



2018-19 GOALS

ACTION STEPS AND TASKS

Goal I – LEADERSHIP

Cultivate transformative, equity-driven leaders to ensure each student in every school and community is college, career, and life-ready.

Action A

Recruit and retain effective leaders who represent the student demographics of Washington State.

Task 1: Continue efforts to identify and recruit effective leaders into the administrative pipeline with an emphasis on underrepresented groups.

Task 2: Mentor and support current and future administrators.

Task 3: Provide greater guidance and depth of service to leaders positively impacting career success and longevity.

Task 4: Support members on professional matters related to their roles as education leaders.

Action B

Provide professional learning designed to support individual and systems-level improvement.

Task 1: Continue to address issues of equity and closing the opportunity and achievement gaps.

Task 2: Ensure professional learning addresses relevant topics that build leadership capacity using a variety of formats that are responsive to member needs.

Task 3: Promote system-wide approaches to maximizing student learning through the Washington State Leadership Academy and other offerings.

Action C

Promote engaged leadership with WASA members in order to share knowledge, understanding, and expertise.

Task 1: Maintain a high level of visibility and engagement within WASA regions.

Task 2: Ensure WASA representation on the various regional and statewide committees, workgroups, and task forces.

Goal II—TRUST

Develop and sustain trust to further the cause of equity and excellence in public education.

Action A

Build strong relationships with and among our members and other stakeholders to develop and sustain a shared voice in support of our public schools.

Task 1: Use regional and statewide meetings with members and partners to share information, solicit input, and build consensus regarding shared positions.

Task 2: Utilize existing WASA governance structures, when feasible, to develop and finalize association positions on emerging issues.

Action B

Mobilize and provide support for WASA members, state agencies, educational organizations, and other stakeholders to provide equitable educational access for each child that eliminates opportunity and achievement gaps.

Task 1: Monitor emerging education policy issues and share information with our members.

Task 2: Provide opportunities for dialogue to solicit membership input on emerging issues.

Task 3: Engage with education partners to share members' perspectives, and where possible, to build unified positions on key issues.

Action C

Communicate with a unified message among WASA members, partner organizations, and the general public regarding the value of an equitable, world-class public education.

Task 1: Promote membership action on positions agreed upon by WASA.

Task 2: Use various communication platforms to share key messages that further the cause of public education.

Task 3: Raise awareness of AASA's resources among the membership to champion public education.

Task 4: Seek out opportunities to share members' perspectives through op-eds and meetings with editorial boards.

Goal III—ADVOCACY

Champion the fundamental role of public education in an inclusive democracy.

Action A

Cultivate ongoing relationships with legislators and other policymakers to influence legislation and education policy for equity of access and opportunities for each child.

Task 1: Provide ongoing information and research to members to assist them in effectively communicating with policymakers.

Task 2: Develop and provide strategies and tools to assist members to build and maintain ongoing relationships with legislators, the executive branch, and their staff, and effectively advocate on behalf of public education.

Action B

In a unified, compelling voice, hold the Legislature accountable for providing consistent and equitable resources to school districts that will positively impact opportunities and learning of all K–12 children.

Task 1: Monitor and communicate impacts of HB 2242 (2017) and SB 6362 (2018).

Task 2: Support school district leaders' efforts to enlist local stakeholders to advocate for consistent and equitable resources for school districts as reflected in the 2019 WASA Legislative Platform.

Task 3: Collaborate with other organizations to create a common voice on legislative issues of shared priority.

Task 4: Continue to support the Network for Excellence in Washington Schools (NEWS).

Action C

Actively influence federal policy to positively impact each student.

Task 1: Provide ongoing information and resources to support members in understanding federal education policy.

Task 2: Support WASA members in their federal advocacy efforts.