

Membership			Metrics							
<i>Enhance membership value, resulting in better engagement and association growth for long-term sustainability.</i>										
Goals	Strategies	Progress			NOTES	Where are we in December of 2026	Where are we in December of 2027	Where are we in December 2028	Where are we in December of 2029	Where are we in December of 2030
1. Enhancing the membership experience from joining to engagement.										
	1. Add new member benefits to appeal to target audiences.									
	Build and curate resource documents to share as a member benefits on the website (job descriptions...)		Year 1							
	Provide virtual materials and event recording to members as a benefit		Year 2							
	Expand networking opportunities to include an Ambassador program for new members		Year 1							
	Develop a membership brochure to market membership and benefits		Year 1							
2. Design a membership join/renewal process										
	Develop a formal process to communicate regional members to NYSASPA		Year 4							
	Develop a formal process to communicate to both new and potential members		Year 2							
3. Enhance and evaluate membership categories and benefits to expand membership outreach.										
	Develop an institutional membership category		Year 2							
	Define membership eligibility to include all individuals involved in school personnel administration		Year 1							
4. Increase membership engagement through committee participation and association contribution.										
	Develop committee structures for; Membership, Advocacy, Professional Development		Year 2							
	Develop pathways for members to "Get Involved" (present, write, committee work, planning)		Year 2							
	Conduct a member engagement survey		Year 2							
5. Increase State Affiliate engagement to expand membership.										
	Communicate annually to compare lists of state vs. national members.		Year 1		Increase State Affiliate Membership in AASPA Annually					
	Communicate to members AASPA benefits that pertain to NYSASPA members/post on website or schedule quarterly communications		Year 2							
	Put forth NYSASPA members for AASPA Recognition program		Year 2							
Optimize Organizational Performance										
<i>Optimize the organizational structure to build community in school personnel administration to achieve growth and long-term sustainability.</i>			Metrics							
Goals	Strategies	Progress				Where are we in 2022-2023	Where are we in 2023-2024	Where are we in 2024-2025	Where are we in 2025-2026	

4. Expand opportunities for a variety of members to lead on different levels to provide professional development for other members.										
	Provide regional professional development		Year 4							
	The organization will make a commitment to submit proposals to the following events/organizations: NYSASPA, NYSCOSS, RSA, NYSBA		Year 4							