



AASPA EXECUTIVE BOARD MEETING  
Detroit, Michigan  
October 16, 2006

## Strategic Planning

1. Professional Development Goals
  - a. Develop and conduct ongoing “balanced” professional development offerings for new and veteran members.
  - b. Examine the feasibility of developing a certification/HR credentialing/academy program.
2. Membership Goals
  - a. Increase membership by working closely with the National Office in developing strategies that attract and retain individuals interested in membership with AASPA.
  - b. Develop a network of contacts that encourages affiliates to work with AASPA to promote activities and interaction; and identify opportunities for AASPA leadership to interact with and support affiliate activities.
  - c. Create a more effective website.
3. National Goal
  - a. To create a greater presence with and to foster credibility among national agencies, organizations and governmental bodies to promote AASPA goals and objectives.



# AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

## PROFESSIONAL DEVELOPMENT GOAL:

**GOAL A:** Develop and conduct ongoing “balanced” professional development offerings for new and veteran members.

**VISION STATEMENT:** To become the international school personnel association of choice through quality services and leadership.

**MISSION STATEMENT:** The AASPA provides leadership in promoting effective human resource practices within education through professional development activities and a broad-based resource network.

Primary Strategies	Primary Accountability	Key Milestones and Dates	Resources Required	Success Indicator
1. Implement a comprehensive needs assessment every two years, and periodic assessments as needed	National Office, Professional Development Committee	Continuous		Completion of the survey
2. Hire a staff member to coordinate activities	National Office	Completed		Staff member hired
3. Develop a professional development schedule one-year out and publicize it	National Office	Completed		Published schedule on the web
4. Utilize electronic communication and other mediums to educate members	National Office	Continuous		Annual report to the Board
5. Maintain flexibility to modify or add new programs in response to current needs on time-sensitive topics of national/regional/provincial interest	Board, Executive Director, Professional Development Committee	Continuous		Report changes to the Board



# AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

## PROFESSIONAL DEVELOPMENT GOAL:

**GOAL B:** Examine the feasibility of developing a certification/HR credentialing/academy program.

**VISION STATEMENT:** To become the international school personnel association of choice through quality services and leadership.

**MISSION STATEMENT:** The AASPA provides leadership in promoting effective human resource practices within education through professional development activities and a broad-based resource network.

<b>Primary Strategies</b>	<b>Primary Accountability</b>	<b>Key Milestones and Dates</b>	<b>Resources Required</b>	<b>Success Indicator</b>
1. Complete member survey to determine interest	National Office	Completed		Survey data report to Board
2. Appoint task force to examine topic and process	President, National Office	In Progress		Board approval
3. Committee provide recommendation to board	Task Force	July, 2007		Recommendation submitted to Board



# AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

## MEMBERSHIP GOAL:

**GOAL A:** Increase membership by working closely with the National Office in developing strategies that attract and retain individuals interested in membership with AASPA.

**VISION STATEMENT:** To become the international school personnel association of choice through quality services and leadership.

**MISSION STATEMENT:** The AASPA provides leadership in promoting effective human resource practices within education through professional development activities and a broad-based resource network.

Primary Strategies	Primary Accountability	Key Milestones and Dates	Resources Required	Success Indicator
1. Create a yearly marketing plan	National office, Membership Committee	Continuous		Plan completed and presented to the board
2. Review, revise, and update the Membership Recruitment Resource Manual annually as a part of the strategic plan review	Membership Committee with support from the Membership Specialist at the National Office	Continuous on an annual basis		Resource manual submitted to the board on an annual basis
3. Target & identify new markets	National Office	In Progress		Annual report to the board
4. Foster relationships with other professional organizations on national and regional basis	National Office	In Progress		Annual report to the board
5. Evaluate who joins and leaves AASPA and why	National office, Region Reps, Membership Committee	January, 2007		Creation of the survey document
6. Create web-based new member orientation program	National Office	October, 2007		Completion of the web-based program
7. Develop member-to-member contact system	National office, Region Reps, Membership Committee	October, 2007		Completion of the Card



# AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

## MEMBERSHIP GOAL:

**GOAL B:** Develop a network of contacts that encourages affiliates to work with AASPA to promote activities and interaction; and identify opportunities for AASPA leadership to interact with and support affiliate activities.

**VISION STATEMENT:** To become the international school personnel association of choice through quality services and leadership.

**MISSION STATEMENT:** The AASPA provides leadership in promoting effective human resource practices within education through professional development activities and a broad-based resource network.

Primary Strategies	Primary Accountability	Key Milestones and Dates	Resources Required	Success Indicator
1. Identify current membership contacts for every state/province	National Office	Continuous		List sent annually to the board
2. Contact each state membership contact to identify at least 6 other contacts for their state	Region Reps	Annually at the July Board Meeting		Report submitted to the national office
3. Report to the national office the state/provincial contacts for the network	Region Reps	Annual at the July Board Meeting		Report submitted to the national office
4. Region Reps will attend state affiliate meeting as possible	Region Reps	Continuous	\$18,000 in 06-07 Budget	Report to the national office



# AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

## MEMBERSHIP GOAL:

**GOAL C:** Create a more effective website.

**VISION STATEMENT:** To become the international school personnel association of choice through quality services and leadership.

**MISSION STATEMENT:** The AASPA provides leadership in promoting effective human resource practices within education through professional development activities and a broad-based resource network.

Primary Strategies	Primary Accountability	Key Milestones and Dates	Resources Required	Success Indicator
1. Board recommendation to develop new website design	National Office	Completed		Board Action
2. Select design company	National Office	Completed		Contract presented to Board
3. Create plan design and architecture by working with selected company	National Office	In Progress		Plan Reported to the Board
4. Incorporate e-commerce features for increased ease of registration for memberships and services	National Office	In Progress		Completion of E-Commerce section of the Website
5. Launch new site	National Office	January 2007		Site going live



# AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

## NATIONAL GOAL:

**GOAL:** To create a greater presence with and to foster credibility among national agencies, organizations and governmental bodies to promote AASPA goals and objectives.

**VISION STATEMENT:** To become the international school personnel association of choice through quality services and leadership.

**MISSION STATEMENT:** The AASPA provides leadership in promoting effective human resource practices within education through professional development activities and a broad-based resource network.

Primary Strategies	Primary Accountability	Key Milestones and Dates	Resources Required	Success Indicator
1. Identify agencies and organizations with common or related goals and objectives	National Office	Continuous		Annual Report to the Board
2. Cultivate collaborative relationships with those identified groups	National Office	Continuous		Annual Report to the Board
3. Identify significant legislative and/or critical issues that need to be addressed with other collaborative national/international organizations	Legislative and Governmental Committee	Annually at the July Board Meeting		Committee Report Submitted to the Board
4. Develop a media/marketing plan that promotes AASPA with other organizations	National Office	Continuous		Annual Report to the Board