

STRATEGIC PLAN

2013-16



Strong
leaders,
strong
schools,
strong
students.

The future of Washington state's schools depends on the quality of its leadership. AWSP has adopted the seven goals of this three-year strategic plan to guide its work on behalf of principals and students statewide.

1 Advocacy

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

Areas of Focus

- Utilize the perceptions and experiences of members to inform the AWSP legislation platform and positions.
- Engage members in the policymaking process, as it applies to the Legislature and other education agencies and organizations.
- Provide members with current information from the Legislature, federal and state agencies, and other education stakeholders.

2 Principal Leadership

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

Areas of Focus

- Collaborate with education partners on ways to provide leadership development opportunities to members in all schools and districts.
- Utilize emerging technologies to deliver professional development to members.
- Provide targeted support to future and new principals.
- Broaden professional development programs to include additional audiences.
- Cohost workshops with ESDs.

3 Member Services

AWSP will be the leading resource for members in all areas of the principalship.

Areas of Focus

- Lead the implementation of the AWSP Leadership Framework.
- Partner with NASSP and NAESP to maximize services available to members.
- Provide legal and professional support to members.
- Expand coaching and mentoring services for members.
- Facilitate regional connections of principals to their local leaders and to each other.
- Serve as an external second opinion for situations principals face.

4 Diversity & Equity

AWSP will empower school leaders as catalysts for ensuring accessible and successful learning experiences for every child.

Areas of Focus

- Enhance leaders' effectiveness in demonstrating an equity perspective in meeting all criteria of the AWSP Leadership Framework, with an emphasis on identifying and overcoming barriers to ensure the academic success and well-being of every student.
- Promote research and results-driven leadership strategies to meet the needs of diverse student populations, leveraging the strengths of cultures and languages in our communities.
- Develop culturally responsive leaders who foster schools as affirming and inclusive places for all students and their families.
- Contribute to the development of a diverse principal workforce and AWSP membership involvement.

5 Student Leadership

AWSP will provide student leadership programs that support and increase the academic and social success of all students.

Areas of Focus

- Intentionally connect student leadership to the AWSP Leadership Framework.
- Develop, identify and implement strategies to help members support student voice and engagement to improve school climate and culture.
- Broaden student leadership programs to include elementary opportunities.
- Expand student leadership opportunities with an emphasis on underserved populations.

6 Learning Centers

AWSP will continue as a national leader in providing unique high-quality residential learning laboratories.

Areas of Focus

- Collaborate with other education facilities, programs and agencies to promote the value of residential learning laboratories in meeting state and national learning standards.
- Create and offer academic credit-bearing courses for students.
- Construct more facilities to house additional programs to train teachers in science, technology, engineering and math (STEM) and fitness-related subjects.
- Make available excellent residential settings for enhancing student leadership development.
- Provide programs for the development of social, relational and conflict management skills through a retreat setting.
- Present the opportunity for all audiences to learn in an affordable retreat setting.

7 Communications

AWSP will serve as a primary source of information to support members' work in the principalship.

Areas of Focus

- Enhance member awareness of AWSP benefits, services and professional development opportunities.
- Provide a variety of communication platforms for members to connect with one another and share ideas, information and best practices.
- Ensure the AWSP website is the preferred online professional resource for members.
- Facilitate business partnerships to expand and enhance opportunities for members.

The Association of Washington School Principals (AWSP) is a professional association serving principals, assistant principals and principal interns. Formed in 1972, the Association now includes more than 3,400 members.

Contact us to learn more about AWSP's Strategic Plan and our membership options.



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Supporting principals and the principalship in the education of all students.

On the Cover: Principal Anne Berg, Gilbert Elementary, Yakima PS