

TASPA Strategic Plan

TASPA Vision:

Lead Today. Transform Tomorrow

Mission Statement:

To be a Leader in education by supporting and advocating for our membership and the students they serve

Membership:

- Enhance membership value, resulting in better engagement and association growth for long-term sustainability.

Goals

1. Add new member benefits to appeal to target audiences.
2. Increase membership through partnerships with other state associations.
3. Increase membership engagement through committee participation and association contribution.
4. Design an engagement process for members to communicate and gain resources.

Optimize Organizational Performance Objective & Goals:

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

Goals

1. Evaluate professional development offerings and pricing for events.
2. Develop internal processes to streamline marketing and engagement.
3. Expanding social media platforms to include more community and member engagement.
4. Enhance the business and sponsorship relationships to achieve growth and long-term sustainability.
5. Expand organizational financial stewardship.

Professional Development:

- Be the recognized organization for high-quality, engaging, relevant and timely professional development for PK-12 school personnel administrators.

Goals

1. Develop a virtual professional development program providing timely & relevant material to attendees.
2. Explore professional development add-ons to increase engagement of additional participants at events.
3. Provide quality professional development while ensuring financial responsibility through contracts and processes.
4. Develop professional development to include opportunities for a variety of members.

Advocacy:

- Be the recognized advocate and expert regarding the practice and profession of PK-12 human resource.

Goals

1. Increase the partnerships and broker relationships with other state organizations and key stakeholders to elevate the advocacy of PK-12 HR.
2. Expand association communication related to PK-12 educational policy initiatives both state and national.
3. Provide members with resources and opportunities to influence and advocate in public policy.
4. Increase involvement in the TASPAs advocacy program.