NASSP

Diversity

Action Plan

Adopted by the NASSP Board of Directors,

February 26, 2009
NASSP Diversity Action Plan

NASSP Diversity Purpose

The National Association of Secondary School Principals is committed to serving the needs of a diverse educational community and to providing products and services that reflect the multiple perspectives necessary to fully educate every student.

Diversity Goals

- Membership will reflect the diversity (race, age, sex, and disability) of the principalship as established by national statistics
- Products and services will reflect diversity of thought to enable every administrator to better serve a diverse community
- Programs, task forces, training opportunities, and working groups will include participants reflective of the diversity in its broadened membership.

Comparison Chart*

<table>
<thead>
<tr>
<th>National Public Schools Secondary</th>
<th>Current NASSP Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethnicity</td>
<td>Counts</td>
</tr>
<tr>
<td>American Indian</td>
<td>133</td>
</tr>
<tr>
<td>Asian</td>
<td>67</td>
</tr>
<tr>
<td>Black</td>
<td>2,089</td>
</tr>
<tr>
<td>Hispanic</td>
<td>978</td>
</tr>
<tr>
<td>Multi-Racial</td>
<td>110</td>
</tr>
<tr>
<td>White</td>
<td>18,843</td>
</tr>
<tr>
<td>Total</td>
<td>22,220</td>
</tr>
</tbody>
</table>

*Baseline data were collected from both national databases and our reported membership base. The national ethnicity data utilized as our baseline data are compiled from the Department of Education, National Center for Educational Statistics (NCES), Schools and Staffing Survey, 2003-04.
Target Goals

NASSP has asked current members to provide minority demographic information. As of this report, 1/5 of our membership has responded to our data request. In an effort to align our minority percentages with national statistics, NASSP needs to increase the percentages of our minority members in the follow areas:

- American Indian + 0.02%
- Black + 2%
- Hispanic + 2%

We exceed national percentages in Asian and White.

Actions last quarter to increase diversity in NASSP membership:

- Convened a Select Committee on Diversity on September 24, 2008, for recommendations and input for strategies to increase membership diversity
- Established the management position of Director of Diversity, Equity, and Urban Initiatives, a position focused on strategies to increase minority membership
- Promoted Judith Richardson to the position of Director of Diversity, Equity, and Urban Initiatives
- Established diversity as a priority in a NewsLeader article
- Added a request for minority demographic information on all membership applications
- Added a request for minority demographic information to member profile on the Web site
- Investigated and found very limited commercial data bases with national statistics on minority administrators
- Continued efforts to identify minority statistics on NASSP Membership
  - Added a question to new member survey to collect ethnic information
  - Surveyed all members requesting ethnic information
  - Communicated with states to help with demographic data collection on existing members
- Continued to publish articles in all publications addressing issues of interest to diverse school populations
- Added ALAS (Association of Latino Administrators and Superintendents) and NABSE (National Alliance of Black School Educators) conferences to our exhibit schedule
- Added an urban strand to Convention
- Created a member and non-member survey to collect information concerning membership
- Creating ads to run in NABE (National Association for Bilingual Education) and NABSE publications
- Following up with ALAS and NABSE conference attendees
- Rosa Aronson serves on Diversity Committee of the American Society for Association Executives (ASAE). She served on the planning committee for the first National Association Diversity Summit, held in December 2008. She and Judy Richardson attended the summit.
- Reviewed the Select Committee findings with NASSP’s Management Team and the State Executive Directors’ Advisory Council
- Drafted outline of Comprehensive Diversity plan reviewed by the NASSP Senior Directors and Management Team in December 2008
• Completed comprehensive NASSP Diversity Plan draft and distributed to members of the Select Committee on Diversity for review and comment in January 2009
• Diversity Plan to be reviewed and approved by the Board in February 2009.

Third Quarter Diversity Plan:

In 2009, the Diversity Director with the support of the NASSP departments of Membership, Marketing, Publications, and Leadership Programs and Services will implement strategies to increase the number of direct and indirect minority members by 2%. Strategies for increasing membership may be summarized in 3 major goals:

• Work with superintendents and State Executive Directors in customizing membership and service packages for all district administrators in 2-3 urban centers
• Continue strategies to identify the diversity of new and existing members
• Plan and implement Advisory Focus Groups across the country with minority participants selected by a local member and hosted by that member and a national staff member.

Actions to accomplish these strategies:

January 2009

• Continue diversity priority on Web site and in publications
• Develop Leadership for Diversity brochure to highlight programs and services for school leaders with diverse populations
• Develop a plan for regular review of all publications for minority representation, equity, and diversity of thought
  o Work with Principal Leadership (PL) editor to review topics and layout of PL
  o Review all publications for diversity through the routing list
  o Review Web site for diversity
  o Review membership survey results to identify programs and services for principals
• With Membership: customize a district membership package for urban centers who commit to signing all middle and high school administrators. Package may contain:
  o institutional memberships for principals
  o associate memberships for district personnel
  o products and services for professional development tailored for either on-site or on-line use in district
• Develop a Superintendents’ Introductory Product Package:
  o Supporting Principals who Break Ranks
  o Breaking Ranks and Breaking Ranks in the Middle Executive Summaries
  o Creating a Culture of Literacy and Making the Mathematics Curriculum Count one page book promotions
  o Breakthrough Schools information
  o On-line opportunities for professional development training for principals
  o Principals Assessment Center
  o December 2008 issue of Principal Leadership contained self-development strategies with theme: Step-up Your Game.
  o Assistant Principal Center, Assistant Principal of the Year information
  o Middle Level Center information
  o Self assessment for schools: Breaking Ranks School criteria
- Trainings: Breaking Ranks, Breaking Ranks in the Middle, Literacy, and Numeracy
- Membership information including new District Membership Package.

- Work with State Executive Directors and superintendents or designee in two urban centers to market Superintendents’ package and work to develop a customized District membership package. First two potential districts:
  - Philadelphia Superintendent, Dr. Ackerman
    - Visited December 18, 2008 for grant activities
    - Schedule hosted District Package meeting with Assistant Superintendent for High Schools (27 high schools) about products and services available
  - St. Louis Professional Development Director, Dr. Urkevich
    - Scheduled meeting and conference call with Dr. John Urkevich, director of nine professional development centers, to coordinate January 22, 2009 meeting with superintendents and board members about school reform and supporting principals who Break Ranks
    - Conference call with Dennis Dorsey, Professional Development Center Director for St. Louis and Jim King, Missouri State Executive Director

- Prepare and mail superintendent packet of products and services to selected districts
- Schedule potential meeting with American Association of School Administrators (AASA) to inform selection of additional cities for Advisory Focus Group meetings.

February 2009

- Organize national advisory focus groups in urban market:
  - Select target urban centers and develop a plan to include both member and non-member minority input into identifying strategies to increase diversity in member populations with focus groups convening in urban centers throughout the country
  - Develop a question framework for all meetings
  - Participant selection would be by a local minority educational leader and hosted by that leader and an NASSP facilitator
  - Plan many of these meetings parallel to the Convention exhibit schedule.
  - Potential cities:
    - Cleveland
    - San Francisco
    - Miami
    - Chicago
    - District of Columbia
    - Phoenix
    - Dallas
    - Atlanta

- Meet with State Executive Directors at Convention for state input into the Diversity Plan for increasing the number of direct and indirect members
  - Discuss and exchange successful strategies used by states to increase minority membership
  - Emphasize the importance of identifying ethnic and demographic information on new and renewing membership forms to better target member interests
  - Work with Washington state and their diversity coordinator to identify minority recruitment efforts that were successful on the state level
Investigate additional strategies such as the use of volunteer retired principals for recruiting minority members
Work directly with states with low minority reporting information to improve reporting strategies.

March–May 2009:

- Conduct national Advisory Focus Groups:
  - Invite a group of 25-30 member and non-member minority participants in urban centers to comment on selected NASSP products and services questions
  - Participants will be chosen by a local minority educational leader and hosted by that leader and an NASSP facilitator.

- Target one African-American and one Hispanic or Latino educational or community service organization to form an alliance looking at branding, Web site, products:
  - Potential contacts:
    - National Alliance of Black School Educators
    - The Council of the Great City Schools
    - Association of Latino Administrators and Superintendents
    - Americas’ Promise
    - African-American education committees of sororities and fraternities
    - National Council of La Raza community organizations
    - New Leaders for New Schools

- Develop a New Member Interest Package including information on:
  - Podcasts on such issues as English language learners, paying for college, mentoring completed by BTS principals particularly for urban principal
  - Principals Book Club with at least one offering each year on improving race relations in schools, or strategies for educating all students, etc.

- Target an advertisement in NewsLeader or ePrincipal Update
- Give a “Member Shout Out” to NASSP at our exhibits in other conventions.
- Have a member drawing at the booth for “Refer a Friend”
- One vote for each friend referred. Contact colleagues as potential members.
- Work through State Executive Directors to target an area with low minority or urban center membership and run a “Refer a Friend” promotion. Refer a Colleague—drawing for a prize—marketing idea: “Someone thinks highly of you and suggests you should join NASSP”
- Select an area near an urban center to pilot a regional administrators’ conference. Possible targets include young professional principals with 1–3 years experience or principals of schools in improvement—perhaps identified by superintendents for Breaking Ranks or Breaking Ranks in the Middle training.
- Partner with the Center for Secondary School Reform (CSSR) in urban areas where they are working
- Continue to develop the Convention strands for urban populations
- Utilize distance learning techniques to increase involvement of more principals networking online
- Create an urban principal blog and populate it
- Use technology for urban superintendents to involve greater numbers of principals in staff development at lower costs.
Special thanks to the Committee Members and the Board of Directors for their direction and support

Recruitment of Minority Group Members Committee

Steve Pophal, NASSP President-Elect & Committee Chair
Larry Bradley, NASSP President

Ray Burrola*, Principal
Carlsbad High School, Carlsbad, NM
Charita Crockrom*, former Principal
John F. Kennedy High School, Cleveland, OH
Sharon Green, Director of Diversity Initiatives & Services
Association of Washington School Principals, Olympia, WA
Avionne Gumbs, Principal
The Young Women’s Leadership School of Queens, Jamaica, NY
Beverly Hutton, Assistant Principal
Burlington County Institute of Technology, Mt. Holly, NJ
Arthur Linder*, Principal
Youth Service Center, District of Columbia Public Schools
Mike Madison*, Principal
Dicken Elementary School, Ann Arbor, MI
Scott Pfeifer*, Director of Instructional Assessment
Maryland Department of Education, Baltimore, MD
Delia Pompa, Vice President, Education
National Council of La Raza, Washington, DC
John Porter, Assistant Superintendent
Alexandria City Schools, Alexandria, VA
Steve Raines, former State Executive Director
Ohio Association of Secondary School Administrators, Columbus, OH
Jose Rodriguez*, Director, Secondary Schools
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Stupski Foundation, Rancho Cucamonga, CA

* Former NASSP Board of Directors