



**Victorian  
Principals  
Association**

## **STRATEGIC PLAN 2011 - 2012**

The VPA is a professional association that recognises the opportunities and challenges that are faced by educational leaders and actively advocates for them in their complex roles of school leadership, by ensuring they are connected, united and powerful.

The VPA values collegiality, integrity, learning, commitment and representation of school leaders.

### **----- Connected, United & Powerful -----**

The VPA aims to provide a range of key services and support for leaders in Victorian government primary schools. School leaders are kept up to date with information that affects the education sector, participate in professional learning and are represented at State, Federal and International levels.

#### **Three key pillars**

This is achieved by active collaboration in the following three key areas:

- Professional services and support
- Professional advocacy
- Professional learning



Pillar 1: Professional Services and Support

Pillar 2: Professional Advocacy

Pillar 3: Professional Learning

Pillar	Goal	Key Implementation Strategies	Actions
<b>Professional Services and Support</b>	<b>To provide high quality services and support to school leaders.</b>	Networking opportunities	National, State, Regional and Network meetings
			Connecting with new and potential members (aspirant leaders, Assistant and Acting Principals)
			Convenors Workshops
			Principal "Yellow Pages"
			Social networking (Facebook, Twitter, Ultranet)
			Collegiate interaction and support
		Field service Officers	Key contact for informed support, assistance and advocacy for members
			Managing the media
			Recruitment
			Feedback
			Facilitate Professional Learning
			Liaise between DEECD and members
		Member benefits	Weekly e-letter
			VPA website
			Loyalty Card
			VPA brochures, pamphlets, membership pack
			Personal congratulations for recently appointed school leaders
		Member services	Legal documents such as wills
			Financial
			Counselling
		Project services	Responding to emergent needs, individual support
Induction to the VPA			

Pillar	Goal	Key Implementation Strategies	Actions
<b>Professional Advocacy</b>	<b>To advocate for, and on behalf of, school leaders.</b>	Lobbying and position papers	Position Papers
			Connections with stakeholders
		Media profile	Role of VPA President and Board Members
		Stakeholder consultations	Hot Topics
			DEECD
		Professional representation	Merit Protection Board
			Small rural and remote schools
			Special interest groups
		Broader professional representation	VASSP
			APF
AGPPA			
APPA			
ICP			

Pillar	Goal	Key Implementation Strategies	Actions
<b>Professional Learning</b>	<b>To provide access to high quality and relevant professional learning for school leaders</b>	Conferences	Conference organisation (VPA/VASSP)
			International and interstate conferences
			Online
		Professional Learning Workshops	Technical Leadership workshops
			Response to Hot Topics and member needs
			Links to BASTOW
		Resources	Online (enhanced use of video-conferencing, e-letter, blogs, wikis)
			Website
			Printed publications
		Coaching and mentoring	GROWTH Coaching
			Succession planning
			Mentoring programs
		Study Awards	International and interstate tours
			Exchanges
		Research	Annual Business Partner study awards
			Links with University, Departmental and wider research
Professional publications			
Position Papers			
Member surveys			