

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

- (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.

- (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.

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

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

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

- (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.

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

- (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.

2017 - 2022 AASPA Strategic Plan | Mission and Goals

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.