Membership Development

**Goal: Attain an annual net growth of 200 full dues paying members.**
- Membership January 2013 – 4365; Membership January 2014 – 4552
+ Membership April 2013 – 4402; Membership April 2014 - 4659
*Continue work with Region Boards to select and maintain a Membership Chair and Membership Assistant in order to make frequent personal contacts/follow-ups with Region members/potential members.
- Continuous process.
+ This effort has been systemized.
*Study establishing a presence at additional state conferences (i.e. Raising Student Achievement, Connections, etc.)
- In process.
+ Still working to systemize this effort.
*Explore viability of offering complimentary benefits to first time Members. (i.e. ELN Membership, MSH, Online Academy)
- In process.
+ In process.
*Communicate individual Member accomplishments/awards with his/her school board and superintendent, promoting IPA benefits in the process.
- Completed daily by Executive Director when tracking press clippings.
- Region leaders recognizing Region Award Winners at local School Board meetings.
+ Nothing new to report.

Member Engagement

**Goal: Attain an annual retention of 90% of members.**
- In process of developing system.
+ Tracking mechanism still under development. Must determine whether to account for retirees in count.
*Explore ways to enhance organization of files that are shared in IPA Connect by Members.
- Identified need for more Member resources to be added. Will begin requesting specific resources to be shared in PrinciPal.
+ Nothing new to report.
*Provide additional opportunities for Members to set-up IPA Connect profiles at Fall Conference.
- Complete.
*Update IPA Connect tutorials.
- No progress.
+ No progress.
*Work with Region Leaders to ensure Region events are meaningful and meet Members’ professional and personal needs.
- Field Coordinators currently working with Region Leaders.
+ This effort continues to be systemized.
*Establish communication and collaboration between Alliance field representatives.
- Two meetings have been held between Alliance field representatives since the start of the school year.
+ This effort continues to be systemized.

Professional Development

**Goal: Increase participation in IPA’s professional development program by 10%**
*Establish effective protocols and procedures to ensure a successful implementation of the national “Online PD for Educators” program.
- In process.
+ Nothing new to report.
*Continue to reach out to potential new ELN and “Online PD for Educators” Affiliates/Partners.
- Looking to add Wyoming for the second half of 2013-2014 and expand further for 2014-2015 in partnership with NAESP & NASSP.
+ Nothing new to report.
*Continue to develop and maintain high-quality ELN content.
- New content is added to ELN weekly. Recently, new content was developed in partnership with the Illinois Science Teachers Association as well as the National Board for Professional Teaching Standards.
+ New content experts continue to be identified.

*Identify methods to support ELN Affiliates marketing and implementation efforts.
- IPA continues to offer support as requested by affiliate states. Arlin will be traveling to Minnesota to present at the Minnesota Elementary Principals Association conference in February.
+ Indiana will begin offering all IASP Members ELN access this spring. Both Missouri Associations are considering the same. These efforts will increase awareness about ELN and should increase the number of group subscriptions in those states.

*Explore viability of offering professional development in Chicago.
- One Administrator Academy was offered in the fall and was well attended. Additional Academies are planned for this spring.
+ One Academy per month continues to be offered this spring with great success. Attendees include both CPS and other administrators.

**Advocacy**

**Goal: Enhance IPA’s Advocacy efforts.**

* Develop strategies to implement NAESP & NASSP’s “Taking Back the Conversation” effort in Illinois.
- This has been put on hold as the IPA has agreed to participate in the Vision 20/20 process started by IASA.
+ Nothing new to report.

* Continue to promote and expand the “Principal for a Day” program.
- This program continues to grow under Alison Maley’s leadership. 40+ legislative visits have occurred so far this school year.
+ Nothing new to report.

* Work with Alliance to retool the focus and advocacy efforts of the APAC.
- The Alliance Execs have begun preliminary conversations about how to enhance our joint advocacy efforts.
+ The Alliance is planning an advocacy focused joint leadership conference for early 2015 for school district’s to bring their leadership teams.

**Finances and Resources**

**Goal: Maintain a strong fiscal position to ensure high-quality Member services may be delivered.**

* Enhance and streamline bookkeeping processes.
- Work is being done to switch banks as well as financial software that will improve our bookkeeping efforts.
+ The IPA will complete move to Bank of Springfield and new financial software by July 1, 2014.

* As services provided by IPA evolve, continue to study staffing needs.
- The IPA staff and Board of Directors study and adjust staffing needs regularly based on work load and fiscal position.
+ Nothing new to report.

* Study the feasibility of adding office space at the IPA Headquarters.
- Jason Leahy met with our architect Joe Petty to have concept plans drawn up to add space to the north side of the IPA Office.
+ Draft plans have been completed in the event the IPA Staff and Board feel it is prudent to add office space.