



Illinois Principals Association
2010 -2013 Strategic Plan Action Plans

Strategy 1: Build a membership of educational leaders with diverse qualifications, experiences and backgrounds.

Goal: Attain an annual net growth of 200 full dues paying members each fiscal year.

Objectives:

1. Develop and implement system to personally connect with every building leader on an annual basis.
 - a. Identify and implement Region level responsibilities.
 - b. Identify and implement Field Staff responsibilities.
 - c. Identify and implement State Office responsibilities.
 - d. *Develop system to meet with incentive districts in-district on an annual basis.
 - e. *Identify strategic conferences, meetings and groups where IPA should be present.
2. Develop and implement program to identify promising, potential educational leaders.
 - a. Identify program requirements.
 - b. Identify fiscal and infrastructure requirements.
 - c. Identify key partners.
3. Identify and implement improved opportunities to brand and market the Association.
 - a. *Identify strategic conferences, meetings and groups where IPA should be present.
 - b. *Continue to systemize marketing and communication of services with Members and greater education community.
 - c. Identify and implement ways to serve greater education community.
 - d. *Continue to increase and enhance presence in Ed Admin Programs.
 - e. *Identify, recognize and promote the quality work of IPA Members.
 - f. Survey Superintendent's to obtain their perceptions of the Association and determine how the Association can better serve their Principals.

(Adopted April 14, 2011)

Strategy 2: Strengthen membership involvement and encourage commitment.

Goal: Attain an annual retention of 90% of members.

Objectives:

1. Enhance Members' engagement with the Association and their peers through IPA Connect and other technological improvements.
 - a. *Identify and build IPA Connect libraries.
 - b. *Provide IPA Connect tip of the week.
 - c. *Provide live and recorded web tours and tutorials.
 - d. Identify key leaders to blog.
 - e. Develop and implement "Principal's Companion" phone application.
 - f. Develop and implement IPA Connect phone application.
 - g. Utilize ELN during Region Meetings to provide professional development and enhance Member networking.

2. Enhance IPA Region systems and member engagement with their Region.
 - a. *Field Coordinator establish joint meeting with leadership of all Regions served by Field Coordinator.
 - b. *Field Coordinator conduct pre-year planning meeting with the leadership of each Region served by Field Coordinator.
 - c. *Field Coordinator assists with the organization and planning of Region meetings, events, etc.
 - d. *Field Coordinator enhances communication with Region leadership prior to meetings, events, etc.

3. Develop data information systems that better track Member retention, engagement and satisfaction with IPA services.
 - a. *Develop and implement data "scrubbing" and maintenance playbook.
 - b. *Enhance IPA Data Dashboard.
 - c. *Develop seasonal reports for distribution to appropriate Association leaders and stakeholders.
 - d. Survey Superintendent's to obtain their perceptions of the Association and determine how the Association can better serve their Principals.

(Adopted April 14, 2011)

Strategy 3: Enhance professional development and member services to meet the evolving needs of educators.

Goal: Attain 1000 Ed Leaders Network subscribers in Illinois and 5000 Ed Leaders Network subscribers in our affiliate states.

Objectives:

1. Develop, market and implement the Ed Leaders Network in cooperation with the IPA's affiliate state partners.
 - a. *Create and implement system for the development and maintenance of ELN content.
 - b. *Develop and implement appropriate ELN marketing and branding tools.
 - c. *Develop and implement internal and state affiliate administrative systems.
 - d. *Identify and bring on secondary state affiliates.
2. Study the feasibility of implementing statewide professional learning communities.
 - a. Identify professional learning community focus and framework.
 - b. Identify and secure funding partners.
3. Identify and develop resources for the Members Only section of the IPA website.
 - a. Survey IPA Members for content items.
 - b. Identify individual(s) or group(s) to develop resource(s).
 - c. Develop resource maintenance plan.

Strategy 4: Strengthen legislative influence and advocacy through its members and the organization.

Goal: Attain legislator attendance for at least one event in each IPA Region.

Objectives:

1. Enhance legislative systems that focus on improving Member engagement with legislators.
 - a. *Assist IPA Regions with coordinating legislator visits/presentations at Region meetings and events.
 - b. *Educate IPA Members about and improve ease of use of Cap Wiz.
 - c. *Continue to improve communication with IPA Members about legislative and advocacy issues.
 - d. *Develop data systems to track effectiveness of advocacy efforts.
2. Identify advocacy issues important to educational leaders.
 - a. Survey IPA Members.
 - b. Determine if issues should be addressed as a part of the IPA Platform Statement, require legislation or should be addressed with ISBE.
3. Develop systems that increase Member donations to the Alliance PAC (APAC).
 - a. Enhance education and communication about the APAC.
 - b. Recognize APAC donors annually.
4. Study and enhance make-up and work of the IPA Legislative Committee.

(Adopted April 14, 2011)

Strategy 5: Provide the finances, resources and facilities to meet the future needs of the organization.

Goal: Grow IPA reserves 3% annually.

Objectives:

1. Analyze systems, data and budget to identify areas for improved efficiency and services that should be enhanced or ended.
 - a. *Combine IPA Newsletter and Bulletin into one, dynamic publication.
 - b. *Review and revise IPA Playbook.
 - c. *Develop appropriate data systems to determine IPA program effectiveness.
2. Enhance systems to foster current and future business partnerships.
 - a. *Review and revise sponsorship program.
 - b. *Develop targeted list of potential sponsors for contact.
 - c. *Review and revise systems for securing exhibitors.
3. Study the feasibility of adding a membership director.
 - a. Complete cost-benefit analysis.
4. Study the feasibility of adding office space at the IPA Headquarters and/or operating a northern physical office space.
 - a. Complete cost-benefit analysis.

*Signifies proposed focus for FY 2011.