

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 VA Principals #VAPrincipALS

Strategic Goals

Professional Network	Advocacy	Leadership	Support	Organizational
Initiatives				
<ul style="list-style-type: none"> • Provide opportunities for professional networking using social media, conferences, workshops, and zone meetings • Develop comprehensive Zone Networks to include Zone contacts from each school division • Increase attendance at Zone Meetings (use of mixed media including Zoom) 	<ul style="list-style-type: none"> • Increase membership by 2% each year • 95% of Board members will invite a Virginia Legislator to visit a school. • 95% of Board members will participate in the Richmond Lobby Day • Engage all members on legislative issues to solicit their input. • Voice state legislative issues with members 	<ul style="list-style-type: none"> • Increase number of nominations of quality candidates for each award • Celebrate and recognize educational leaders throughout our state using VAESP Social Media and Website • Increase participation of Virginia Administrators at NAESP annual Conference 	<ul style="list-style-type: none"> • Provide high-quality professional learning through annual conference and workshops • 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. 	<ul style="list-style-type: none"> • Update VAESP website to increase visits, interactivity and highlights of VAESP accomplishments • Expand number of corporative partners and to sublease office space to increase non-dues revenues for VAESP • Update VAESP facilities to a professional standard • Provide monthly VAESP communication to all members • Share and showcase the VAESP Brand
Expected Outcomes				
Increased attendance at Zone meetings, workshops, conferences, #VAESPChat from each previous year.	Increased membership of 2% each 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. Increase number of website visits