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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
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| **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.  |