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| **2019-2024 Virginia Association of Elementary School Principals (VAESP) 5-year Plan**  Mission: VAESP advocates, leads, and supports all PK-8 Virginia Principals and Future Principals to ensure excellence and equity in education for all of Virginia’s students. | | | | |
| Vision: A Voice for Principals #VAPrinciPALS | | | | |
| **Objectives** | | | | |
| **Professional Network** | **Advocacy** | **Leadership** | **Support** | **Organizational** |
| **Initiatives** | | | | |
| * Provide opportunities for professional networking using social media, conferences, workshops, and zone meetings * Develop comprehensive Zone Networks * Increase attendance at Zone Meetings (use of mixed media including Zoom) | * Increase membership by 5 % for each year * Invite a Virginia Legislator to school by 100% of Board Members * Participation in the Lobby Day in Richmond by 100% of Board Members * Share important state legislative issues with members | * Increase number of nominations of quality candidates for each award * Celebrate and recognize administrators throughout our state using VAESP Social Media and Website * Increase participation of Virginia Administrators at NAESP annual Conference | * Provide high-quality professional learning through annual conference and workshops * Continue to implement Virginia Elementary Mentoring Program (VEMP) * Expand VAESP Retired Principal Ambassador program * Provide annual survey to all VAESP members about services and support provided by VAESP. | * Update VAESP website to increase interactivity and to highlight VAESP accomplishments * Increase non-Dues revenues for VAESP by expanding number of corporate partners and leasing portions of the building not being used * Continue to update VAESP facilities to a professional standard * Provide monthly VAESP communication to all members * Strengthen the VAESP Brand |
| **Performance Indicators** | | | | |
| Increased attendance at Zone meetings, workshops, conferences, #VAESPChat from each previous year. | Increased dues paying membership from each previous year. | Increased number of quality nominations for each award every year. | Satisfaction score of 80 percent or higher on new annual VAESP Survey | Increase non-dues revenue from each previous year. |