**Vision:** AASPA will be the school human resources association of choice.

**Mission**
Provide every member with services, resources and information vital to successful school human resource practices in the interest of students.

**Professional Development**
Be the premier source for high-quality professional development for HR leaders in schools.

**Advocacy**
Be the recognized advocate regarding the practice and profession of PK-12 human resources.

**Organization**
Optimize the organizational culture, structure and resources to achieve growth and long-term sustainability.

**Membership**
Enhance membership value, resulting in Association growth and long-term sustainability.

**Vision: AASPA will be the school human resources association of choice.**

(1): Be the resource of choice on school HR for federal government advocacy.
(2): Build advocacy support to state affiliates to help influence state-level policies affecting school HR.
(3): Elevate the voice and influence of individual school leaders in public policy.

(1): Strengthen internal and external stakeholder relationships and involvement.
(2): Enhance online services to create a valuable user experience.
(3): Provide and support learning opportunities for the AASPA staff in areas of school HR as well as personal professional growth to better serve the association.
(4): Expand organizational financial stewardship.

(1): Provide quality professional development aligned with the Human Capital Leaders in Education (HCLE) standards.
(2): HCLE will be recognized as the pre-eminent PK-12 HR certification.
(3): Expand the delivery of engaging, relevant professional learning experiences through a variety of platforms.

(1): Add new member benefits to appeal to target audience.
(2): Increase membership through partnerships with state affiliates.
(3): Design membership renewal process to increase communication and provide efficiency.
(4): Increase participation in committees and other volunteer activities of the association.
Membership: Enhance membership value, resulting in Association growth and long-term sustainability.
Goal 1: Add new member benefits to appeal to target audiences.
Strategies:
• Innovate benefits based on each member’s interests/careers/tasks.
• Build an online system that allows potential members to test-drive membership for a short period before joining.

Goal 2: Increase membership through partnerships with state affiliates.
Strategies:
• Provide incentives for state affiliates to market and promote AASPA to state members.
• Provide incentives for state affiliates who agree to collect AASPA dues.

Goal 3: Design membership renewal process to increase communication and provide efficiency.
Strategies:
• Provide multiple avenues for members to join and renew membership with AASPA in an efficient user-friendly platform.

Goal 4: Increase participation in committees and other volunteer activities of the association.
Strategies:
• Utilize marketing and partnerships to help grow AASPA’s leadership structure.

Organizational Performance: Optimize the organizational culture, structure and resources to achieve growth and long-term sustainability.
Goal 1: Strengthen internal and external stakeholder relationships and involvement.
Strategies:
• Expand relationships with external educational associations.
• Build relationships between AASPA and state affiliates by providing additional opportunities to connect and network; develop affiliate benefits; connect state affiliates for better collaboration.
• Expand AASPA’s Business Partner relations to grow member resources and fiscal commitments.
• Design opportunities to expand the development and diversity of AASPA internal leaders.
• Annually survey membership engagement.

Goal 2: Enhance online services to create a valuable user experience.
Strategies:
• Design and develop AASPA.org to increase effective member communications, incorporate new member benefits and provide a positive end-user experience.
• Expand online bookstore to better align books with HR categories and develop new opportunities to purchase publications.
• Create an interactive professional development page to allow members to access more information.

Goal 3: Provide and support learning opportunities for AASPA staff in areas of school HR as well as personal professional growth to better serve the association.
Strategies:
• Schedule opportunities for staff to annually attend sessions on school HR.
• Hold association memberships for staff in related job functions.

Goal 4: Expand organizational financial stewardship.
Strategies:
• Evaluate all meeting revenue and expenses to determine profitable locations to hold events.
• Broaden revenue streams of publications and advertising thru increased marketing, membership, sales and new developments.
• Build upon the operational fund balance minimum, which covers all operational and organizational expenses for one year including conferences.

Advocacy: Be the recognized advocate regarding the practice and profession of PK-12 human resources.
Goal 1: Be the resource of choice on school HR for federal government advocacy.
Strategies:
• Increase the number of relationships with key legislators, decision makers at the national/federal level.
• Develop, write and distribute original content on school HR issues for internal and external use of members and organizations.

Goal 2: Build advocacy support to state affiliates to help influence state-level policies affecting school HR.
Strategies:
• Develop supportive materials to assist in lobbying at both the state and national level.

Goal 3: Elevate the voice and influence of individual school leaders in public policy.
Strategies:
• Provide easy access to accurate information on important issues and individuals involved in national change in PK-12 human resources.

Professional Development: Be the premier source for high-quality professional development for HR leaders in schools.
Goal 1: Provide quality professional development aligned with the Human Capital Leaders in Education (HCLE) Standards.
Strategies:
• Incorporate HCLE Standards in all professional development events produced by AASPA.

Goal 2: Human Capital Leaders in Education (HCLE) will be recognized as the pre-eminent PK-12 HR certification.
Strategies:
• Provide a variety of opportunities for participation in the HCLE certification program.
• Develop a comprehensive HCLE re-certification process by working with the advisory committee.
• Develop a comprehensive HCLE state endorsement program.

Goal 3: Expand the delivery of engaging, relevant professional learning experiences through a variety of platforms.
Strategies:
• Establish local/regional opportunities for professional development and networking.
• Expand the Annual Conference and regional event opportunities for attendees and sponsors.
• Develop and deliver a variety of virtual professional development opportunities.