

MASS

555 Tombigbee Street, Suite 107
Jackson, MS 39201
superintendents.ms

2021 STRATEGIC PLAN





2021 STRATEGIC PLAN

VISION

Mississippi Association of School Superintendents - The champion for world-class public education.

MISSION

MASS is the premier advocate for world-class public education, providing exceptional professional learning as the unifying voice for all educational leaders.



EXCEPTIONAL PROFESSIONAL LEARNING

MASS will provide exceptional professional learning to all MASS/Alliance Membership.



UNIFYING VOICE

MASS will be the unifying voice for all education leaders.



PREMIER ADVOCATE

MASS will be the leading advocate for a world class public education.

Exceptional Professional Learning

MASS will provide exceptional professional learning to all MASS/Alliance Membership.

1. Provide a menu of learning topics.

1.1. Menu of learning topics will be based on membership needs. MASS administrative staff to develop and administer a needs survey.

1.1.1. Survey will be completed between July 11 2021 and August 1 2021.

1.2. Based on survey results, a menu of topics will be developed and offered to entire membership.

1.2.1. The completed menu will be available by December 2021.

1.3. MASS's Executive Director will work with the Directors of the state Regional Education Service Agencies (RESA) to obtain [their] membership list.

1.4. MASS will set a schedule to offer some of the menu topics during statewide and regional meetings.

1.4.1. Each MASS/RESA partnership will hold 1+ meetings/sessions during each school year.

1.5. Use developed strategies to train MASS's membership at MASS conferences and convention and other regional meetings.

1.5.1. Evaluations from attendees.

1.5.2. Two statewide and two regional meetings (annually).

2. Create a Superintendent mentoring program.

2.1. The Executive Director will find successful retired and working superintendents and pair them with new superintendents.

2.1.1. Yearly report will be made to the MASS Board of Directors by the Executive Director.

2.1.2. Every new superintendent assigned a mentor for their first year.

2.2. Provide Advocacy-focused professional learning opportunities for MASS membership to understand best practices when communicating with legislators.

2.2.1. Training strategies developed and ready for use by January 2022.

2.2.2. Identify positive relationships already in place. Deadline January 2022.

2.2.3. Virtual training sessions on how to build consensus with legislators.

Pre-survey and post-survey for superintendents measuring their level of comfort with legislative communication.

3. Market professional learning opportunities to all members.

3.1. The Executive Director will work with the Executive Committee to establish details for marketing to members.

3.1.1. MASS Executive Director will poll Executive Committee on ways to establish best practices for marketing MASS to members.

3.1.2. Key stakeholders: Mississippi Professional Educators (MPE), Parent's Campaign, Mississippi Association of School Administrators (MASA), Mississippi School Board Association (MSBA), and Mississippi Association of Educators (MAE).

3.2. Use appropriate methods to communicate with key stakeholders both externally and internally.

3.2.1. Weekly or bimonthly updates for current membership of current key issues.

3.2.2. Number and method of communications reported to board.

3.2.3. Prioritize which issues need to be emphasized through communications.

3.2.4. Executive Director to determine importance of issues.

3.3. The Executive Director and MASS staff will develop a strategy for posting online professional development modules relevant to the needs of Superintendents and other educators.

3.3.1. Strategy developed by December 2021.

Unifying Voice

MASS will be the unifying voice for all education leaders.

1. To strengthen relationships and communication between MASS and external stakeholder groups.

- 1.1. Develop a representative advisory council to meet quarterly with the Executive Director to discuss pertinent education issues and build consensus among external agencies. (i.e. MDE, MASA, The Parents' Campaign, MSBA, MPE, MAE)
 - 1.1.1. Council to be in place by October 2021.
- 1.2. Strengthen and diversify current marketing and branding platforms to address current issues among leaders and practitioners and to celebrate successes of MASS membership. Updates to be continuous and timely.
 - 1.2.1. Social media
 - 1.2.2. Email
 - 1.2.3. Frequency
 - 1.2.4. Media campaigns/Blitzes
 - 1.2.5. Awards/Recognitions at conferences

2. To strengthen relationships and two-way communication between MASS and internal stakeholder groups.

- 2.1. Working through RESA organizations, identify pertinent education issues and a legislative agenda to share across education agencies throughout the state and to share with the state legislature.
 - 2.1.1. Four to five priorities to be identified and set by December 2021.
- 2.2. Strengthen two-way communication between the Executive Director and RESA directors through a monthly ZOOM meeting to unify messaging. (i.e. MASS updates included on RESA agendas)
 - 2.2.1. Monthly communication to begin September 2021.

3. To strengthen relationships and communication among internal stakeholder groups.

- 3.1. Build stronger communication and networking efforts within Alliance membership groups.
 - 3.1.1. Create "like groups" that meet quarterly.
 - 3.1.2. Alliance Chairperson reports from the meetings to the Executive Director.
- 3.2. Create "round table" discussion opportunities for superintendents and prospective superintendents at conferences facilitated by MASS/Executive Director.
 - 3.2.1. Women in leadership.
 - 3.2.2. Minorities in leadership.
 - 3.2.3. Leadership in high-need districts.
- 3.3. Regional sessions with updates for superintendents and board presidents.
 - 3.3.1. Annual meeting held via virtual platform (currently Zoom).

Premier Advocate

MASS will be the leading advocate for a world class public education.

1. Advocate for high-quality teachers in all public schools.

1.1. Develop partnerships with educational organizations to address specific skills that lead to the development of high-quality teachers.

1.1.1. MASS will work with MPE and MAE to establish best practices.

1.2. Build collaborative relationships with the leadership of educational organizations to facilitate professional development opportunities.

1.2.1. Monthly meetings with RESA facilitating professional development.

2. Advocate for effective leadership in all public schools.

2.1. Provide professional networking opportunities, training, and guidance to support MASS members in identifying characteristics for success for all educational leaders.

2.1.1. Identify best practices and characteristics of effective leadership.

2.1.2. Develop leadership training programs.

2.1.3. Offer opportunities to collaborate on current educational issues.

3. Advocate with Mississippi policy makers for world-class education.

3.1. Provide opportunities for educational leaders to network with policy makers.

3.1.1. Partner with RESA organizations.

3.1.2. Invite policy makers to MASS conferences. Invitations issued twice a year.

3.1.3. Develop common goals for all districts.

3.2. Communicate MASS's legislative agenda with policy makers.

3.2.1 Build and maintain positive relationships with policy makers.

3.3. Administrative Staff continues to register as Lobbyist to advocate for public education.

3.3.1. Appropriate lobbying report filed each year.

4. Showcase exceptional performance of students and educators.

4.1. Identify and celebrate MASS Heroes.

4.1.1. Theme of "Celebrating Success"

4.1.2. Support MASA with their annual Superintendent of the Year awards

4.2. Offer opportunities for exceptional performers to present at conferences.

4.2.1. Use panel formats where possible.

4.2.2. Panels and presentations arranged by January 2022.

4.3. Ensure representation of MASS members statewide.

4.3.1. MASS membership and Board of Directors will be comprised of representatives from each of the five original statewide congressional districts.