

STRATEGIC PLAN

July 1, 2008–June 30, 2010



NASSP MISSION STATEMENT

The National Association of Secondary School Principals—the preeminent organization and the national voice for middle level and high school principals, assistant principals, and aspiring school leaders—provides its members with the professional resources to serve as visionary leaders.

NASSP promotes the intellectual growth, academic achievement, character development, leadership development, and physical well-being of youth through its programs and student leadership services. NASSP sponsors the National Honor Society™, the National Junior Honor Society®, and the National Association of Student Councils™.

Goal I: Increase the membership of NASSP

*Objective 1: Increase recruitment of new members by:

	FY09	FY10
A. Direct Members	3,000	2,500
B. Indirect Members	4,500	3,500
C. Total	7,500	6,000

*Objective 2: Increase retention of current members to:

	FY09	FY10
A. Direct Members	78% = 7,912	73% = 6,733
B. Indirect Members	81% = 17,253	82% = 17,263
C. Total Retention	80% = 25,165	79% = 23,996

Objective 3: Increase the diversity of NASSP membership:

- A. Percentage increase to be determined upon establishment of baseline data by October 2008.
- B. Comprehensive recruitment plan to be developed by January 2009.

*Objective 4: Increase membership in student programs

	FY09	FY10
A. NHS	17,000	16,300
B. NJHS	8,250	7,700
C. NEHS	1,000	900
D. NASC	11,350	9,200

*Revised by Board of Directors, July 2009.

Goal II: Enhance leadership growth opportunities for middle level and high school principals and assistant principals using a variety of media

Objective 1: Increase the number of middle level leaders participating in and/or using NASSP programs and resources as evidenced in detailed quarterly reports.

Objective 2: Increase the number of high school leaders participating in and/or using NASSP programs and resources as evidenced in detailed quarterly reports.

Objective 3: Increase the number of assistant principals participating in and/or using NASSP programs and resources as evidenced in detailed quarterly reports.

Objective 4: Maintain member satisfaction with NASSP resources by achieving a rating of at least 3.0 on a 4.0 scale on regular surveys.

Goal III: Promote education policies that enhance middle level and high school leadership for student success

Objective 1: Inform and influence the development of federal legislation that advances instructional leadership and school reform as evidenced in detailed quarterly reports on congressional activities.

***Objective 2:** Continually engage NASSP members in advocacy as evidenced in detailed quarterly reports.

Goal IV: Expand and enhance student programs and their ability to serve student leaders and advisers

Objective 1: Continue to add value to the National Honor Society as evidenced by increase in sales, participation, scholarship support, and in member satisfaction surveys.

Objective 2: Continue to add value to the National Junior Honor Society as evidenced by increase in sales, participation, and in member satisfaction surveys.

Objective 3: Continue to add value to the National Association of Student Councils as evidenced by increase in sales, participation, and in member satisfaction surveys.

Objective 4: Implement the National Elementary Honor Society (NEHS), in cooperation with the National Association of Elementary School Principals, by July 2008, as an age-appropriate vehicle for recognizing and engaging outstanding elementary students.

Goal V: Enhance financial performance, organizational effectiveness, and governance

***Objective 1:** Ensure a balanced budget for FY 2010.

Objective 2: Ensure that the annual audit reports for FY 2008 and FY 2009 have clean opinions, and the management letters will contain no reportable conditions.

Objective 3: Select and implement a new data management software system to improve organizational efficiency. Selection: January 2009; Implementation: January 2010.

Objective 4: Support the Board's oversight responsibilities for the association, as evidenced in detailed quarterly reports.

Objective 5: Expand engagement with state associations as evidenced in detailed quarterly reports.

Objective 6: Increase visibility of NASSP to an average of 20 references per month in the media and by invitations to speak within the education community.

Adopted by the NASSP Board of Directors, November 1, 2007.

*Revised by Board of Directors, July 2009.