



## **MAEMSP Strategic Plan 2011-2014**

### **VISION—**

Your PRINCIPAL Link to Leading and Learning

### **MISSION—**

The Mission of the MAEMSP is to strengthen student achievement by building and engaging a trusting and involved community.

### **GOALS:**

- A. MAEMSP will recruit, mentor and maintain aspiring, practicing and retired administrators.**
- B. MAEMSP will promote and facilitate quality professional development.**
- C. MAEMSP will maintain recognition as an authority in children's educational issues and continue to be an actively involved state and federal voice.**
- D. MAEMSP will build positive relationships with the entire learning community—i.e. students, parents, school personnel community groups, businesses, and all other members of the community.**
- E. MAEMSP will promote safe and secure schools that foster success of the Whole Child.**

**Goal A: MAEMSP will recruit, mentor, and maintain aspiring, practicing and retired administrators.**

**Action Steps:**

1. Recruit membership from current principals by:

- \*Contact public and private school principals
- \*Recruitment letters
  - Mailed with dues statements involving clerks
  - Leader Link* inserts
- \*Personal contacts
  - Regional directors
  - State Representatives
- \*Learning Opportunities
  - MCEL
  - Montana Educators' Summer Institute
  - SAM Summer Institute
- \*Unified membership opportunities and benefits
- \*Active state and national website
- \*State Conferences with quality speakers
- \*Encourage Superintendents and boards to pay dues and allow principals to attend regional and state conferences
- \*Involving superintendents in regional meetings and state conference

Responsible Parties: Regional Directors, coordinated by State Rep

Indicators of Success: Maintaining and increasing membership with national recognition.

2. Recruit Aspiring Principals by:

- \*Making contact with candidates via emails twice each year asking for names from our current membership
  - \*Working with universities on Aspiring Administrators' Workshops in MAEMSP
  - \*Have MAEMSP principals be guest speakers for administrative courses at colleges/universities
  - \*Modifying dues for aspiring principals
  - \*Providing sectionals at state conference
  - \*Having practice interviews, job descriptions, résumé assistance at Aspiring Administrators' workshops and Winter Conference.
  - \*Encouraging current members to bring Aspiring Principals to meetings and conferences
  - \*Encouraging attendance at Pre-Conferences by reducing registration fees
  - \*Recognizing Aspiring Principals with reserved seating at Conference Table
  - \*Providing administrative packets
  - \*Make scholarships or honorariums available to current principals for mentoring aspiring principals
- \* Regional directors see that each of their regions sponsor an aspiring administrator

Responsible Parties: Regional Directors

Indicators of Success: Each region has one or more aspiring administrator.

3. Retaining member principals currently in practice by:

- \*Maintaining a formal mentoring program
- \*Facilitate networking opportunities throughout the year through Blogs, Pod Casts, and regional contacts
- \*Legislate benefits for longevity of service
- \*Continue to recognize veteran members through association pins, awards, honors, etc.
- \*Publish salary/benefits schedules and survey results as applicable
- \*Encourage involvement in regional officer positions
- \*Provide membership letters
- \*Promote involvement through Traveling Shows
- \*Make regional meetings be of value - Use a “hot topic” list and find presenters to address topics
- \*Use Vision Net, Skype, Face Time, Google Hangout etc. to involve principals in meetings in order to reduce travel time, expenses, and principal time from job

Responsible Parties: Regional Directors and State Rep with SAM office assistance

Indicators of Success: Maintain and enhance membership numbers with national recognition

4. Promote the image of the principalship by:

- \*Positive media attention showing the reality/benefits of the job
- \*Quality conference speakers who address the principalship
- \*Publicly share the research that shows how strong leadership leads to student achievement
- \*Create a media packet that is in all major city papers during National Education Week/National Principals’ Week honoring principals and what they do
- \*Continue to serve the association by advocating for the needs of salaries and benefits
- \*State awards nomination process needs to involve more entities, such as, teaching staff, school boards, community members, PTAs etc. This is in addition to current administrators

Responsible Parties: Officers of the association

Indicators of Success: Leader Link, feedback from conference evaluations, feedback from professional development survey, press release post cards offered at conference, Montana Learning First Alliance

5. Support School Districts in finding quality principals by:

- \*Providing sample interview questions
- \*Assisting districts with writing job descriptions
- \*Post principal job openings

Responsible Parties: Conference planner (MAEMSP 1<sup>st</sup> VP) with assistance from SAM office

Indicators of Success: Strand at state conference, tracking aspiring administrators who obtain active administrative jobs

6. Provide opportunities for continued involvement of retired principals by:

- \* Honoring them at Conferences with special recognition
- \* Offering exit survey of their reflections on the job
- \* Involving them as a resource for meeting current administrative challenges
- \* Regionally - Invite to meetings especially for a question/answer sessions to help all
- \* Pay for membership or conference fee as an enticement to mentor a beginning principal
- \* Encourage retired members to be bloggers on new MAEMSP blog.

Responsible Parties: State Rep, Regional Directors, SAM Board Reps

Indicators of Success: Maintaining retired administrators' membership

**Goal B: MAEMSP will promote and facilitate quality professional development.**

**Action Steps:**

1. Coordinate professional development with other affiliates by:

- \* Scheduling an annual meeting with MASSP representatives by region
- \* Providing CSPD, RESA and OPI professional development opportunities through links for members

Responsible Parties: Regional Directors with support from MAEMSP and MASSP boards.

Indicators of Success: Attendance/Participation in trainings , Qualifying for OPI Renewal Units, Evaluation - Participant's reactions on satisfaction and Participant's learning (skill or knowledge gained)

2. Coordinate professional development within MAEMSP regions by:

- \* Inviting CSPD and RESA to a regional meeting
- \* Holding a Fall organizational meeting for regional directors to coordinate and share professional development and meetings
- \* Emailing and communicating professional development opportunities through MAEMSP office to regional directors

Responsible Parties: MAEMSP Board and SAM office

Indicators of Success: Attendance, Create and publish an educational calendar of events for all MAEMSP members

3. Use existing tools to provide professional development information to principals by:

- \* Sending an initial paper AND an electronic mailing reminder of the SAM website information and services to all MAEMSP members with the membership card mailing. Services to include:
  - accessing the Leader Link Hot Topics
  - facilitating how to access the list-serve
  - facilitating how to find professional development opportunities on the SAM website
  - facilitating how to complete surveys on-line
  - facilitating how to link to NAESP websites
  - blogs
- \* Publishing any trainings bi-monthly in the Leader Link and on the List-serve
- \* Encouraging any principal seeking information about presenters or topics to advertise his/her needs on the List-serve
- \* Selecting a pertinent topic each month and publish ideas/resources for addressing this topic in the Leader Link. (Topics will be derived from the spring needs assessment and assigned to a Board member at the beginning of the year.)
- \* Providing a personal contact, either a phone call or in person, to each principal. This expands the role of the regional directors

Responsible Parties: Principals, Regional Directors, MAEMSP board and SAM office

Indicators of Success: Survey, professional development, blog participation, Membership

4. Provide current research-based in-service for principals on successful strategies for Instructional Leadership by:

- \* Utilizing SAM needs assessment to determine the most-needed topics related to instructional leadership. Share the spring needs assessment results with regional directors and publish this information in the *Leader Link*. Using these results, utilize action-planning to provide focused training on these topics at state and regional meetings
- \* Offering quality professional development opportunities through state and national conferences and regional meetings

\* Providing an on-line clearing-house of professional development speakers, announcing the offerings across the state in order that others may participate or schedule the same presenter

Responsible Parties: Principals, Regional Directors, MAEMSP board and SAM office

Indicators of Success: Needs assessment participation, Meeting attendance, Qualifying for OPI Renewal Units, Evaluation of satisfaction and skill/knowledge gained

**Goal C: MAEMSP will maintain recognition as an authority in children’s educational issues and continue to be an actively involved state and national voice.**

**Action Steps:**

1. Develop opportunities for members to identify issues to be addressed through the Delegate Assembly process by: (It is recommended that MAEMSP’s rep to the SAM Board be the MAEMSP Delegate Assembly chairperson)

- \* Connecting to the NAESP Resolutions processes
- \* Communication & coordination with the National Zone VII representative to the committee
- \* Facilitating web-based “brain-trust” meeting with Delegates (TBA)

Responsible Parties: SAM Board Rep, Regional Directors, Federal Relations Director, SAM Delegates, Past President, SAM Executive Director, State Representative

Indicators of Success: Have 10 delegates at Delegate Assembly, Ten delegates will meet at least one time to prepare for Delegate Assembly, Federal Relations Director will share pertinent information from Zone VII and NAESP.

2. MAEMSP will be an active advocate for children’s educational issues before, during and after each state and federal legislative and congressional session through:

- \* Regional training and advocacy
- \* Website enhancement
- \* Links, articles, podcasts, blogs, etc.
- \* Conducting a cyber-café at MAEMSP Conference
- \* Increasing awareness of Legislative Action Center on NAESP website. Put link to this on SAM website.
- \* Post cards to note personal stories to take to D.C. and share

Responsible Parties: SAM Board, SAM Executive Director, Federal Relations Coordinator, Conference Planner, Regional Directors, Past President

Indicators of Success: Build in time at State Conference for legislative discussions, writing postcards and sending e-mails to legislators. Each Region would have a legislator visit at least one meeting.

3. MAEMSP supports and encourages members to engage in meaningful involvement in promoting quality education through:

\* Involvement examples: PTA, TRS, MQEC, Montana Educators' Forum, MT Learning First Alliance, regional/state legislative forums, community educational foundations, Student Mock Elections, etc.

\* Activity examples to include: each region select a members to represent them at regional and statewide meetings such as Board of Public Education, TRS, Educators Forum, Stand Up for Education, etc. Volunteer to participate on state task forces and committees

Responsible Parties: MAEMSP Board Members, Legislative Contacts, Regional Directors, SAM Executive Director

Indicators of Success: Attendance at all meetings referenced above.

4. MAEMSP is proactive in recruiting, encouraging and supporting pro-education candidates in local, state and federal elections by:

\* Encouraging voter turnout within state and local policies and laws

\* Assisting with telephone calling and e-mailing as requested

\* Joining and supporting key organizations that are involved with local and state political activities

\* Being willing to financially support good candidates who are considering running for office

\* Allow them to post yard signs on your personal property, etc.

\* Having Regional Directors provide a shadow for every Montana legislator

\* Having Regional directors lead their region in developing and implementing a plan to promote community political awareness

\* Having the Executive Director provide timely "State of Education" addresses to administrator through webinars

\* Having the Federal Relations Director structure incentives to ensure administrators have a political voice

Responsible Parties: Regional Directors, SAM Executive Director, Regional Legislative Contacts, Federal Relations Director

Indicators of Success: Each Region will have a Regional Legislative Contact who will match legislators with members. Have webinars about legislative issues on SAM website.

Goal D: **MAEMSP will build positive relationships with the entire learning community—i.e. students, parents, school personnel, community individuals and groups, and businesses.**

**Action Steps:**

1. MAEMSP will promote the vision and mission of the organization by:
  - \* Developing promotional materials such as poster, banners, website, logo printed materials and shirts stating the vision
  - \* Orientating Board Members
  - \* Conducting an organizational meeting of Regional Directors
  - \* Individual Regional Directors continue to build understanding and awareness within their regions
  - \* Vision and Mission could be in regional “email” as part of signature
  - \* Distributing vision and mission at regional meetings
  - \* Survey members via Survey Monkey on issues involving MAEMSP vision and mission

Responsible Parties: MAEMSP Board, SAM office

Indicators of Success: State Rep at national convention with banners present, letterhead, webpage, shirts, sharing at regional meetings.

2. Share vision and mission with superintendents, other affiliates, and stakeholders by:
  - \* Using vision and mission as foundation for all MAEMSP related activities
  - \* Invite panel of high-level Montana business CEO’s as well as leading educators, politicians, etc. to state conference

Responsible Parties: SAM Reps

Indicators of Success: Attending SAM meetings and sharing, MCEL booth, visiting other affiliate meetings

3. Create ownership in MAEMSP’s vision and mission to actively engage members by:
  - \* Using the vision and mission, goals and action steps, to create annual needs assessment for member feedback.
  - \* Developing services using feedback
  - \* Communicating the relationship between member feedback and provided services
  - \* Encourage sub-groups within regions to hold coffee klatches and small informational meetings

- \* Provide free administrative Apps for i-Pad's and i-Phones. For example- teacher and staff evaluation App

Responsible Parties: MAEMSP members

Indicators of Success: Growth in regional meetings, SAM needs assessment, Membership numbers

4. Develop a list of strategies to promote a favorable perception of our schools and:

- \* Repeat cycle on yearly basis
- \* Fall Regional meetings to be shared at Oct. Board Meeting and placed on the MAEMSP website for dissemination

Responsible Parties: Regional directors

Indicators of Success: Sharing of regional meeting ideas, blogs & documents like google.docs, *Leader Link*

5. Form partnerships with local businesses, service organization and elected officials through such activities as:

- \* Principal for a Day
- \* Read Aloud Day
- \* Lunch and Learn
- \* Coffee with the Principal
- \* Shadow a Legislator

Responsible Parties: MAEMSP members

Indicators of Success: Regional directors reporting back, sharing ideas and sending out to all members.

Goal E: **MAEMSP will provide safe and secure schools that will promote success of the Whole Child**

**Action Steps:**

1. Partner with recognized research-based programs that address current issues (safety, academic, social, health, etc.) and:

Responsible Parties: Survey creation, blending in with SAM Professional Development survey: Western Region MAEMSP leaders with input from all MAEMSP leaders before survey is sent to membership. Survey will be emailed to membership prior to winter conference.

Indicators of Success: Based on the needs survey, a link will be made available on the SAM website that provides information about trainings, research based programs, and webinars available. The blog may also be utilized to post questions by members and

provide opportunities for principals to share what is being used in their buildings as well as the success of programs being used.

Collaboration with Montana Office of Public Instruction (OPI) as per administrative training opportunities statewide. Principals serving on state OPI committees.

Collaboration with National Organizations (NAESP & AASA) as per best practices research websites. A NAESP/AASA book (pamphlet) and/or( list) of current websites (or books) could be provided to all Montana principals.

2. Provide information through training/workshops/webinars/links by:

\*Sharing resources for best practices seeking input by members and national organization.

Responsible Parties: MAEMSP Board members

Indicators of Success: Based on the needs survey, a link will be made available on the SAM website that provides information about trainings, research based programs, and webinars available. The blog may also be utilized to post questions by members and provide opportunities for principals to share what is being used in their buildings as well as the success of programs being used.