

STRATEGIC PLAN

JULY 1, 2006—JUNE 30, 2008

Goal I: Ensure the continuing national viability of the Association by increasing member acquisition and retention.

Objective 1: Recruit 7,000 new members by end of FY 2007 and 7,500 new members by end of FY 2008.

Objective 2: Increase member retention to 79.5% by end of FY 2007 and 80.5% by end of FY 2008.

Goal II: Enhance the member experience.

Objective 1: Provide ease of access to NASSP programs, products, and services.

Objective 2: Strengthen customer service in all areas.

Objective 3: Build and facilitate communities of school leaders to foster ongoing, sustainable interaction and engagement among members.

Objective 4: Enable members to customize their member experience.

Goal III: Serve as the preeminent voice for middle and high school leaders.

Objective 1: Promote education policies that enhance leadership, teaching, and learning.

Objective 2: Solidify NASSP's position as the leading organization representing middle and high school leaders.

Objective 3: Inform and influence the direction of the ongoing debate on school reform at the federal level.

Objective 4: Articulate and promote the interests of middle and high school leaders to federal policymakers and decisionmakers and to the media.

Objective 5: Develop and advocate specific middle level messages that relate to the efficacy of middle level education.

Goal IV: Equip middle and high school leaders with knowledge and skills to enhance their performance and advance student learning.

Objective 1: Identify members' needs and provide specific, high-quality, value-added professional programs, products, and services.

Objective 2: Identify and promote current successful practices among middle and high school leaders.

Objective 3: Collaborate with leadership organizations toward improved preparation, development, and readiness of aspiring school leaders.

Goal V: Cultivate and strengthen student leaders.

Objective 1: Redefine the National Association of Student Councils (NASC) to add value, to enable principals and advisers to see benefit to their schools, and to promote membership growth and revenue enhancement.

Objective 2: Expand programs, products, and services of the National Honor Society (NHS) and the National Junior Honor Society (NJHS) to enhance their value and to support the formation of new chapters.

Goal VI: Enhance organizational effectiveness, efficiency, and financial performance.

Objective 1: Develop annual operating budgets for FY 2007 and FY 2008 that provide for 3% of revenue over expenses.

Objective 2: Develop and implement a plan for organization-wide staff development.

Objective 3: Enhance information technology and related management systems.

Objective 4: Provide for an annual audit consistent with accepted standards.

Goal VII: Support and enhance a responsive system of governance.

Objective 1: Ensure that the members of the Board of Directors receive information in a timely and efficient manner so they may fulfill their roles and responsibilities.

Objective 2: Ensure ongoing communication, coordination, and collaboration with affiliated state associations.