



Strategic Plan 2018-2021

The National Association of Elementary Schools Principals (NAESP) is guided by its mission “to lead in the advocacy and support for elementary and middle level principals and other education leaders in their commitment to all children.” This mission has informed the development and implementation of NAESP’s 2018-2021 Strategic Plan, uniting the following key areas of focus:

ADVOCACY

- GOAL 1:** Strengthen NAESP’s brand and presence on Capitol Hill, with the U.S. Department of Education, and with the Administration.
- GOAL 2:** Increase NAESP members’ engagement in advocacy.
- GOAL 3:** Bolster NAESP’s standing as a thought leader in the field.
- GOAL 4:** Broaden NAESP member’s impact on local and state policies.

PROFESSIONAL LEARNING

- GOAL 1:** Provide high-quality professional learning aligned with PSEL Standards and the needs of all membership categories and expertise levels.
- GOAL 2:** Expand and strengthen professional learning initiatives to promote and strengthen principal leadership and development.
- GOAL 3:** Create and establish a Pre-K–8 National Principal Credential Program.

AWARDS, RECOGNITIONS, & STUDENT PROGRAMS

- GOAL 1:** Increase awards and recognition programs offered by NAESP.
- GOAL 2:** Strengthen current awards programs.
- GOAL 3:** Employ best practices in marketing and recruitment in order to increase participation in all student programs.



ORGANIZATIONAL

MEMBERSHIP

- GOAL 1:** Enhance membership value, resulting in Association growth and long-term sustainability
- GOAL 2:** Grow the number of partnerships that will support the work of NAESP members and increase NAESP’s non-dues revenue.

GOVERNANCE

- GOAL 1:** Employ governance best practices to support the mission of the Association.
- GOAL 2:** Expand and strengthen NAESP volunteer engagement and leadership opportunities available, creating a culture that welcomes member participation.
- GOAL 3:** Use resources strategically and maintain financial stability.

COMMUNICATIONS

- GOAL 1:** Strengthen branding and hone NAESP’s positioning on priority issues.
- GOAL 2:** Position NAESP as a thought leader on key areas of focus.
- GOAL 3:** Reposition and develop new resources to enhance membership experience.
- GOAL 4:** Increase NAESP’s multimedia footprint to increase engagement, promote the membership experience, and disseminate information on key topics.