

# National Association of Secondary School Principals | Profile



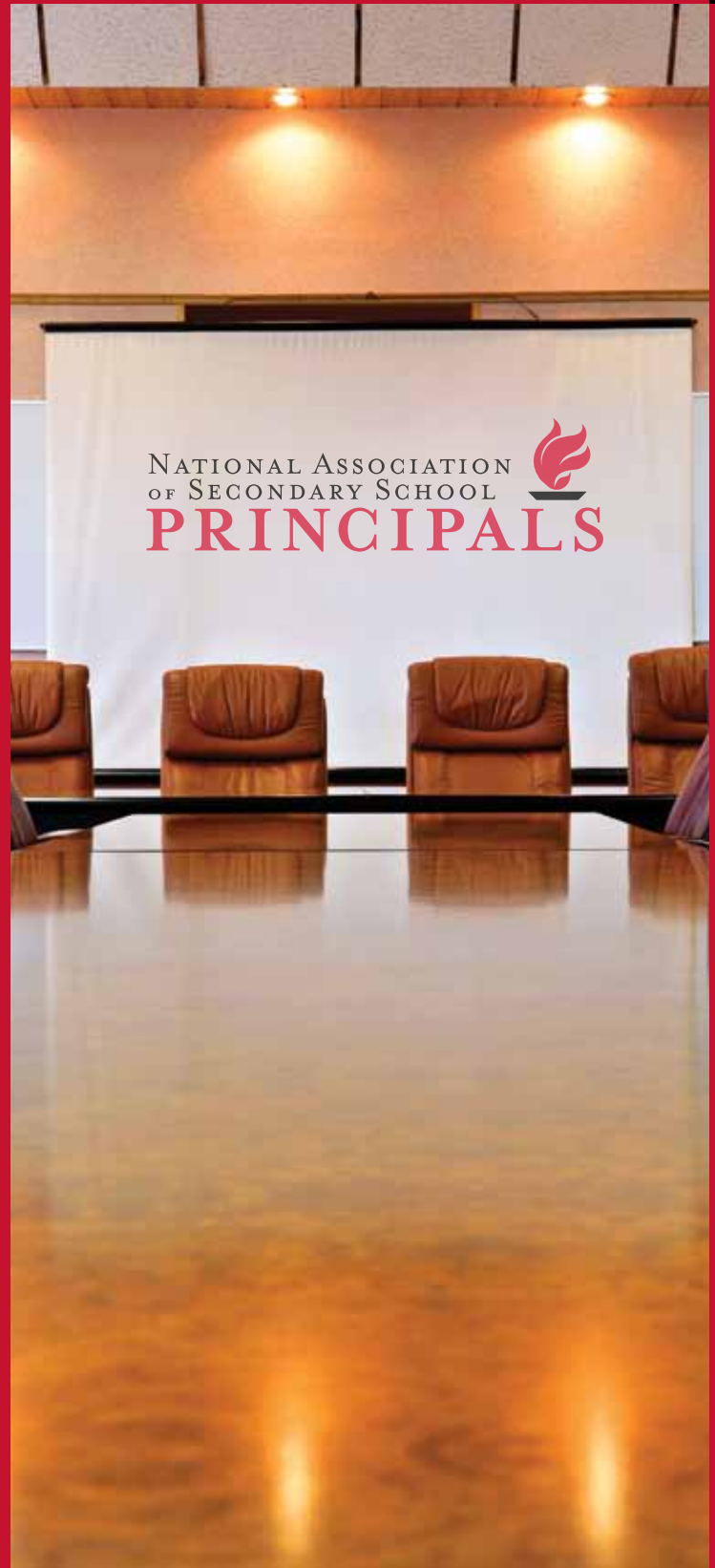


# NASSP Mission

The National Association of Secondary School Principals™ (NASSP) is the preeminent organization of and national voice for principals, assistant principals, and aspiring school leaders from across the United States and more than 45 countries around the world. The mission of NASSP is to promote excellence in school leadership.

NASSP provides its members with the professional research-based and peer-tested resources and the practical tools and materials they need to serve as visionary school leaders. Through professional development opportunities, award-winning publications, ready access to relevant research, and persistence in advocating on behalf of school leaders, NASSP helps to advance education by:

- Promoting high professional standards
- Strengthening the role of the principal as instructional leader
- Providing resources, training, and materials for professional development
- Providing a national voice for school leaders
- Publicizing the issues and interests of members in the news media
- Engaging in advocacy and collaborative activities that serve all schools in the United States
- Promoting student leadership through the National Honor Society™ (NHS), the National Junior Honor Society® (NJHS), National Elementary Honor Society® (NEHS) and the National Association of Student Councils® (NASC).



# NASSP Resources

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NASSP is recognized throughout the education community for its innovative school reform programs. NASSP focuses on professional development programs to help school administrators become more proficient in serving America's students. NASSP recognizes that there is no single model of effective school reform practice. The Breaking Ranks Framework emphasizes flexibility and adaptability to different school contexts to create a customized solution unique to each school to improve student achievement from wherever they are.

Secondary School leaders in all schools, regardless of size or location, improve their schools and student achievement with these practical, research-based solutions:

- *Breaking Ranks®: A Field Guide for Leading Change*
- *10 Skills for Successful School Leaders*
- *Breaking Ranks II: Strategies for Leading High School Reform*
- *Breaking Ranks in the Middle: Strategies for Leading Middle Level Reform*
- *Creating a Culture of Literacy: A Guide for Middle Level and High School Principals*
- *Changing Role of the Middle Level and High School Leader: Learning from the Past and Preparing for the Future*
- *Making the Mathematics Curriculum Count: A Guide for Middle and High School Principals*

# NASSP in Numbers

## Membership Profile:

- 30,000 principals, assistant principals, and other school leaders in middle level and high schools
- Position
  - 56% are principals
  - 35% are assistant principals
  - 5% are teachers, guidance counselors, professors, and other educators
  - 4% are site-level administrators
- School Type
  - 73% high school leaders
  - 27% middle level leaders
- School Location
  - 44% rural
  - 33% suburban
  - 23% urban
- School Size
  - 38% work in schools of 750 students or less
  - 62% work in schools of at least 1,000 students
- Gender
  - 64% are men
  - 36% are women
- Age Range
  - 41% are 52 and older
  - 31% are 42 to 51 years old
  - 26% are between 32 and 41 years old
  - 2% 31 and under



Loudoun County High School  
Leesburg, VA



# NASSP in Numbers

## Purchasing Power and Buying Habits

Principals and assistant principals have a great deal of discretion in determining the products and services from which the school can derive the greatest benefit. The following overview reveals the purchasing habits of NASSP members.

## NASSP Members Are Involved in the Purchase of:

- Professional development programs ..... 77%
- Awards, certificates, recognition services ..... 72%
- Professional books ..... 67%
- Curriculum programs ..... 67%
- Textbooks ..... 61%
- Audiovisual equipment ..... 57%
- Furniture ..... 57%
- School safety programs and equipment ..... 55%
- Technology and computer hardware ..... 54%
- Yearbooks ..... 51%
- Reference books ..... 51%
- Character education programs ..... 50%
- Fundraising programs ..... 50%
- Software Products ..... 49%
- Test preparation programs ..... 48%
- School photography ..... 45%
- Career and guidance programs ..... 44%
- Signage ..... 43%
- Physical plant/facilities equipment and supplies ..... 43%
- Vending machines ..... 39%
- Stationery products ..... 38%
- School reform programs ..... 38%
- Business machines ..... 37%
- Customized supplies and clothing ..... 34%
- Uniforms/caps and gowns ..... 33%

## Principals' Annual Budgets

- Less than \$1 million: ..... 29%
- \$1 million–\$1.9 million: ..... 13%
- \$2 million–\$2.9 million: ..... 10%
- \$3 million–\$3.9 million: ..... 7%
- \$4 million–\$4.9 million: ..... 5%
- \$5 million or more: ..... 24%

## Membership Touch Points

- Network of 50 State Affiliate Organizations
- Twenty-four (24) Member Board of Directors
- Professional Development and Instructional Leadership Resources
- National Advocacy
  - Principal's Legislative Action Center (PLAC)
  - Grassroots Network
  - Working Groups
- NASSP Conference
- MetLife/NASSP National Principal of the Year
- NASSP/Virco National Assistant Principal of the Year
- National Advisory List of Student Contests and Activities
- NASSP/Herff Jones Principal's Leadership Award
- Communication Channels
  - Web site—[www.principals.org](http://www.principals.org)
  - *Principal Leadership magazine*
  - *NewsLeader*
  - *Principal's Update*
  - *A Legal Memorandum*
  - *Principal's Research Review*
  - *The Middle Level Leader*
  - *AP Insight*
  - *NASSP Radio*
  - *NASSP Catalog* (printed & online)
- Social Media Presence and Outreach
  - Facebook
  - Twitter
  - Principal's Difference Blog
  - List Serv
  - edWeb



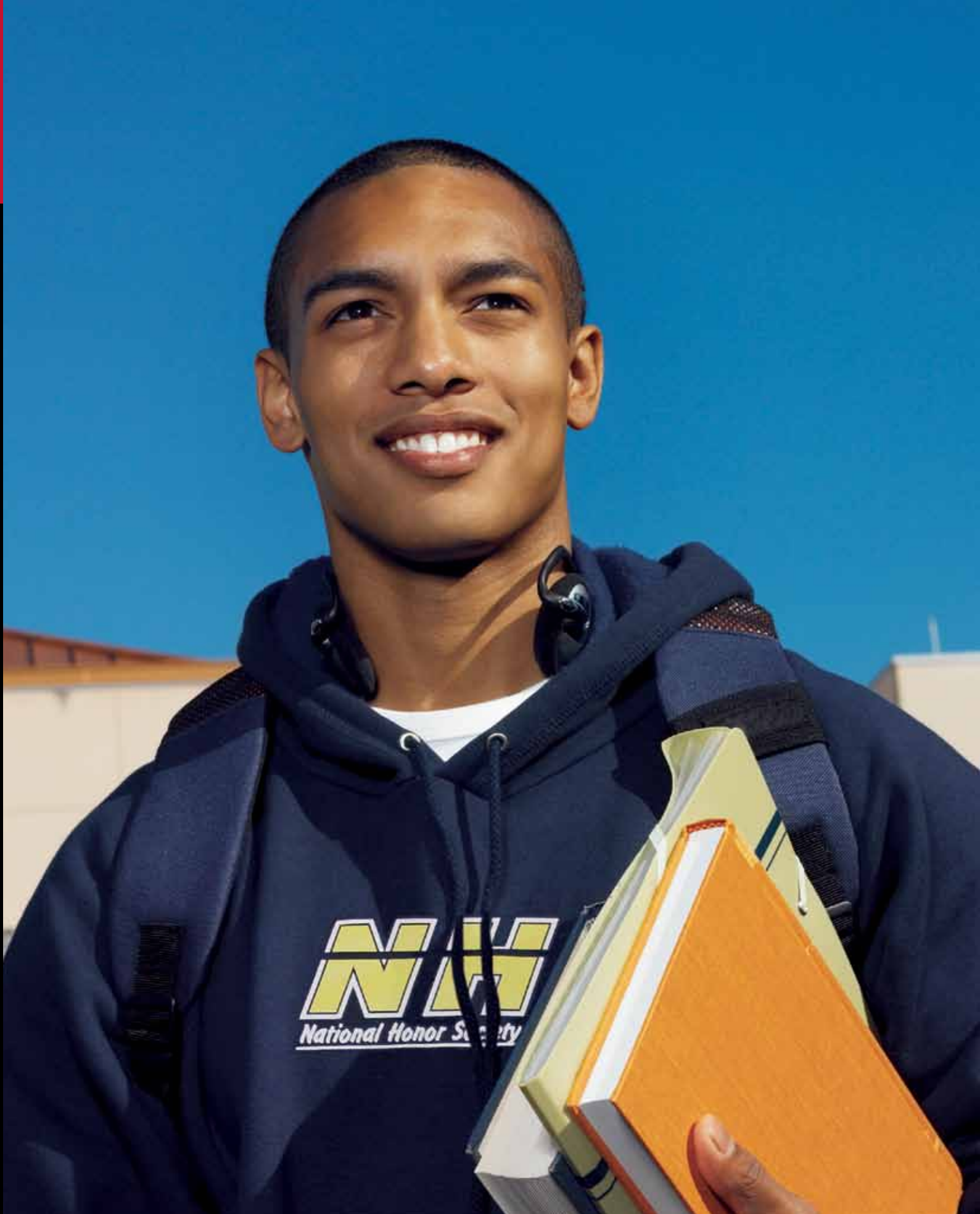
# NHS, NJHS & NEHS Mission & Priorities

NASSP is the parent organization of the prestigious National Honor Society™ (NHS) and the National Junior Honor Society® (NJHS). NHS was established in 1921 by a group of NASSP member principals who wanted to create a process for recognizing the country's best and brightest high school students in a national organization. Eight years later in 1929, NJHS was established to extend this recognition to younger students.

NHS and NJHS recognize those students who have demonstrated excellence in the areas of Scholarship, Leadership, Service, and Character (and Citizenship for NJHS). Once selected and inducted, student members of NHS and NJHS are engaged in chapter activities that promote service to the school and community, which simultaneously develop the leadership, character, and citizenship traits of all members.

The National Elementary Honor Society® (NEHS) was established in 2008 by the National Association of Secondary School Principals (NASSP) in cooperation with the National Association of Elementary School Principals (NAESP) to recognize elementary students in both public and non-public elementary schools for their outstanding academic achievement and demonstrated personal responsibility, to provide meaningful service to the school and community, and to develop essential leadership skills in the students of elementary schools.





# NHS, NJHS & NEHS

## Membership Profile:

- Total Honor Society chapters: more than 24,000 schools
- NHS chapters: 15,936
- NJHS chapters: 7,351
- NEHS chapters: 1,079
- Average NHS & NJHS chapter size of 46 students
- More than 1 million student members each year
- Chapters (NHS, NJHS & NEHS) in schools by grade range
  - K-12: ..... 10%
  - K-6: ..... 5%
  - 4-8: ..... 21%
  - 7-9: ..... 2%
  - K-8: ..... 4%
  - 7-12: ..... 10%
  - 9-12: ..... 46%
  - 10-12: ..... 2%
- Chapters (NHS, NJHS & NEHS) in schools according to school size:
  - 1-99: ..... 2%
  - 100-499: ..... 30%
  - 500-749: ..... 20%
  - 750-999: ..... 15%
  - 1,000-1,499: ..... 17%
  - 1,500+: ..... 16%
- Of the schools with NHS chapters, almost 50% are also members of NASC

## Purchasing Power and Buying Habits

The following overview illustrates the Honor Societies' purchasing habits and power related to instructional support and recognition items. NASSP manages all the official insignia, clothing, and publication sales for the Honor Societies.

- Total individual units sold: Nearly 650,000
  - NHS Subtotal: 531,000
  - NJHS Subtotal: 117,500
  - NEHS: 13,795

## Membership Touch Points

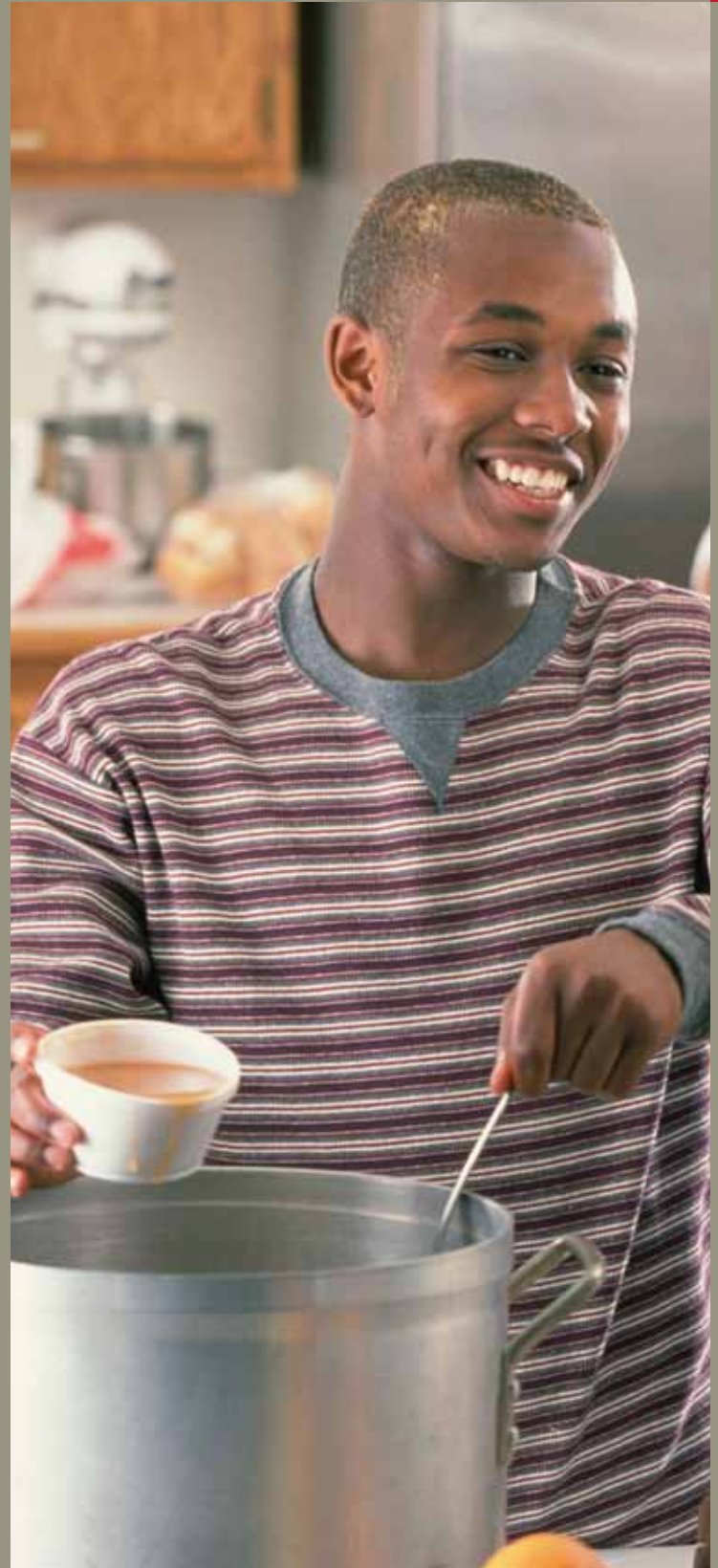
- Student Leadership Training
- Adviser Leadership Training
- Student Recognition Programs
- Awards
  - Adviser
  - Outstanding Service Project
- Student Leadership Conferences
  - STAR Leaders Conference (Students Taking Active Roles as Leaders)
  - LEAD Conferences (Leadership Experience and Development)
- NHS Scholarship Program & Fund
- National Student Leadership Week
- The NHS, The NJHS, and The NEHS Catalog
- Communication Channels
  - Web sites—[www.nhs.us](http://www.nhs.us), [www.njhs.us](http://www.njhs.us) and [www.nehs.org](http://www.nehs.org)
  - *Leadership for Student Activities* magazine
  - Electronic newsletters: *Honor Society News* and *NEHS E-News*



# NASC Mission and Priorities

The National Association of Student Councils® (NASC) believes that the student council is the voice of the student body. NASC also recognizes that broad student participation in school and community activities is a key factor in building a positive school climate. In support of these practices, NASC promotes leadership development, service, civic involvement, and activities that are open and accessible to all students. The association focuses its efforts on local student council advisers to support and enrich their work with councils and individual student leaders, providing resources and recognition that promote its core principles in schools.

NASC is a program of the National Association of Secondary School Principals.





# NASC in Numbers

## Membership Profile

- More than 9,000 middle level and high schools are affiliated with NASC
- School Type
  - 75% are high schools
  - 25% are middle level schools
- Grade range of NASC member schools
  - K-12: ..... 7%
  - 5-8: ..... 20%
  - 7-9: ..... 1%
  - K-8: ..... 2%
  - 7-12: ..... 8%
  - 9-12: ..... 62%
- School Size
  - 22% have student populations of 0-499
  - 20% have student populations of 500-749
  - 16% have student populations of 750-999
  - 21% have student populations of 1,000-1,499
  - 21% have student populations of more than 1,500
- Of the NASC member high schools, 95% also have National Honor Society Chapters

## Purchasing Power and Buying Habits

Principals and student council advisers allocate funds for leadership development resources, service learning guides, and recognition items.

### NASC Purchase Trends

- Books and related publications
- Recognition insignia
- Plaques/certificates
- Leadership resources-CDs, DVDs, print materials

## Membership Touch Points

- Publications
  - *Leadership for Student Activities* magazine
  - *NASC E-Bulletin*
  - NASC Catalog featuring assorted leadership focused books and materials
- National Recognition and Awards Programs
  - National Councils of Excellence®
  - NASC Student Leaders Program®
  - Warren E. Shull Adviser of the Year
  - Ardis Kyker State Service Project Award
  - National Student Leadership Week
  - NASC organizational and award insignia
- National & Regional Conferences
  - STAR Leaders Conference (Students Taking Active Roles as Leaders)
  - LEAD Conferences (Leadership Experience and Development)
- Web and Social Media Presence and Outreach
  - NASC Web site - [www.nasc.us](http://www.nasc.us)
  - Facebook - [www.facebook.com/NASC4LEADERS](http://www.facebook.com/NASC4LEADERS)
  - Twitter - [www.twitter.com/NASC\\_](http://www.twitter.com/NASC_)
  - Email - [nasc@nasc.us](mailto:nasc@nasc.us)



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