasts on topics like:

- Owning Our Stories: Telling Better Stories About Ourselves
- Building Powerful Networks of Support & Sisterhoods
- Expanding our Resilience and Adaptability
- Nurturing Our Emotional, Mental & Physical Well-Being

- **Virtual Learning Opportunities:** The upcoming webinar schedule includes a variety of webinars geared for assistant principals, beginning/early career principals and veteran principals. In addition, NAESP continues to offer a series of webinars, as needed, for our partner organizations. All of the webinars are scheduled to start at 3:00 p.m. ET for one hour.

The following webinar was hosted in December and January:

- January 19, 2022: Wallace Webinar: Strategies, Ideas, and Lessons for Early Career Principals to Be Successful with Dr. Farrell Thomas, Dr. Christopher Bailey, Laura Gazda, and Andrew Lindsay (Registered: 135 Attended: 41 Conversion: 30%)
- December 15, 2021: Empowering Assistant Principals to Lead Learning Communities with Dr. Gracie Branch and Dr. Kaylen Tucker (Registered: 106 Attended: 31 Conversion: 29%)

Webinars are offered free for members and non-members pay \$50.00. It is our hope that adding a cost for non-members will encourage NAESP membership. Partnership webinars are offered free of charge to everyone.

- Our two **Mastermind** groups being facilitated by Dr. Andrea Thompson and Jessica Cabeen are doing great. The following information summarizes some of the topics that are being discussed.

What are we learning in the Mastermind:

Support, Encouragement, Growth, Advocacy, Friendships. Just a few of the ways to describe the connections being made during the first few months of our inaugural NAESP Mastermind. With cohorts running and teams connecting we are learning a lot from, and with each other. We intentionally set out to establish a culture of trust and psychological safety, as we discuss successes, strategies for dealing with challenges, all in an atmosphere of vulnerability. We have spent a great deal of time getting to know each other, which lends itself to the design-thinking approach used to meet everyone’s needs.

Topics have included:

- Creating meaningful staff meetings.
- Developing a culture of gratitude.
- Learning how to have hard conversations.
- Discussing current concerns and problems of practice.
- How to build staff’s capacity to lean on each other and support each other – SEL
- Alignment of the work and responses to PSEL standards, and not sacrificing one PSEL standard for another.
- Treating your staff as scholarly professionals
- Acknowledging that the pandemic has created a Mindshift – “*your teachers are not broken*” –
- How to courageously communicate and convey tough information using the OREO approach.
- Strategies for dealing with difficult parents

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Additional takeaways have included crowdsourced documents done during the hour, articles and examples of the work in practices, and resources from our Mastermind Facilitators.

- **The Professional Learning Advisory Council (PLAC):** The Professional Learning Advisory Council (PLAC) met on January 13 for their second official meeting. Members of the PLAC who have not filled out the interest inventory were encouraged to complete their survey so that their preferences can be used when trying to match NAESP activities with their interests. Several PLAC members are already being utilized to give input on several NAESP initiatives and all members are currently reviewing the Strategic Plan for Professional Learning which will be discussed at our next meeting in April. The meeting schedule for the PLAC is as follows:
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 continues its work with the Lead for Literacy Center (formally affiliated with the University of Oregon) that is now located at Boston University. We are 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 and we are looking forward to our ongoing partnership in 2022. NAESP has submitted a revised MOU to Boston University and we are waiting to have that approved by the University before moving forward with the 2022 activities.
- **Wallace Grant:** NAESP staff have successfully wrapped up activities for the first FY2021 year and we now have started planning 2022 grant activities including:
 - Securing speakers for two concurrent sessions at NAESP's Pre-K-8 Principals Conference in Louisville, Kentucky.
 - January 19th Wallace webinar for Early Career Principals: Strategies, Ideas, and Lessons for Early Career Principals to Be Successful with Dr. Farrell Thomas, Dr. Christopher Bailey, Laura Gazda, and Andrew Lindsay
(Registered: 135 Attended: 41 Conversion: 30%)
- **2021 Pre-K-8 Principals Conference:** Plans are already underway for NAESP's annual summer conference in Louisville, KY July 15-17, 2022.

Conference Programming

The professional learning team made final selections for the conference breakout sessions, taking care to ensure there is diversity among presenters and a variety of options among the eight topic strands. Over 100 proposals were accepted from speakers who are tackling the big challenges facing educators today.

The Preliminary Agenda is now finalized and posted on the [conference website](#).

Keynote Speakers

Inky Johnson - Motivational speaker and former University of Tennessee football player with an amazing story of faith and perseverance. How to find motivation when things don't go as planned. Inky Johnson is the closing keynote speaker.

Simon Sinek - Visionary thinker and best-selling author will open the conference (live-virtually). Inspired by his new book "The Infinite Game", Simon will underscore the importance of embracing an infinite mindset to effectively lead and thrive in an unpredictable, chaotic world. Conference attendees will be able to submit questions in advance for Simon to answer during his keynote.

Pre-Conference Workshops

In addition to attending the conference, attendees will have the option to come in the day before (Thursday, July 14) for a full or half-day professional learning. Each workshop will be 3 hours in the morning and repeated in the afternoon, giving participants the option to attend two different workshops.

- What Great Principals Do Differently: **Todd Whitaker**
- Having Hard Conversations: **Jennifer Abrams**
- OutKast: Examining Diversity Through the Contemporary Work of a Hip-Hop Duo: **Howard Fields**

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- A Powerful Strategy for Home/School Literacy: Connections to Build a Community of Super Learners:
Pam Allyn, Caitlin Mehra, Amber Peterson

Exhibit Hall

The exhibit hall is now open with the following features:

- Attendee/Exhibitor Registration
- Centers for Advancing Leadership
- Exhibitor Presentations
- Partner Row
- State Affiliate Booths
- Bookstore

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 Jan/Feb 2022 issue of *Principal* focuses on Advocacy and Engagement, with articles on strategies principals use in advocating for schools, what historically disadvantaged schools and districts have done to achieve, crisis leadership, and pandemic education.
- NAESP is updating and re-designing its e-newsletters, starting with one focused on early career principals. The *New Principal Navigator* e-newsletter launched in December; it features a corresponding column in *Principal* magazine. The team also redesigned Professional Learning Playbook and *Report to Parents* to better meet member needs.

- **Email Engagement:** Between Dec. 15 and Jan. 25, NAESP sent 21 emails to members, including professional learning promotions, NAESP publications, and member discounts/benefits. The average open rate was 33 percent.

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

- APs Rising (12/29/21) – 37%
- New Principal Navigator (1/15/22) – 37%
- Office Depot/OfficeMax Discount (12/27/21) – 37%

- **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) followers are up from 1,551 to 1,570. Latest posts include a happy holiday video message; a happy new year message, with a "What's Your Theme for 2022?" post to build engagement; a Project Implicit webinar series plug; and a graphic that highlighted the winners of the 2022 Ann Henley Conference Scholarship.
- Twitter and #NAESPchats: We reached 50,000 follows on Twitter, which is a huge milestone NAESP is really proud of. The growing followers are a testament to the resources, networking opportunities, and engagement NAESP offers its members. Among our usual posts of professional learning opportunities and articles, we're also heavily pushing conference registration, pre-conference sessions, and the newly announced keynote speaker Inky Johnson; the NAESP Principal Podcast, which launches every other Wednesday; the articles from the January/February 2022 *Principal* magazine; our new Project Implicit webinar series, and the first and second briefs in the Leaders We Need Now research series.

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Our latest Twitter chat, “Strategies School Leaders Need Now,” was a success, with 295 total tweets, 41 total contributors, 153 original tweets, and a reach of almost 221,000. Our next #NAESPchat is on Wednesday, Feb. 9 at 8 p.m. ET, and we’ll discuss “Strategies to Re-Engage Equity Planning, based findings in NAESPs Leaders We Need Now research series that showed that equity was moved to the back burner during the pandemic.

- Facebook: We currently have 13,493 likes on Facebook, up from 13,466 the last time we reported, and 15,739 followers, up from 15,674. We recently posted a plug for the NAESP Center for Diversity Leadership Coffee and Cultural Conversations chat on Twitter, a congratulations post to the winners of the 2022 Ann Henley Conference Scholarship, a plug for the Project Implicit webinar series, and holiday well-wishes.
- LinkedIn: NAESP’s LinkedIn account serves as an opportunity to position NAESP as a thought leader in the industry. The NAESP LinkedIn page has 10,475 followers, up from 10,404 followers. We post our NAESP Principal Podcast episodes on Linked In, which typically garner high engagement, and other NAESP Centers for Advancing Leadership initiatives as well as other professional learning opportunities for members like the new NAESP Mastermind group, Innovative Principals Circle, and more. The NAESP discussion group has 14,294 members, up from 14,248 members.
- **Video:** We created two holiday videos—one geared toward members and another geared toward our partners—to make sure they know we appreciate them and all they do for NAESP. We pushed out the member video on social media—Twitter, Instagram, Facebook, and LinkedIn—too. We are working to create short bite video content featuring the keynote speakers for the NAESP Pre-K-8 Principals Conference in Louisville this July.

Membership & Marketing Update

- **Membership** as of January 24 is **14,936** for our key categories: Active, Assistant Principal, and Institutional Active. New members continue to join as well as former members being reactivated. You’ll recall our membership campaigns ended a few months ago, but the impact of the messaging continues.

- **New and Rejoin Members in December:**

	Total	Key Only	Key Chapter	Key Direct	Other	Other Chapter	Other Direct
New	322	234	213	21	88	11	77
Rejoin	117	86	79	7	31	7	24
Totals	439	320	292	28	119	18	101

- **State Transmittals and Purchase Orders:**

August	Transmittals: 66 = 2,583	POs: 92
September	Transmittals: 66 = 2,719	POs: 99
October	Transmittals: 73 = 2,921	POs: 49
November	Transmittals: 71 = 2,943	POs: 47
December	Transmittals: 35 = 522	POs: 33

- **Membership Dues Increase:** In January we began creating the multi-part communication timeline and outline of key components that will include videos, emails, publication content, and information at NLC.
- **Member Benefits:** We will move forward with a new member benefits provider with an effective date no later than July 1. Details to follow.
- **Staffing:** Excited to share Vanessa Sanders-Ford joined us Jan. 3 as Membership Processing Manager! Vanessa brings membership, administrative, and accounting experience to this role.
- **Legal Claims:** The last update included an updated on the increased legal calls. We received the claims data from FTJ. The average legal claim paid out in the 2020-2021 membership year was \$7,207! That amount is triple what it was five years earlier. The current value of our membership is **\$9,852!**

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- **Bahamas Principals:** We have welcomed 16 of their members as our members, which is just over half of their total membership. We will provide an overview and update to their members on Feb. 8.
- **State Rep Training** will be held Feb. 9. The information was sent to the state reps and state executive directors.
- **Member Demographics:** The first data pull of member demographics shows **less than 3%** of members provided the requested information. Please share with your states and zones the importance of completing this in their member profile.

Governance/Organizational/Foundation & Partnerships Update

- **2022 February board meeting & NLC:** Board Members will travel on Friday, February 25 and depart on Thursday, March 3. Officers should arrive in time for the Steering Committee Meeting held from 3-5 pm on Friday, February 25. The board meeting will be held on Saturday, February 26 followed by a board dinner. *Please note: All event attendees are required to provide proof of vaccination. We will share instructions on how to submit a digital vaccine card to verify all guests are fully vaccinated as we approach the conference.*
- **February Board Agenda:** The board book for February's meeting will be provided to you as usual—as a PDF document—as well as made available through the new OnBoard platform so that you can see the new format.
- **OnBoard Software Platform:** We are pleased to introduce OnBoard, an online board management software that will help enhance NAESP board collaboration, make meetings more efficient, and streamline the board book review process. Please be sure to participate in one of the two introductory trainings scheduled for Monday, Feb. 7, 2:30-2:50 pm ET and Wednesday, Feb. 9, 2:00-2:20 pm ET. The day before your training, you will receive an email with your invitation and user login information to activate your OnBoard account.
- **2022 Vice President Candidates:** Each of the candidates for Vice President will make five-minute speeches during the upcoming General Assembly. They will also participate in a live interview session with President, Paul Wenger. Each candidate will have a 45-minute rehearsal session scheduled on Sunday, Feb. 27. The rehearsal time, one question, and potential topics for the second question was sent to the candidates. The speeches and interview session will be recorded and posted to the NAESP Web site following the General Assembly.
- **2022 Vice President Election:** The 2022 Vice Presidential election will run March 1 – March 11. Eligible voters will receive an electronic ballot on March 1 that will allow them to cast their vote without having to enter their login information.
- **New Zone 3 Director Named:** Edward Cosentino, principal of Clemens Crossing Elementary School in Columbia, Maryland, will begin his term August 1, 2022.
- The next Zone Director in Zone 4 Director has yet to be named.
- **Director At Large, Middle Applications:** The board will elect the next Director At Large, Middle at the February meeting. We received 4 applications. The applications will be sent with the agenda in advance of the meeting. The President will notify the candidate of his/her election following the meeting.
- The **Resolutions Committee** will submit the [Introduction and 25 resolutions](#) to the board for review (they will be included with agenda and background materials sent in advance). The board will take action at the February meeting and inform the General Assembly of their action.

February Board Meeting & NDP

Capital Hilton, Washington D.C.

February 25-Travel Day; Steering Committee Meeting 3:00-5:00 pm (Officers only)

February 26-Board Meeting

February 27-General Assembly; VP Speeches

February 28 – March 2- NLC

March 3-Travel home

NEW

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- **National Task Force on Race & Equity:** Working with Project Implicit, NAESP is offering three, no-cost webinars over the next several months. Participants will learn mitigation strategies for biases in the classroom; understand the relationship between implicit biases and stereotypes; and how constructing objective criteria can promote fairness. Both sessions and workshop are scheduled for 4:00 – 5:30 p.m. EST.
 1. Stereotypes and the Stories We Tell Ourselves – Explore the Stories We Tell Ourselves
Format (Audience): 90-minute Workshop (Webinar - unlimited attendance)
Date: February 23, 2022: 4:00 – 5:30 p.m. ET.
Register Now at: <https://attendee.gotowebinar.com/register/4554159989816854798>
 2. Identifying and Addressing Cognitive Biases in the Classroom – Commit to Being a Bias-Conscious Leader
Format (Audience): 90-minute Lecture (Webinar - unlimited attendance)
Date: March 16, 2022: 4:00 – 5:30 p.m. ET.
Register Now at: <https://attendee.gotowebinar.com/register/4554159989816854798>
 3. Constructing Criteria Workshop – Use Objective Measures to Promote Fairness
Format (Audience): 90-minute Workshop (NAESP Board & Task Force members as well as NASSP Board members)
Date: April 20, 2022: 4:00 – 5:30 p.m. ET (meeting link sent at a later date)
- **Leaders We Need Now study:** The third brief in the Leaders We Need Now (LWNN) research series titled *Principals on Policy: What Education Leaders Seek Through Policy* will be released soon. The final brief will detail the policy actions that principals say are needed to address these new realities, help schools reset after the 2021–22 school year, support students, and build better schools for the years to come.
- **National Distinguished Principals (NDP) Program:** Applications for the 2022 NDP year were provided to states affiliates in late October 2021 and are due back to NAESP by May 6, 2022. The 2022 NDP event will be held Oct. 6-7 at The Willard Hotel in Washington, D.C.
- **National Outstanding Assistant Principal (NOAP) Program:** Applications for the 2021-22 NOAP year were provided to state affiliates in early September 2021 and are due back to NAESP by March 25, 2022 to align with the announcement of the honorees during National AP Week (April 4-8). NAESP has partnered with Landscape Structures to be the official sponsor of the 2022 NOAP program, allowing us to expand the program’s recognition of honorees. This will include a reception at the Pre-K–8 Principals Conference in Louisville, various focus group and professional development sessions, and press releases to each honoree’s state affiliate and local newspaper.
- **American Student Council Association (ASCA):** The application process for the 2022 Student Council School of Excellence Award is open. Schools will need to submit their completed applications and projects to NAESP by April 8, 2022. ASCA membership is required to participate. We are also creating criteria for an ASCA Advisor Award that will recognize the valuable efforts of these school staffers who help to guide and build student-led groups. Lastly, we are working to establish an ASCA Advisory Committee, comprised of principals representing each of NAESP’s nine zones that will inform ASCA of the support, resources, and development tools needed by their students.
- **President’s Education Awards Programs (PEAP):** The Department of Education continues to work with contractors on the production of certificates and letters for the 2022 program. Due to a national paper shortage, however, timelines have been delayed and ordering for this year will now open in March. A beginning-of-year promotional postcard will be mailed to 160,000+ elementary, middle, and high schools in mid-February. Subsequent marketing for the program will be scheduled via email every two weeks through the end of June.

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Business Partnerships Update

- **Monthly calls** and/or face-to-face meetings continue with each partner to ensure deliverables are met. The updates below reflect activities through January 25:
- **Current:**
 - Harmony Inspire will host their second learning session on Feb. 8.
 - Lifetouch has responded to our proposed agreement, which was sent in August. We are finalizing the details and expect to have it signed in the coming weeks. They rescinded the proposed decrease in funding.
 - Lysol: continues to offer Welcome Back Packs. [Please opt-in](#) to receive these resources.
 - No Kid Hungry: their SEL session will be held Mar. 9. They are hosting on their platform while we continue to promote it on ours. A reminder this will complete our commitment to them.
- **Conference Sessions:**
 - Campaign for Tobacco-Free Kids and Responsibility.org will work together to host a panel discussion about making smart life choices. They want to provide resources our members can use and share in their schools with faculty, staff and students.
 - Lysol, Harmony Inspire, and Campaign have all submitted proposals to present.
- **Ongoing support** and promotion of our partners through communications, including:
 - *Communicator:*
 - Partner recognition and links in each issue
 - Ad: 2
 - Content: 1
 - *Principal:* Cover placement ads remain reserved for partners.
 - *Report to Parents:* 0
 - *Webinars:* Three remain in the SEL series including Harmony Inspire and No Kid Hungry
 - *Emails:* Member Benefits, 2; Partner, 2
 - *Videos:* 0

The fourth quarter update from Dr. Franks to our premier partners was sent earlier this month.

NAESP Staff External Participation

- ALL/Responsibility.org
- Access Development
- Bahamas Principals
- Campaign for Tobacco-Free Kids
- Harmony Inspire
- Landscape Structures
- Lifetouch
- Lysol
- MultiView
- No Kid Hungry
- ShopWithScrip
- The Sway Effect
- Learn From History Coalition meeting
- Wallace Communications Grant check-in meeting
- Meeting with NAESP Mentor Trainers and Coaches
- Learning First Alliance Communications Directors meeting
- Institute for the Future opening meeting
- Learning Forward annual conference
- National Aspiring Principals Academy Cohort 3 meeting
- Center for Women in Leadership book study meeting
- Meeting with CASEL
- Nebraska Advisor check-in call
- Wallace webinar planning meeting
- Center for Women in Leadership planning meeting

Board Update

January 2022

- AASA/NAESP Leadership meeting for National Aspiring Principals Academy contract
- Pre-K-3 Leadership Academy meeting with MD Dept. of Educ. and Terry Ball
- District of Columbia Public School's Pre-K-3 Leadership Academy Advisor training
- Meeting with Dr. Kristie Kauerz
- Meeting with AP's Rising Facilitator
- Wallace team planning meeting
- PLAC meeting
- Nebraska Cohort 2 Capstone Project webinar
- Alabama Cohort 5 Capstone Project webinar
- Early Childhood Network meeting
- NAESP Centers for Advancing Leadership Fellows meeting
- Follow-up meeting with Bethel University
- Leadership Immersion Institute for Miami Dade County Public Schools
- EdLiNC meetings
- 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
- Learn From History Coalition call
- Parent Poll Briefing
- LFA Board meeting
- Ed Practitioners meeting
- SOY Events
- NAESP/NASSP New England meeting
- AEP policy working group meeting
- CCFA Search Committee meeting
- TIE Executive Committee meeting
- PEAP meeting
- Resolutions Open Hearing meetings
- 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