**MASSP Core Purpose** (Developed 6-15-18)

MASSP provides Montana’s Secondary School Principals opportunities to become active leaders that ensure all students receive a quality education.

**MASSP Core Values** (Developed 6-15-18)

- We value lifelong learning through professional development.
- We value forward thinking; identifying challenges and opportunities that will impact education.
- We value active leadership in our schools, communities, and our state.
- We value commitment to making student centered decisions!

**MASSP Big Audacious Goal** (Developed 10-17-18)

MASSP will be the model for all educational organizations, through the development of forward thinking educational leaders who encourage and promote a global-minded, student-centered education.

**Vivid Descriptions** (Developed 10-17-18)

- MASSP will be leaders in providing innovative and relevant professional learning.
- MASSP will facilitate continuous, quality professional networking in support of excellence in educational leadership.
- MASSP will be a strong, united voice within the SAM Legislative Network and educational community, to advocate for the betterment of educational opportunities for all students.
- MASSP will challenge all stakeholders to develop college and career ready students.

**MASSP Environmental Scan** (Developed 10-17-18)

The MASSP Board of Directors completed an environmental scan of Current Conditions, Trends, Assumptions about the Future, and Mega Issues in October 2018, see …

**MASSP Environmental Scan Results 10-17-18**

**MASSP Goals and Strategic Objectives** (Developed 1-27-19)

1. **Educational Leadership:** MASSP will facilitate a coordinated approach to common leadership problems and solutions among educational leaders.

   **Strategic Objectives:**
   1.1 MASSP will improve participation in our regional organizations.
      1.1.1 Actively reach out to regional schools to promote and encourage participation.
      1.1.2 Convey the value of active participation and shared resources.
   1.2 MASSP will improve communication amongst regional leadership.
      1.2.1 Continued participation and engagement within the MASSP leadership team.
2. **Professional Learning:** MASSP will provide relevant professional learning opportunities for all members.

   **Strategic Objectives:**
   2.1 MASSP will provide a state conference in conjunction with the MAEMSP annually.
      2.1.1 Keep open communication with MAEMSP and SAM to develop a strong conference for all principals.
      2.1.2 Collect input about conference content from all regions.
   2.2 MASSP will look at other avenues for members to receive and attend trainings.
      2.2.1 Get a film crew to record the Principals Conference, SAM Administrators Institute and MCEL for principals who are unable to attend.
   2.3 MASSP will provide professional development that addresses the diverse wants and needs of all schools.
      2.3.1 Survey all schools via regional directors to identify needs.
      2.3.2 Prepare professional learning topics that can be pushed out to regions through the regional directors.
      2.3.3 Utilized the SAM communication tools, e.g. MASSP Community Forum, to deliver learning topics prepared.

3. **Advocacy:** MASSP will emphasize advocacy, educating its members on the importance of issues that affect their job, school and community.

   **Strategic Objectives:**
   3.1 MASSP will teach our members how to use advocacy resources available, for both state and federal advocacy.
      3.1.1 Educate members on the use of the tools to communicate.
      3.1.2 Demonstrate the tools to communicate at MCEL, regional meetings, and MT Principals Conference sessions.
   3.2 MASSP will educate members on ways to connect with their local legislators.
      3.2.1 Invite legislators to regional meetings and into your schools to show programs.
      3.2.2 Provide training on connecting at MCEL, regional meetings, and MT Principals Conference sessions.
   3.3 MASSP will educate members on issues beyond their district and community boundaries.
      3.3.1 Provide training on issues beyond district and community boundaries at MCEL, regional meetings, and MT Principals Conference sessions.
   3.4 MASSP will craft messages for impacting advocacy
      3.4.1 Provide training on how to craft a message for impact.