

2022 – 2027 AASPA STRATEGIC PLAN

Membership:

Enhance membership value, resulting in better engagement & association growth for long-term sustainability

1. Enhancing the membership experience from joining to engagement

2. Enhance & evaluate membership categories & benefits to expand membership outreach

3. Increase membership engagement through committee participation & association contributions

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 & long-term sustainability

1. Increase the engagement & participation of our state affiliates in AASPA resources, events & opportunities

2. Streamline AASPA website & marketing to enhance user experience & engagement

3. Expanding media platforms to include more community & member engagement

4. Enhance the business & sponsorship relationships to achieve growth & long term sustainability

Advocacy:

Be the recognized advocate regarding the practice & profession of PK-12 human resources

1. Increase the partnerships & broker relationships with other organizations & key stakeholders to elevate the advocacy of PK-12 HR

2. Increase member/state affiliate involvement in national advocacy programs

3. Directly impact PK-12 school personnel issues through federal legislation & advocacy work

4. Expand the communication of AASPA advocacy in PK-12 School Personnel Administration

Professional Development:

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

1. Develop a virtual professional development program providing timely & relevant materials to attendees

2. Explore professional development add-ons to increase engagement of additional participants at events

3. Evaluate professional development offerings & pricing for events

4. Expand the certification program to include opportunities for a variety of members in differing advancement levels

AASPA VISION, MISSION & CORE VALUES

The Vision of the American Association of School Personnel Administrators is to inspire and engage all stakeholders.

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.

AASPA Values the practice of **Diversity, Equity and Inclusion** in our leadership, in our organizational structure, professional development and resources.

AASPA Values high quality, engaging, relevant and timely **Professional Development**.

AASPA Values the need for **Advocacy** of the profession of human capital practices in education.

AASPA Values the active **Engagement** of its members.

AASPA Values the creation of a **Community** of connected professionals.

AASPA Values the impact our human capital leaders have on **Students**.

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

Enhancing the membership experience from joining to engagement.

- Develop a drip campaign for new members.
- Develop a membership forum for better engagement of individual members.
- Develop an AASPA app for easier access to member benefits and resources.

Enhance and evaluate membership categories and benefits to expand membership outreach.

- Restructure membership categories to be more inclusive to individuals practicing human capital leadership.
- Create an opportunity for members to share information on preferred member benefits (job specialization) to customize member outreach.
- Develop the DEI resources for all aspects of school personnel administration.
- Provide a subscription-based service for members to receive updates on current national legal changes affecting school personnel administration.

Increase membership engagement through committee participation and association contribution.

- Enhance the member profile experience to include committee involvement, recognitions and membership contributions.
- Create a Committee Involvement campaign to include videos, blogs and social media.
- Restructure committee practices, organization and policies to better showcase association engagement and leadership opportunities.

Increase State Affiliate engagement to expand membership.

- Develop a state affiliate incentive program to increase state vs. national membership.
- Expand on state affiliate benefits to include resources and programs to best promote success.
- Create a process for state affiliates to recognize state award winners at the national level.
- Develop a process for state affiliates to provide information to AASPA for the purpose of event and resource promotion through social media and marketing materials.

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

Increase the engagement and participation of our state affiliates in AASPA resources, events and opportunities.

- Develop marketing strategy for state affiliates to utilize for engagement.
- Develop a step-by-step process to assist new states in creating a state affiliate.
- Expand on the State Leaders Retreat to include advocacy and an opportunity to participate in a Day on the Hill.

Streamline AASPA website and marketing to enhance user experience and engagement.

- Analyze user experience for event registrations and streamline the process.
- Develop materials index for events.
- Categorize Book Store offerings to coincide with HCLE Standards.
- Utilize search engine optimization to broaden our target audience.

Expanding media platforms to include more community and member engagement.

- Utilize multiple platforms for marketing, professional development and membership.
- Develop AASPA podcast to expand national outreach and member engagement.
- Expand social media to better connect with our members, business partners and engage with other national education stakeholders.

Enhance the business and sponsorship relationships to achieve growth and long-term sustainability.

- Evaluate the Sponsorship structure to expand to more diverse groups and strengthen current relationships.
- Utilize surveys and advisory groups to gain information from both members and business partners on growing and expanding relationships.
- Develop a platform for internal and external communication to better streamline sponsorship opportunities.
- Expand on Business Membership benefits and resources to achieve growth.

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Advocacy: Be the recognized advocate regarding the practice and profession of PK-12 Human Resources

Increase the partnerships and broker relationships with other organizations and key stakeholders to elevate the advocacy of PK-12 HR.

- Expand communication and the number of education partners for the National Educator Shortage Summit and for the purpose of advocacy and collaboration.
- Attend and present at key partner group conferences on relevant and timely topics of interest.
- Develop a standard presentation with data from the White Paper to be utilized by state and board representatives to expand reach.
- Develop communication documents for AASPA leadership to provide consistent information to share.
- Create a listing of Alternative Certification Programs and locations as a member benefit.

Increase member/state affiliate involvement in national advocacy program.

- Create a Day on the Hill opportunity for legislative committee and state affiliate leaders.
- Request a Federal Advocacy Liaison from each state affiliate to serve on the Legislative Committee to assure representation from each state.
- Develop a board position template for state affiliate "National Advocacy Representative".
- Utilize Advocacy firm to provide state affiliate benefits in area of legislative activities.

Directly Impact the issues affecting PK-12 school personnel administration through federal legislation.

- Develop or join a coalition for the purpose of developing federal legislation for the interest of PK-12 school personnel administration.
- Testify at the federal level on issues affecting PK-12 school personnel administration.
- Expand communication of the National Educator Shortage Summit findings and resources.

Expand the communication of AASPA Advocacy in PK-12 School Personnel Administration.

- Legislative Briefs will become a readily distributed communication to more stakeholders.
- Include an Advocacy Update in the quarterly magazine.

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

Develop a virtual Professional Development program providing timely & relevant material to attendees.

- Offer event session recordings with high quality materials.
- Expand event offerings to include virtual options.

Explore professional development add-ons to increase engagement of additional participants at events.

- Explore adding additional day(s) to include HCLE Certification opportunities.
- Connect more attendees during professional development events with networking and collaboration opportunities.
- Develop opportunities for interaction between business partners and attendees.
- Add space for user groups at Annual Conference to connect sponsor partners and attendees needing assistance.
- Explore offerings of badging for professional development.

Evaluate professional development offerings and pricing for events.

- Compare actual cost vs. registration price for events comparing other education associations.
- Develop a process to support members' attendance at events through affiliates, discounts or scholarships.
- Analyze pricing and offerings for sponsors and exhibitors to develop a business partner contract.
- Investigate meeting design for efficiency and attendee needs.

Expand the certification program to include opportunities for a variety of members in differing advancement levels.

- Determine guidelines and a certification process for the Executive Human Capital Leaders in Education (eHCLE) program.
- Streamline the recertification process for the Professional Human Capital Leaders in Education (pHCLE) program.
- Introduce additional professional development opportunities for the growth and development of the certification program.
- Develop a communication document for internal/external communication of HCLE.