

STRATEGIC PLAN 2024-27



ADVOCACY

Goal 1: 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.

Goal 3: 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

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

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

Goal 3: Foster active participation among Pre-K-8 school leaders in enriching professional learning experiences.

MEMBER AWARDS & STUDENT PROGRAMS

Goal 1: Increase NAESP awards and recognition programs.

Goal 2: 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.

ORGANIZATIONAL

Membership

Goal 1: Increase member retention efforts.

Goal 2: Increase member recruitment efforts.

Governance

Goal 1: Strengthen governance committee effectiveness.

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

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.

Foundation

Goal 1: Use resources strategically and maintain financial stability.

Goal 2: Expand and enhance services.