



# NASSP STATE COORDINATOR PROFILE

## ▶ NASSP STATE COORDINATOR PROGRAM OVERVIEW

State coordinators serve a vital role alongside NASSP's Policy & Advocacy Center and their state association. Their primary responsibility is to promote NASSP's advocacy agenda, highlight the achievement of NASSP's advocacy efforts in the states, and increase participation in NASSP's grassroots advocacy activities by state association members and other education stakeholders. As the lead volunteer policy advocate in their state, working in coordination with the state association, they are tasked with managing and expanding their state's advocacy infrastructure and growing a larger network of other advocates.

Each state has a different process for selecting state coordinators; some are elected and others are appointed by the state executive director. State Coordinators must be active NASSP members and should be current principals or assistant principals, though exceptions may be made for former principals who have moved into principal supervisor roles. While state coordinators are selected by their state associations, they are expected to work primarily with the NASSP Advocacy team. State associations may have certain additional responsibilities for their state coordinator, but all coordinators are expected to participate in and complete the following actions with NASSP:

## PROFILE AND EXPECTATIONS

- Serve as the primary advocacy coordinator for their state and develop an engaged network of advocates using email lists, regularly recurring meetings, social media posting, presentation at state association conferences and events, and other communication.
  - ◆ Work one-on-one with NASSP's Senior Manager of State Engagement and Outreach to develop individual state advocate mobilization strategy plans.
- Participate in the annual NASSP Advocacy Conference and Capitol Hill Day.
  - ◆ Serve as the main point of contact to schedule meetings with members of Congress and their staff for all conference attendees from the state.
- Participate in all federal action alerts sent by NASSP.
  - ◆ Respond to action alerts by contacting their members of Congress in three (3) different ways using NASSP's interactive Phone2Action system: phone calls, emails, and social media.
- Activate their state association's advocacy network in response to NASSP federal action alerts, and distribute the campaigns to other members and advocates via in-person meetings, email, newsletter updates, and/or social media.
- Attend bimonthly State Coordinator Network virtual meetings and participate in any additional calls to action sent by the NASSP advocacy team.
- Schedule at least one (1) advocacy meeting with federal lawmaker(s) in the coordinator's state in addition to the Advocacy Conference Capitol Hill Day meetings in Washington, D.C.
- Schedule advocacy meetings or Hill Days with state lawmakers and other education policy officials in coordination with state association staff.
- Write blog posts and other communications for publication in NASSP's Policy & Advocacy Center.
- Participate in October's National Principals Month activities including inviting lawmakers to the school for shadowing visits.
- Inform NASSP of state education policy developments and relevant advocacy action from the state association including policy research, action alerts, and other updates.



## ▶ TRACKING PERFORMANCE AND ACCOUNTABILITY

NASSP tracks the performance of state coordinators using a weighted scoring rubric that allocates varying points to the successful completion of the following qualitative metrics:

**30  
POINTS** Participate in the annual NASSP Advocacy Conference and Capitol Hill Day

**20  
POINTS** Meet with federal or state legislators (outside of NASSP conferences)\*

**10  
POINTS** Use a NASSP action alert to contact federal lawmakers

**10  
POINTS** Distribute NASSP action alerts to state advocacy networks\*\*

**10  
POINTS** Additional calls to action

**05  
POINTS** Participate in bimonthly state coordinator virtual meetings

\*One (1) meeting is required and bonus points are earned for one (1) additional meeting.

\*\*Distribution of action alerts is tracked by the state coordinator forwarding, CC, or otherwise notifying the Advocacy team that they have sent the action alert to their list(s)/networks.

Using this data, the NASSP Advocacy team maintains a **"State Coordinator Dashboard"** that tracks participation levels and provides performance reports to coordinators and state executive directors. The dashboard is accessible at [www.nassp.org/SCdashboard](http://www.nassp.org/SCdashboard). This information will be shared on a regular basis with state executive directors. Based on the percentage of total points earned by completing these metrics, coordinators fall into three (3) categories:

**80–100%**

**"HIGHLY ENGAGED"**

**50–79%**

**"ENGAGED"**

**0–49%**

**"LESS ENGAGED"**