


Arizona School Administrators 2010 Strategic Plan

Executive Summary

 = Key (Priority) Goals

Goal 1: Increase Communication and Collaboration

- Increase member communication with the FORUM and web-conferencing.
- Encourage professional networking and interaction between divisions.
- Expand and diversify membership base

Goal 2: Create New Partnerships with Parent Groups and Other Educational Organizations

- Enhance and expand relationships with parent groups statewide.
- Identify key organizations and develop strategies to collaborate with other educational organizations.

Goal 3: Increase Advocacy for Legislative Issues

- Promote ASA's position on key issues

Goal 4: Increase Public Perception of ASA

- Highlight ASA members and the organization in the media
- Develop community training, explore social networking options, and develop a targeted plan for an ASA marketing video

Goal 5: Develop Quality, Meaningful, Relevant Professional Development in Support of School Leadership

- Form an ASA Professional Development Committee which will explore ongoing professional development opportunities, review evaluations, assess various delivery methods for trainings and make recommendations to the Executive Board.

Goal 6: Provide Legal Support and Services Responsive to Member Needs

- Develop and electronic request for legal services to ensure legal services are responsive, available and accessible to individual member when needed.
- Provide legal information via website, Law Conference, written briefs and training as needed