



# Strategic Plan 2017-2022

The North Carolina Alliance of School Leadership Development (NCASLD) received its 501(c)(3) status in February of 2015 and has focused on the key startup activities needed to establish a series of professional development opportunities for school executives and seek funding to support them. In 2017, the leadership team reviewed how the organization has grown and improved since its formation, its current status in meeting the needs of North Carolina’s school leaders, and the next steps needed to improve the organization’s capacity to become the provider of choice for professional development of school executives. Goals, objectives, and measurable outcomes associated with increasing the capacity of the organization are delineated in the strategic plan that follows, which was formally adopted by the NCASLD Board of Directors on August 14, 2017.

This plan will serve as a guide for the leadership team, board and contractors as they move the organization forward in meeting the needs of school leaders across North Carolina. In implementing this plan, NCASLD will leverage partnerships with the State Board of Education (SBE), the NC Department of Public Instruction, the North Carolina Business Committee for Education, the NC Friday Institute for Educational Innovation, various institutions associated with the University of North Carolina System, and Regional Education Service Agencies (RESAs).

The leadership team and Board of Directors are committed to periodically reviewing this strategic plan to determine the status of the goals and strategies and updating the plan as needed to ensure the continued growth and viability of the organization.

## Vision

---

Our vision is to equip school leaders to transform North Carolina’s public school system into one of the academically highest-achieving in the world.

## Mission

---

Our mission is to grow leadership capacity among practicing school leaders through programs that are aligned to the research-based NC and national performance evaluation standards and competencies for highly effective school leadership.

## Values

---

NCASLD adheres to five key values, which influence all aspects of our work:

*Integrity*

We are dedicated to achieving public school excellence using a strong, moral, honest, fair, and trustworthy approach to ensuring every child has the needed opportunities to learn and excel.

#### *Excellence*

We strive for excellence in our provision of high quality leadership development programs for school executives.

#### *Collaboration*

We actively seek to collaborate with partners who share our mission of developing and supporting outstanding school leaders in North Carolina.

#### *Effectiveness*

Our professional development programs emphasize leadership skills and competencies that have been proven effective.

#### *Achievement*

We strive to develop school leaders who can transform schools so that all students are high achieving.

## Goals

---

NCASLD has established the following strategic goals for 2017-2022.

*Goal 1: Identify funding sources to launch and support additional professional development opportunities.*

#### Objectives

- 1.1 Retain existing funding that is renewable for current programming.
- 1.2 Secure new funding for new or expanded programming.

#### Measurable Outcomes

- 1.1 100% of our existing funders with ongoing funding availability will renew or extend our program funding by June 2018.
- 1.2 Annually, we will seek opportunities for new and additional programming by submitting grant and/or contract proposals to support such programming.

*Goal 2: Provide effective, valuable professional development for school leaders.*

### Objectives

- 2.1 Seek participant feedback to help evaluate each program.
- 2.2 Seek independent evaluation of programs as needed or required.

### Measurable Outcomes

- 2.1a At least 90% of participant responses on feedback surveys for each professional development program will indicate our training is effective and valued.
- 2.1b Participant feedback surveys for each professional development program will provide direction for continued improvement.
- 2.2 Independent evaluation of any professional development program will indicate our training is valuable and effective.

*Goal 3: Utilize stratified participation to ensure professional development opportunities for school leaders are provided across all geographic areas of North Carolina.*

### Objectives

- 3.1 Provide equitable opportunities for participation in professional development across North Carolina.

### Measurable Outcomes

- 3.1a Participation in professional development opportunities for school leaders is evenly distributed across all geographic areas.
- 3.1b Programming services are available in 90 or more of the 100 counties in North Carolina.

*Goal 4: Grow the organization's capacity to meet the future needs of North Carolina school leaders.*

### Objectives

- 4.1 Staffing will be adequate to provide needed professional development programming.
- 4.2 Contractors will be secured as needed to supplement staffing in program delivery.

### Measurable Outcomes

- 4.1a The leadership team will develop a budget for each program annually.
- 4.1b The leadership team will conduct an annual staffing analysis for each program.

- 4.2 The board will hold annual discussions related to needed staffing and contractor support and take needed actions to ensure effective delivery of programs.

## Next Steps

---

This strategic plan reflects the goals and objectives that the NCASLD Board of Directors and leadership team believe are important for moving the organization forward as it works to support and enhance professional development of public school leaders in North Carolina. This plan has been developed to guide next steps for the organization to ensure it maintains its stated mission and focus in facilitating and delivering the high quality professional development that school administrators across the state need and deserve. The NCASLD Board of Directors periodically will review this strategic plan to determine the status of our objectives and desired outcomes and to update the plan as needed to ensure the continued growth and viability of this organization as it strives to serve the state's school administrators by enabling them to become the visionary leaders who are ensuring student success.

*Approved by NCASLD Board of Directors 8-14-2017*