

State Leaders Retreat Tentative Agenda

Save the Date: July 25-26, 2024 Kansas City

THURSDAY, JULY 25	SESSION
7:30 am - 8:30 am	Breakfast at the Hotel (Included)
8:30 am - 9:00 am	Welcome and Introductions Kelly Coash-Johnson, Executive Director
9:00 am - 10:30 am	Membership: Enhance membership value, resulting in better engagement and association growth for long-term sustainability.
10:30 am - 10:45 am	Networking Break
10:45 am - 12:15 pm	Optimize Organizational Performance: Optimize the organizational structure to build community in school personnel administration to achieve growth and long-term sustainability.
12:15 pm - 1:15 pm	Networking Lunch at the Hotel (Included)
1:15 pm - 2:45 pm	Professional Development: Be the recognized organization for high-quality, engaging, relevant and timely professional development for PK-12 school personnel administrators.
2:45 pm - 3:00 pm	Networking Break
3:00 pm - 4:00 pm	Advocacy: Be the recognized advocate regarding the practice and profession of PK-12 human resources.
4:30 pm	Networking Reception
6:00 pm	Dinner

FRIDAY, JULY 26	SESSION
7:30 am - 8:30 am	Breakfast at the Hotel (Included)
8:30 am - 10:00 am	Interactive Session
10:00 am - 10:15 am	Networking Break
10:15 am - 11:15 am	State Affiliate Updates
11:15 am	Event Concludes

State Leaders Retreat Session Descriptions

Membership: Enhance membership value, resulting in better engagement and association growth for long-term sustainability.

1. Enhancing the membership experience from joining to engagement.
2. Enhance and evaluate membership categories and benefits to expand membership outreach.
3. Increase membership engagement through committee participation and association contribution.
4. Increase State Affiliate engagement to expand membership.

Optimize Organizational Performance: Optimize the organizational structure to build community in school personnel administration to achieve growth and long-term sustainability.

1. Increase the engagement and participation of other state associations in events and opportunities.
2. Streamline the association's website and marketing to enhance user experience and engagement.
3. Expanding social media platforms to include more community and member engagement.
4. Enhance the business and sponsorship relationships to achieve growth and long-term sustainability.

Professional Development: Be the recognized organization for high-quality, engaging, relevant and timely professional development for PK-12 school personnel administrators.

1. Develop a virtual Professional Development program providing timely & relevant material to attendees
2. Explore professional development add-ons to increase engagement of additional participants at events
3. Evaluate professional development offerings and pricing for events

Advocacy: Be the recognized advocate regarding the practice and profession of PK-12 human resources.

1. Increase the partnerships and broker relationships with other state organizations and key stakeholders to elevate the advocacy of PK-12 HR.
2. Increase member/state affiliate involvement in national advocacy program.
3. Directly impact the issues affecting PK-12 school personnel through state legislation.
4. Expand the communication of Advocacy in PK-12 School Personnel Administration.