



NATIONAL ASSOCIATION OF ESEA

S T A T E P R O G R A M A D M I N I S T R A T O R S

Ensuring Student Equity & Access

FY2022 Strategic Plan

April 1, 2022 through March 31, 2023

July 2022 Update

Association Mission

Building the capacity of education professionals to provide
children served by ESEA programs with a high quality education

Approved by the Board of Directors - October 19, 2021
Progress Update – July 28, 2022

GOAL 1: To advance educational policy for children and youth served by ESEA programs

STRATEGY 1: Serve as the key non-governmental resource for ESEA programs for all audiences

Project :
Survey membership to identify key education policy topics of greatest interest during regional calls, at the summer meeting or annual conference

Apr Jul Oct Jan

Responsible:
MEMBERSHIP

IN PROGRESS

Project :
Increase state-created resources on website for nonmembers; soliciting topics of interest from annual conference audience

Apr Jul Oct Jan

Responsible:
COMMUNICATIONS

ASSIGNED

Project :
Webinar Series - Provide recommendations to the NAESPA Board on the purpose and function of the 2022 webinar series

Apr Jul Oct Jan

Responsible:
EFFECTIVE PROGRAMS

IN PROGRESS

GOAL 1: To advance educational policy for children and youth served by ESEA programs

STRATEGY 2: Collaborate with other organizations; develop networks and coalitions

<p>Project : Identify topics and desired deliverables and then research and approach potential partner organizations.</p> <p>Apr Jul Oct Jan</p> <p>Responsible: COMMUNICATIONS</p> <p>ASSIGNED</p>	<p>Project : Create Partnerships page on website.</p> <p>Apr Jul Oct Jan</p> <p>Responsible: COMMUNICATIONS</p> <p>ASSIGNED</p>	<p>Project : Incorporate Regional Service Centers in regional networking calls.</p> <p>Apr Jul Oct Jan</p> <p>Responsible: MEMBERSHIP</p> <p>COMPLETE</p>	<p>Project : Actively engage other like-minded organizations or groups to join the membership, starting with Ombudsmen.</p> <p>Apr Jul Oct Jan</p> <p>Responsible: MEMBERSHIP</p> <p>ONGOING</p>
<p>Project : ESEA Network Future - Provide recommendations to the NAESPA Board for how the Association should evolve going forward. Discuss such concepts as: collaboration and partnerships, with like-minded organizations.</p> <p>Apr Jul Oct Jan</p> <p>Responsible: MEMBERSHIP COMMITTEE</p> <p>IN PROGRESS</p>			

GOAL 1: To advance educational policy for children and youth served by ESEA programs

STRATEGY 3: Collaborate with the federal agencies and offices having authority over relevant programs

Project :
Conduct regular informal calls/meetings to maintain a productive relationship with a variety of federal agencies that impact ESEA programs and ensure their participation in national conferences. Expand beyond ED. Ensure two-way communications.

Apr Jul Oct Jan

Responsible:
BOARD

IN PROGRESS

Project :
Draft and submit, on behalf of membership, letters of support/ concern, as well as comments on proposed regulations and guidance.

Apr Jul Oct Jan

Responsible:
GOVERNMENT RELATIONS

ONGOING

Project :
Identify partner agencies or groups serving children and youth served by ESEA programs (e.g., Head Start, Department of Agriculture) to encourage more collaboration among like-minded agencies or groups.

Apr Jul Oct Jan

Responsible:
COMMUNICATIONS

IN PROGRESS

STRATEGY 4: Provide recommendations and information to Congress and others

Project :
Respond to Congress/other interested parties and develop or sign-on to position papers, as appropriate, using the Guiding Principles for messaging.

Apr Jul Oct Jan

Responsible:
GOVERNMENT RELATIONS

ONGOING

Project :
Share information with membership about individual state comments on notifications in the Federal Register.

Apr Jul Oct Jan

Responsible:
GOVERNMENT RELATIONS

ONGOING

Project :
Keep membership informed about all Association government relations activities, as a basis for providing accurate information to LEA constituents.

Apr Jul Oct Jan

Responsible:
GOVERNMENT RELATIONS

ONGOING

Project :
Conduct a formal evaluation of ESEA (e.g. ESSER and similar funded programs) to demonstrate impact to Congress, with funding secured from ED or others.

Apr Jul Oct Jan

Responsible:
EFFECTIVE PROGRAMS

ASSIGNED

GOAL 2: To advance evidence-based educational practices in the effective service, and ultimate success, of all children and youth served by ESEA programs

STRATEGY 1: Collaborate with the federal agencies and offices having authority over relevant programs

Project :
Continue hosting the National ESEA Conference, including strands that focus on state administrator support and evidence-based practice.

Apr Jul Oct Jan

Responsible:
CONFERENCE PLANNING

IN PROGRESS

Project :
Build on the implementation of the member mentoring program utilizing electronic and social medial tools such as Slack, ESEAnetwork.org website.

Apr Jul Oct Jan

Responsible:
MEMBERSHIP

IN PROGRESS

Project :
Continue hosting a Summer Membership Meeting, creating opportunities for colleagues to share subject-specific best practices and measures of success.

Apr Jul Oct Jan

Responsible:
MEMBERSHIP

IN PROGRESS

Project :
Use Association website to share evidence-based practices and measures of success.

Apr Jul Oct Jan

Responsible:
COMMUNICATIONS
EFFECTIVE PROGRAMS

ONGOING

Project :
Use regional calls to make members aware of website resources and opportunities.

Apr Jul Oct Jan

Responsible:
MEMBERSHIP

IN PROGRESS

Project :
Future of NAESPA Meetings- Provide recommendations to the NAESPA Board on the future of the meeting formats of the Summer Membership Meeting, Winter Membership Meeting, and Fall Strategic Planning Board Meeting

Apr Jul Oct Jan

Responsible:
EFFECTIVE PROGRAMS
MEMBERSHIP

IN PROGRESS

GOAL 2: To advance evidence-based educational practices in the effective service, and ultimate success, of all children and youth served by ESEA programs

STRATEGY 2: Build the capacity of local educational agencies to support effective ESEA programs

Project :

Hold the National ESEA Conference, intentionally selecting sessions to build local educators' capacity with federal programs.

Apr Jul Oct Jan

Responsible:

CONFERENCE PLANNING



Project :

Set aside sessions at the annual conference for presentation by Distinguished School honorees.

Apr Jul Oct Jan

Responsible:

CONFERENCE PLANNING
EFFECTIVE PROGRAMS



Project :

Expand and enhance resources on ESEA Network website specifically for LEA audiences.

Apr Jul Oct Jan

Responsible:

COMMUNICATIONS



Project :

Review session evaluation results to identify topics of interest to LEAs in order to inform annual conference presentations and online resources. Reflect on current process to implement improvements for the next cycle, as needed.

Apr Jul Oct Jan

Responsible:

COMMUNICATIONS
CONFERENCE PLANNING



Project :

Future Conference Model

Provide recommendations to the NAESPA Board for how the National ESEA Conference should be structured in the future.

Apr Jul Oct Jan

Responsible:

CONFERENCE PLANNING



GOAL 2: To advance evidence-based educational practices in the effective service, and ultimate success, of all children and youth served by ESEA programs

STRATEGY 3: Build the capacity of other ESEA stakeholders, with a focus on effective programs

Project :

Invite other ESEA stakeholders to participate in the Conference. Use these invitations to build partnerships with like-minded organizations.”

Apr Jul Oct Jan

Responsible:

CONFERENCE PLANNING
COMMUNICATIONS
MEMBERSHIP



Project :

Place special emphasis on parent engagement outside of PTOs

Apr Jul Oct Jan

Responsible:

CONFERENCE PLANNING



Project :

Implement the National Distinguished Schools recognition program.

Apr Jul Oct Jan

Responsible:

EFFECTIVE PROGRAMS



Project :

Provide high quality presentations, continuing education credits, and video access to On Demand for the national conference

Apr Jul Oct Jan

Responsible:

CONFERENCE PLANNING



GOAL 3: To build internal capacity to provide leadership in educational policy and practices in support of all children and youth served by ESEA programs

STRATEGY 1: Maintain effective Contractor support for the Association

Project :
Supervise the work of the Association Management Company (AMC) in supporting all aspects of the organization

Timeline:
Apr Jul Oct Jan

Responsible:
BOARD

Progress:
ONGOING

Project :
Develop an evaluation rubric to measure deliverables from AMC. Use the rubric in a survey to measure board of directors’ satisfaction with AMC and solicit constructive feedback for continuous improvement.

Timeline:
Apr Jul Oct Jan

Responsible:
BOARD

Progress:
ASSIGNED

GOAL 3: To build internal capacity to provide leadership in educational policy and practices in support of all children and youth served by ESEA programs

STRATEGY 2: Provide effective Board support to the Association

Project :
Conduct a Fall Strategic Planning Meeting involving all Association officers, regional representatives and alternates, and committee chairs designed to facilitate planning through review and revision of annual Strategic Plan.

Apr Jul Oct Jan

Responsible:
BOARD

IN PROGRESS

Project :
Conduct Board orientation.

Apr Jul Oct Jan

Responsible:
BOARD
MEMBERSHIP

ASSIGNED

Project :
Provide year-end reports to measure efficacy/usefulness of committee activities

Apr Jul Oct Jan

Responsible:
COMMITTEE CHAIRS

ASSIGNED

Project :
Report on Strategic Plan accomplishments to identify progress and/or challenges. Provide the report as advance reading for the Fall Strategic Planning Meeting.

Apr Jul Oct Jan

Responsible:
COMMITTEE CHAIRS

ASSIGNED

Project :
Provide quarterly visual update on Strategic Plan progress at Board meetings

Apr Jul Oct Jan

Responsible:
AMC STAFF

IN PROGRESS

GOAL 3: To build internal capacity to provide leadership in educational policy and practices in support of all children and youth served by ESEA programs

STRATEGY 3: Build effective membership support of the Association

Project :
Coordinate networking within regions to establish two-way communications with membership, as well as to gauge needs of Association membership. Continue building the mentorship program.

Apr Jul Oct Jan

Responsible:
COMMUNICATIONS
MEMBERSHIP



Project :
Communicate Association activities to partner organizations and stakeholders.

Apr Jul Oct Jan

Responsible:
COMMUNICATIONS



Project :
Provide information-rich semi-annual membership meetings (to include opportunities for networking) and increase member attendance.

Apr Jul Oct Jan

Responsible:
MEMBERSHIP



Project :
Increase membership through new member recruitment.

Apr Jul Oct Jan

Responsible:
MEMBERSHIP



Project :
Offer virtual meetings for members on topics of interest as regions feel appropriate.

Apr Jul Oct Jan

Responsible:
MEMBERSHIP



Project :
Work to ensure messages to membership are being received. Work with SEAs to identify why NAESPA messages may be treated as spam.

Apr Jul Oct Jan

Responsible:
COMMUNICATIONS



GOAL 3: To build internal capacity to provide leadership in educational policy and practices in support of all children and youth served by ESEA programs

STRATEGY 4: Provide adequate resources to effectively support the Association

<p>Project : Manage Association finances with fidelity and caution</p> <p>Timeline: Apr Jul Oct Jan</p> <p>Responsible: FINANCE</p> <p>Status: ONGOING</p>	<p>Project : Conduct a national conference to ensure the primary source of Association funding, working with management organization.</p> <p>Timeline: Apr Jul Oct Jan</p> <p>Responsible: FINANCE BOARD CONFERENCE PLANNING</p> <p>Status: IN PROGRESS</p>	<p>Project : Expand the list of vendors exhibiting at the annual conference to those with products of interest to more federal programs in addition to Title I.</p> <p>Timeline: Apr Jul Oct Jan</p> <p>Responsible: CONFERENCE PLANNING</p> <p>Status: IN PROGRESS</p>	<p>Project : To increase conference attendance, utilize a marketing campaign to engage and attract various potential attendees, especially those not previously connected with Title I (e.g., ELs, Math, Title IV)</p> <p>Timeline: Apr Jul Oct Jan</p> <p>Responsible: COMMUNICATIONS CONFERENCE PLANNING</p> <p>Status: IN PROGRESS</p>
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