

# STRATEGIC PLAN 2024-27



### **A**DVOCACY

<u>Goal 1</u>: Enhance NAESP's brand and presence on Capitol Hill, with the U.S. Department of Education, and with the Administration.

Goal 2: Increase all NAESP members' engagement in advocacy.

<u>Goal 3</u>: Elevate NAESP as a national thought leader on Pre-K-12 issues and the foremost resource on all things related to school leadership.

## Professional Learning

<u>Goal 1</u>: Empower Pre-K–8 school leaders at all career stages with high-quality, tailored professional learning.

<u>Goal 2</u>: Expand the impact and accessibility of NAESP's professional learning for Pre-K–8 school leaders through enhanced resources and collaborations.

<u>Goal 3</u>: Foster active participation among Pre-K–8 school leaders in enriching professional learning experiences.

# MEMBER AWARDS & STUDENT PROGRAMS

<u>Goal 1</u>: Increase NAESP awards and recognition programs. <u>Goal 2</u>: Position NAESP as a thought leader for student voice and leadership development.

#### Communications

**Goal 1**: Expand and enhance NAESP's thought leadership and content.

Goal 2: Foster and showcase member engagement.

Goal 3: Customize the member experience.

#### **O**RGANIZATIONAL

#### Membership

Goal 1: Increase member retention efforts.

Goal 2: Increase member recruitment efforts.

#### Governance

**Goal 1**: Strengthen governance committee effectiveness.

<u>Goal 2</u>: Enhance the board member recruitment and selection process to ensure a diverse and qualified board.

#### Operationa

Goal 1: Use resources strategically and maintain financial stability.

<u>Goal 2</u>: Employ strategic management best practices to enhance strengthen NAESP's organizational viability.

# **Organizational**

Goal 1: Create and establish a Pre-K–8 National Principal Credential Program.

## **Foundation**

Goal 1: Use resources strategically and maintain financial stability.

Goal 2: Expand and enhance services.