

# AASPA STATE LEADERS RETREAT

The AASPA State Leaders Retreat is an annual meeting for state affiliate executive directors, presidents, president-elects and staff to attend and obtain valuable educational information regarding running their state association. Mark your calendars for July 14-15, 2025.

Don't forget to join us at the Annual Conference, where we will host the State Leaders Meeting. This is a great opportunity to meet and network with other state affiliate leaders from across the country.

## CONTACT US



### AASPA STAFF

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For questions on any of the affiliate benefits or to schedule a program, please email [kelly@aaspa.org](mailto:kelly@aaspa.org).



# AASPA

American Association of School Personnel Administrators | Est. 1938

## AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

AFFILIATE PROGRAM

# ABOUT US

AASPA provides leadership in promoting effective human resource practices within education through professional development activities and a broad-based resource network. For more than 80 years we have been the only international organization that specifically targets and represents school human resource professionals. AASPA recognizes the importance of developing and maintaining relationships with our state affiliates.

Any local, state, provincial or regional organization of school personnel administrators may become an affiliate of the American Association of School Personnel Administrators.

The mission of the American Association of School Personnel Administrators is to be the leader in the education, support and advocacy for our membership and the students they serve.

## YOUR BENEFITS

AASPA provides affiliates with information and resources to help them be effective state associations. We work hand-in-hand with our affiliate partners to bring the following quality services to all AASPA and state affiliate members.

### Marketing



Let AASPA help you market to your members. We can send an email blast to your members and our members once every six months. In addition, we will provide marketing materials and a branding toolkit with sample logos, colors, and resources. Don't forget social media. AASPA staff is happy to train and assist you in setting up social media profiles and providing tools to help make social media seamless and time-efficient.

### Liability Insurance



AASPA provides affiliate liability insurance to cover your event insurance needs. Certificates available upon request.

### Presentations



AASPA staff or board members will travel to your state to present on a variety of PK-12 human capital topics. The state affiliate is asked to pick up the cost of conference registration and hotel.



# TOGETHER WE CAN DO GREAT THINGS.

### Resources



Access to a bank of resources for association management can be provided upon request. Resources include meeting agendas, membership and sponsorship forms. In addition, we can share materials on financials, hotel contracts and marketing.

### Bookstore



AASPA staff or board travels to your state with a mini bookstore of our best-selling book to sell to your attendees.

### Free Pre-Approval for HCLE



State affiliates will have the option to submit their state conference information for Professional Human Capital Leaders in Education (pHCLE) re-certification credit. Pre-approval allows you to use the pHCLE pre-approval seal in your conference program and on your certificates of completion.

### Webinars



AASPA will host up to three webinars annually for your affiliate. The affiliate will select the speaker and topic. Each webinar will be offered live, as well as recorded for posting on your website.

### Gather Voices \*NEW\*



AASPA is happy to use our video collection platform to help promote your association. Gather Voices can be brought to your event to collect testimonials and stories of your organization and members. This is a great tool to use with award winners as well.

### Strategic Planning \*NEW\*



We know that strategic planning with your board and growing association can be difficult. Let us help you streamline the process. AASPA staff is happy to help facilitate strategic planning sessions and provide you a template to put forth actionable goals and strategies.