

AWSP Strategic Plan Update 2010-2013

GOAL 1: Advocacy

AWSP, and its members, will be a leading voice on statewide, K-12 education issues, including principal leadership to support student learning.

Target Objectives:

1. Assist members in understanding and engaging in the policymaking process, as it applies to the Legislature and other educational agencies and organizations.
2. Strengthen the AWSP legislative team's communications with state and federal legislators, policymakers, and other educational stakeholder groups.
3. Develop and communicate an annual legislative platform.
4. Provide members with current information from the Legislature, federal and state agencies and other educational stakeholders.

GOAL 2: Principal Leadership

AWSP will be the preferred provider of professional learning opportunities for all members.

Target Objectives:

1. Collaborate with education partners on ways to provide leadership development opportunities to members in all schools and districts. Market offerings to district level leadership.
2. Expand the coaching/mentoring program to assist members at all professional levels.
3. Use emerging technologies to provide members with alternative means of delivering professional development programming.
4. Lead the K-12 community in providing leadership development programs on the transformation of schools.
5. Provide increased support to interns and new principals involved in the principal certification process.
6. Expand professional development programs to include additional audiences.

GOAL 3: Member Services

AWSP will be the leading resource for members in need of individualized support.

Target Objectives:

1. Enhance member awareness of legal services to assist with potential professional responsibilities and rights issues.
2. Ensure high satisfaction of all members who take advantage of individualized support.
3. Expand the coaching/mentoring program to assist members at all professional levels.
4. Develop and maintain partnerships with organizations to maximize services available to members.
5. Initiate personal contact with new members and members in difficult situations.
6. Contribute to the development of principal and teacher evaluation protocol, consistent with 6696.

GOAL 4: Diversity and Cultural Competence

AWSP will provide school principals with resources to increase cultural competency through self-awareness, knowledge and skills to help increase student achievement for all learners.

Target Objectives:

1. Provide professional development through a cultural competency lens that will directly impact instruction and environment in order to increase student achievement.
2. Analyze data trends of difficult ethnic and social groups to determine needs and relevancy of the work.
3. Increase accountability and urgency of embedding cultural competence in our daily work and how it impacts student learning.
4. Infuse the topic of cultural competence into pre-service and in-service training for principals.

GOAL 5: Student Leadership

AWSP, through its foundation, will provide high quality student leadership programs that impact/support and increase the academic and social success of all students.

Target Objectives:

1. Utilize student leadership strategies (RSVP) to improve school climate.
2. Broaden student leadership programs to include K-12 opportunities.
3. Expand student leadership opportunities with an emphasis on underserved populations.
4. Develop/invest in future leaders.

GOAL 6: Learning Centers

AWSP, through its foundation, will continue as national leaders in providing unique, high quality, residential learning laboratories.

Target Objectives:

1. Collaborate with other outdoor educational facilities, programs, businesses and agencies to promote the value of residential outdoor education in meeting State Learning Goals 1-4.
2. With an emphasis on environmental studies, increase Science-Technology-Engineering & Math content and delivery, and application to all students.
3. Make available excellent residential settings for enhancing student leadership development.
4. Offer a modeling of healthy lifestyles through physical activities in the out-of-doors.
5. Provide, through a retreat setting, for the development of social, relational, and conflict management skills that are needed in community settings.
6. Present the opportunity for all audiences to learn in an affordable retreat setting.

Goal 7: Communications

AWSP will be the premier source for information and resources supporting members' work in the principalship.

Target Objectives:

1. Enhance member awareness of AWSP benefits, services and opportunities.
2. Provide a variety of communication venues for members to connect with one another and share ideas.
3. Improve the AWSP website and raise its profile as the preferred online resource for members.