

# 2018 Strategic Plan

*at a Glance*

## MISSION

To provide professional learning for education leaders, advocacy for quality public education, and a comprehensive communication structure.

## VISION

Mississippi Association of School Superintendents (MASS) is the champion for a world class public education system.



Professional Learning



Communication Structure



Education Champion



*MASS will provide relevant professional learning for all educational leaders*

*MASS will develop a comprehensive communication structure to be the unified voice for public education*

*MASS will be the leading advocate for quality public education in Mississippi*



**MISSISSIPPI ASSOCIATION  
OF SCHOOL SUPERINTENDENTS**

AND

The Alliance of Educational Leaders of Mississippi

# Mississippi Association of School Superintendents

## Strategic Plan

### 2018

**Vision:** Mississippi Association of School Superintendents (MASS) is the champion for a world class Mississippi public education system.

**Mission:** To provide professional learning for education leaders, advocacy for quality public education, and a comprehensive communication structure.

**Goals:**

- 1) Professional Learning
- 2) Communication Structure
- 3) Education Champion

**Leadership Involvement in Strategic Planning:**

**Professional Development Team**

Lawrence County School District	Mrs. Tammy Fairburn
Hinds County School District	Dr. Delesicia Martin
Harrison County School District	Mr. Roy Gill
Monroe County School District	Mr. Scott Cantrell
Amory School District	Mr. Ken Byars
Jefferson Davis County School District	Mr. Will L. Russell

**Public Relations Team**

West Jasper School District	Mr. Warren Woodrow
Columbia School District	Mr. Jason Harris
Philadelphia Public School District	Mrs. Lisa Hull

**Advocacy Team**

Forrest County School District	Mr. Brian Freeman
Cleveland School District	Dr. Jacquelyn Thigpen
New Albany Public School District	Mr. Lance Evans
Forrest County AHS	Dr. Donna Boone

## **GOAL ONE – Professional Learning**

**MASS will provide relevant professional learning for all educational leaders.**

1. Provide Professional learning opportunities for MASS membership to understand best ways to communicate effectively with legislators
  - 1.1. Develop strategies to train MASS's membership to effectively communicate with legislators.
    - 1.1.1. Training strategies developed and ready for use
    - 1.1.2. Identify positive relationships already in place
    - 1.1.3. Training on how to build consensus with legislators
  - 1.2. Use developed strategies to train MASS's membership at MASS conferences and convention and other regional meetings.
    - 1.2.1. Evaluations from attendees
    - 1.2.2. Number of training sessions held
    - 1.2.3. Pre-survey and post-survey for superintendents measuring their level of comfort with legislative communication.
  - 1.3. Administrative Staff continues to register as Lobbyist to advocate for public education
2. Provide a menu of learning topics, based on membership needs, at conferences, convention and regional meetings.
  - 2.1. MASS's administrative staff will develop and administer a needs survey
  - 2.2. A menu of topics will be developed and offered for entire membership based on survey results
    - 2.2.1. The completed menu will be available by December 2018
  - 2.3. MASS's Executive Director will work with the Directors of the state Regional Education Service Agencies (RESA) to obtain a membership list and to set a schedule to offer some of the topics at their facilities during regional meetings
    - 2.3.1. The success of this strategy will be measured by evaluations from attendees
3. Mentoring program for superintendents
  - 3.1. The Executive Director will find successful retired and working superintendents and pair them with new superintendents
    - 3.1.1. Yearly report will be made to the MASS Board of Directors by the Executive Director
4. Market professional learning opportunities to all members
  - 4.1. The Executive Director will work with the Executive Committee to establish details for marketing to members
    - 4.1.1 Use appropriate methods to communicate with key stakeholders both externally and internally
    - 4.1.2 Weekly or bi monthly updates for current membership of current key issues
      - 4.1.2.3 Number and method of communications reported to board
    - 4.1.3. Prioritize what issues need to be emphasized through communications
      - 4.1.3.1. Executive Director to determine importance of issues
  - 4.2 The goal for completion of the first round is Spring 2019

## **GOAL TWO – Communication Structure**

**MASS will develop a comprehensive communication structure to be the unified voice for public education.**

1. Provide executive director necessary resources to achieve goals for public relations and technology updates
  - 1.1. Provide Executive Director with the budget and resources for technological updates
2. Identify target audience and key stakeholders
  - 2.1. Determine all audience sectors
    - 2.1.1. Audience sectors reported to board
  - 2.2. Determine communication methods for each audience sector
    - 2.2.1. Communication methods for each audience sector identified and reported to board
3. Identify and prioritize issues and topics that require communication
  - 3.1. Executive Director to determine which topics are communicated to each audience sector
    - 3.1.1. Topics identified and reported to board
4. Executive Director to create marketing and branding platform for MASS
  - 4.1. Internal marketing and branding
    - 4.1.1. Report presented to board
  - 4.2. External marketing and branding
    - 4.2.1. Report presented to board
5. **External Communication Plan** created and in place
  - 5.1. Create external communication plan
    - 5.1.1. External communication plan presented to board
  - 5.2. When issues are in the public eye, Executive Director uses appropriate measures to put out factual information in timely manner
    - 5.2.1. Any legislative and media meetings reported to board
    - 5.2.2. Membership updated with factual information

### **GOAL THREE – Education Champion**

**MASS will be the leading advocate for quality public education in Mississippi.**

1. Advocate for high quality teachers in all public schools
  - 1.1. Partner with Institutions of Higher Learning (IHL) & Mississippi Department of Education (MDE) to address specific skills that lead to student academic success
    - 1.1.1. Request contacts from MDE and IHL
    - 1.1.2. Schedule annual / biannual meetings with MDE and IHL
2. Advocate for effective leadership in all public schools
  - 2.1. Provide training and guidance to support MASS membership in identifying characteristics for success for future educational leaders
    - 2.1.1. Survey for best practices
    - 2.1.2. Identify best practices that can be replicated
    - 2.1.3. Develop leadership training
    - 2.1.4. Schedule training
      - 2.1.4.1. Effectiveness survey
3. Involve State Board of Education (SBE) members and Mississippi School Board Association (MSBA) in MASS activities and meetings
  - 3.1. Determine possible activities and meetings
  - 3.2. Look for convenient / overlapping meeting calendars.
  - 3.3. MASS will be responsive to SBE and MSBA educational concerns.
    - 3.3.1. Provide summary after meetings in timely fashion
4. Showcase best practices that have positively impacted student achievement
  - 4.1. Identify those with proven results
  - 4.2. Ensure statewide representation
  - 4.3. Include in conferences/convention and highlight in training.
5. Advocate for positive influence with Mississippi policy makers
  - 5.1. MASS will continue to advocate for public education
6. Lobby legislature to create multiple pathways toward teacher certification
  - 6.1. Lobbying efforts by MASS's Executive Director and staff
  - 6.2. Have a unified focus based on data collection from districts
  - 6.3. MASS membership to engage legislators on a local basis
    - 6.3.1. Legislation passed and/or blocked as needed

2018 Strategic Plan  
*GOALS*

# Professional Learning



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# Communication Structure



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# Education Champion



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