



association of california
school administrators

STRATEGIC PLAN 2018-2021



ACSA MISSION STATEMENT

The Association of California School Administrators is the driving force for an equitable, world-class education system, and the development and support of inspired educational leaders who meet the diverse needs of all California students.



Issue: Leadership Development

Objective: Provide engaging, career-long leadership development opportunities for all members.



Issue: Professional Development-Delivery/ Reinforcement

Objective: Improve member access to convenient, ongoing development opportunities that reflect the latest trends in professional learning.



Issue: Member Networking and Collaboration

Objective: Build dynamic professional communities where members can learn and collaborate.



Issue: Professional Development—Content

Objective: Ensure the content of ACSA professional development offerings remains relevant to changing member needs and professional issues.



Issue: Professional Practice Resources

Objective: Make available easy-to-access resources addressing the latest research, tools and information pertinent to the role of the educational leader.



Issue: District/County/School Site Support Services

Objective: Better connect the value of ACSA to administrators at the site, county, and district levels, tailoring ACSA services and engagement opportunities to the different needs and dynamics of each area as identified by state and local indicators.



Issue: ACSA In a Leadership Role

Objective: ACSA is proactive in identifying and engaging stakeholders around current and emerging educational issues.



Issue: Media Relations

Objective: Raise ACSA's reputation as the authority on education issues and as an influential spokesperson at the local, state and federal levels.



Issue: Grassroots Advocacy and Influence

Objective: Amplify the voice of the profession at the local, state, and federal levels by fully leveraging the influence of educational leaders.





Issue: Organizational Alignment and Accountability

Objective: Tap the full potential of ACSA to effect positive change for the profession and for students through better alignment of roles, goals and resources at all levels of the Association.



Issue: Member Communication

Objective: Raise member awareness of ACSA benefits, services and initiatives, and the overall value of ACSA membership and engagement.



Issue: Member Outreach and Engagement

Objective: Provide members with a wide range of meaningful opportunities to contribute their diverse talent, experience and perspective to further the mission, goals and priorities of ACSA.



Issue: Sustainability

Objective: Sustain and grow ACSA's human and financial resources to support evolving goals and priorities.