



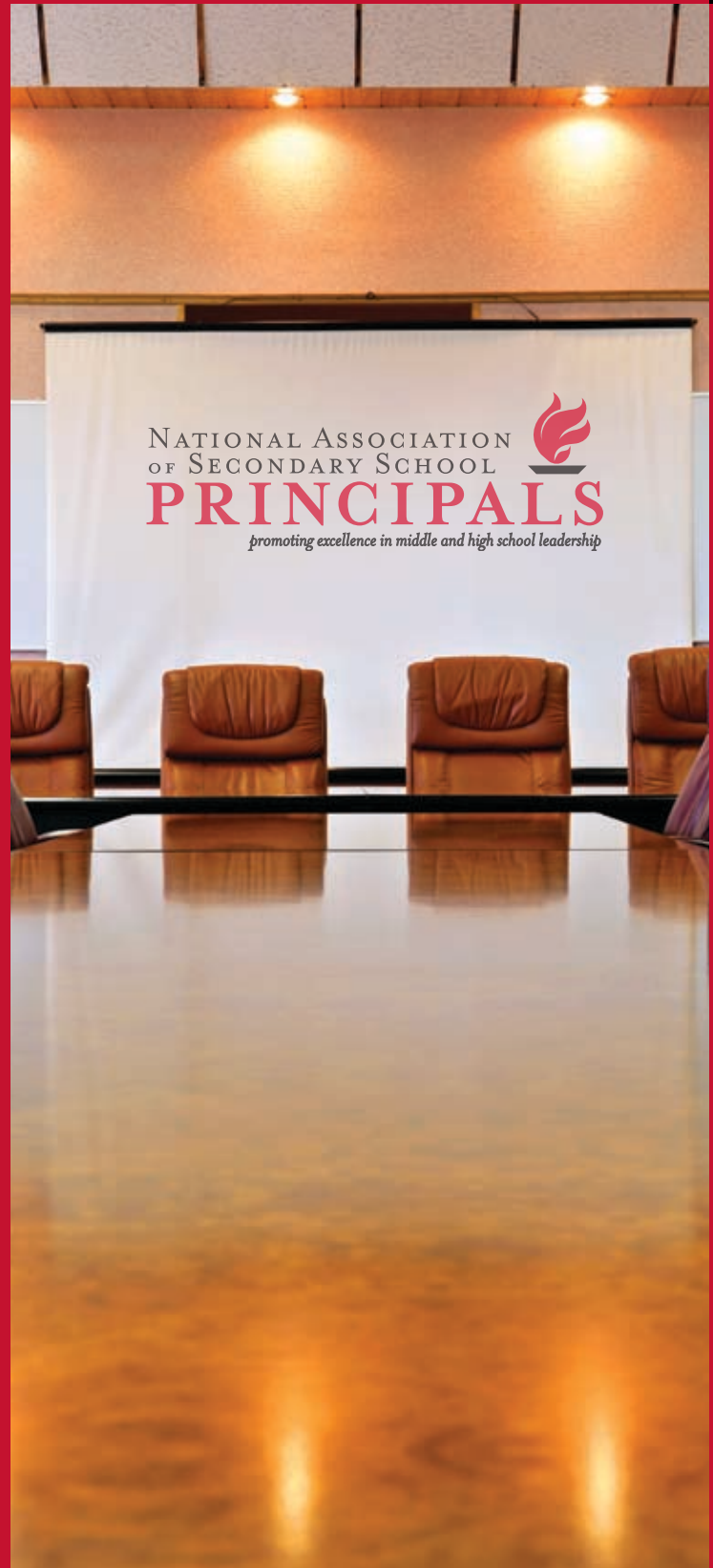


NASSP Mission & Priorities

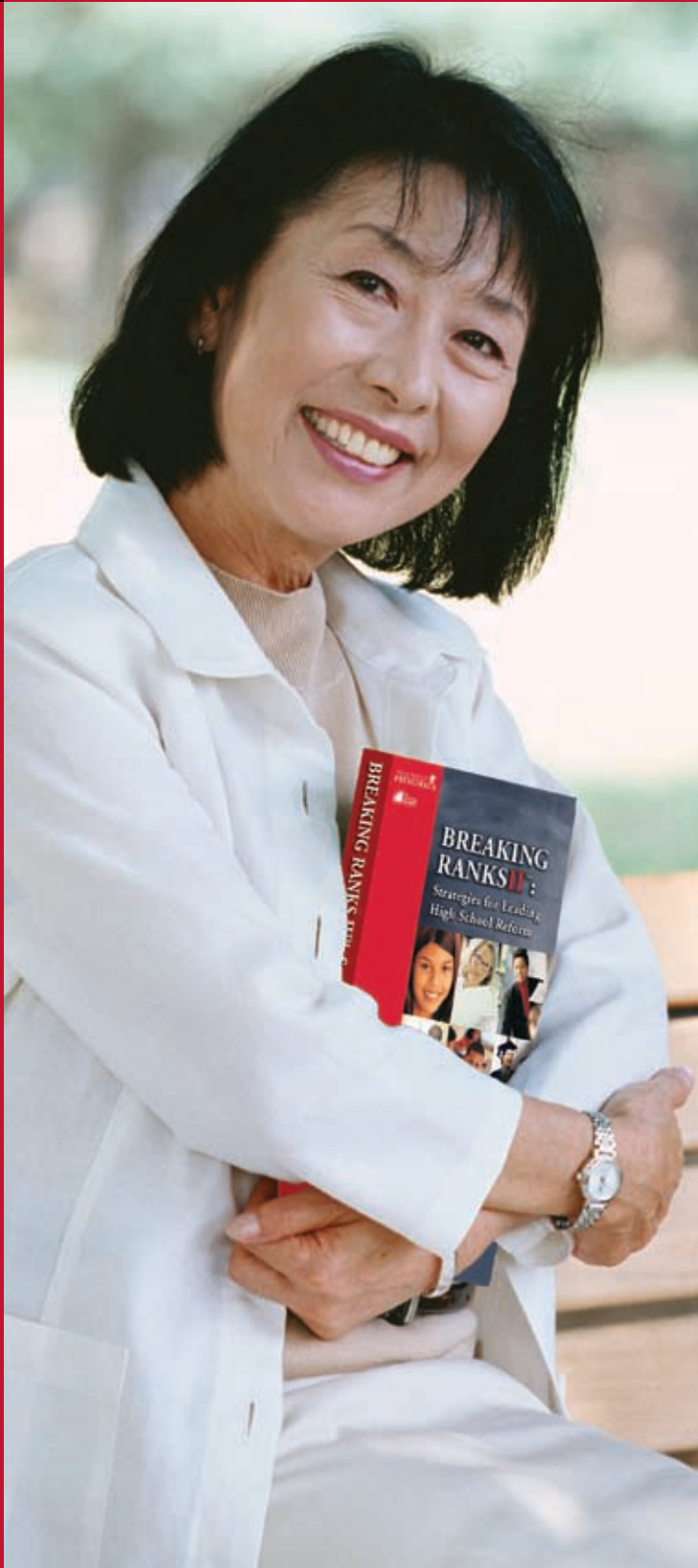
The National Association of Secondary School Principals (NASSP) is the preeminent organization of and national voice for middle level and high school principals, assistant principals, and aspiring school leaders from across the United States and more than 45 countries around the world. The mission of NASSP is to promote excellence in middle level and high 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 award-winning publications, professional development opportunities, ready access to relevant research, and persistence in advocating on behalf of school leaders, NASSP helps to advance middle level and high school 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 middle and high schools in the United States
- Promoting student leadership through the National Honor Society™ (NHS), the National Junior Honor Society™ (NJHS), and the National Association of Student Councils™ (NASC).



NASSP Mission & Priorities



NASSP is recognized throughout the education community for its innovative school reform programs. 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 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*

Focusing on real-world school issues and solutions, NASSP has developed the following initiatives:

- The National Center for Middle Level Leadership
- Resident Practitioners
 - Safe and Orderly Schools
 - School-Business Partnerships
- National Task Forces
- Skills Assessment for Instructional Leaders (SAIL)
- Breakthrough Schools
- Policy Reports and Recommendations
- Annual Convention

NASSP in Numbers

Membership Profile:

■ More than 30,000 principals, assistant principals, and other school leaders in middle level and high schools

■ Position

- 51% are principals
- 31% are assistant principals
- 13% are teachers, guidance counselors, professors, and other educators
- 5% are site-level administrators

■ School Type

- 73% are high school leaders
- 27% are middle level leaders

■ School Location

- 44% rural
- 33.5% suburban
- 22.5% urban

■ School Size

- 50% work in schools of 750 students or less
- 28% work in schools of at least 1,000 students

■ Gender

- 76% are men
- 24% are women

■ Age Range

- 53% are 52 and older
- 35% are 42 to 51 years old
- 12% are between 32 and 41 years old



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 NASSP members' purchasing habits.

NASSP Members Are Involved in the Purchase of:

■ Professional development programs.....	86.6%
■ Awards, certificates, recognition services.....	81.8%
■ Curriculum programs	77.5%
■ Textbooks	70.9%
■ School safety programs and equipment	67.5%
■ Furniture.....	65.9%
■ Audiovisual equipment	64.5%
■ Reference books.....	64.3%
■ Technology and computer hardware	61.6%
■ Character education programs	59.3%
■ Fundraising programs	59.3%
■ Test preparation programs	58.9%
■ Physical plant/facilities equipment and supplies.....	55.5%
■ School photography.....	54.5%
■ Career and guidance programs.....	53%
■ Stationery products	53%
■ Signage.....	52.5%
■ Vending machines	48%
■ School reform programs.....	47%

■ Business machines.....	44.5%
■ Uniforms/caps and gowns	39.1%
■ Customized supplies and clothing.....	38.9%
■ Distance learning programs.....	37.3%

Principals' Annual Budgets

■ Less than \$1 million:	29%
■ \$1 million–\$1.9 million:	15%
■ \$2 million–\$2.9 million:	13%
■ \$3 million–\$3.9 million:	12%
■ \$4 million–\$4.9 million:	6%
■ \$5 million or more:	25%

Membership Touch Points

- Professional Development and Instructional Leadership Resources
- Advocacy/Policy
- Convention and Conferences
- National and State Education Leaders
- Recognition Programs
- National Advisory List of Student Contests and Activities
- Communication Channels
 - Web site—www.principals.org
 - *Principal Leadership* magazine
 - *NewsLeader*
 - *Principal's Update*
 - *A Legal Memorandum*
 - *Principal's Research Review*
 - *The Middle Level Leader*



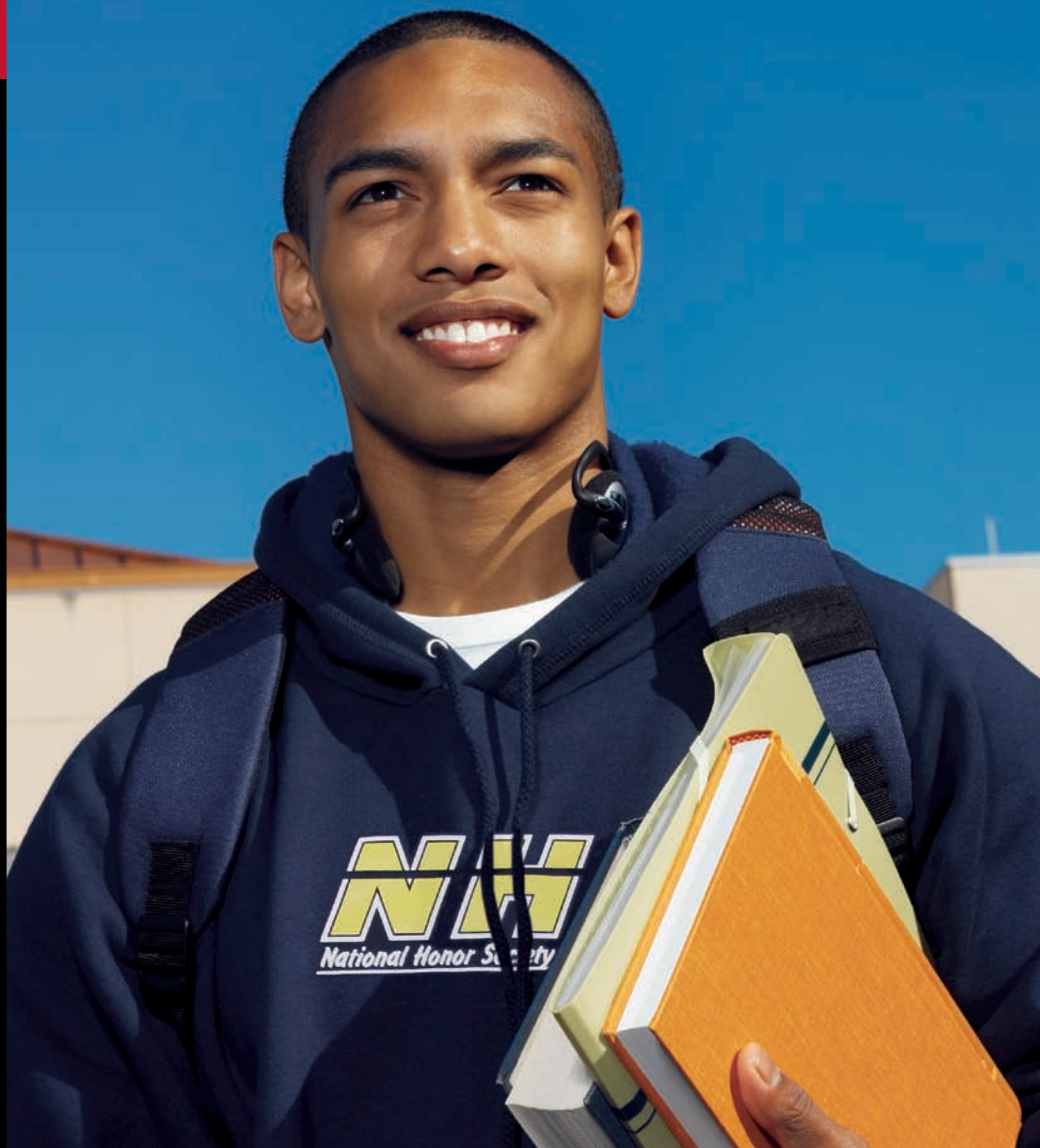
NHS & NJHS Mission & Priorities

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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).





NHS & NJHS in Numbers

Membership Profile:

- Total Honor Society chapters: more than 22,000 schools
- NHS chapters: 15,250 (70%)
- NJHS chapters: 6,540 (30%)
- Average chapter size of 46 students
- More than 1 million student members each year
- Chapters (NHS & NJHS) in schools by grade range
 - K-12: 11%
 - 5-8: 12%
 - 7-9: 7%
 - K-8: 5%
 - 7-12: 15%
 - 9-12: 50%
- Chapters (NHS & NJHS) in schools according to school size:
 - 1-599: 42.8%
 - 600-749: 15.1%
 - 750-999: 13.7%
 - 1,000-1,999 21.1%
 - 2,000-2,499 3.8%
 - 2,500+ 1%
 - Unknown school size 2.5%
- 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 handles all the official insignia, clothing, and publication sales for the Honor Societies.

- Total individual units sold: Nearly 650,000
 - NHS Subtotal: 531,000 (82%)
 - NJHS Subtotal: 117,500 (18%)

Membership Touch Points

- Leadership Training Development
- Recognition Programs
- National & Regional Conferences
- NHS National Scholarship Program
- National Student Leadership Week
- *The NHS Handbook* and *The NJHS Handbook*
- Communication Channels
 - Web sites—www.nhs.us and www.njhs.us
 - *Leadership for Student Activities* magazine
 - Electronic newsletter



NASC Mission and Priorities

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The mission of the National Association of Student Councils™ (NASC) is to encourage greater civic engagement of all students in their schools and communities. To support this goal, NASC has developed the Raising Student Voice and Participation (RSVP) program for its members. The association focuses its efforts on local student council advisers to support and enrich their work with councils and individual student leaders, providing resources to promote service learning in middle level and high schools.

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





NASC in Numbers

Membership Profile:

- 11,000 middle level and high schools are affiliated with NASC
- School Type
 - 73% are high schools
 - 27% are middle level schools
- Grade range of NASC member schools
 - K-12: 9%
 - 5-8: 10%
 - 7-9: 7%
 - K-8: 4%
 - 7-12: 14%
 - 9-12: 56%
- School Size
 - 40% have student populations of 0-599
 - 17% have student populations of 600-749
 - 15% have student populations of 750-999
 - 23% have student populations of 1,000-1,999
 - 4% have student populations of more than 2,000
- 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

- Professional Development and Student Leadership Resources
- National & Regional Conferences
- Civic Engagement Initiatives
- Leadership (NASC board meetings and state association meetings)
- National Student Leadership Week
- Recognition Programs
- Fundraising Products and Programs
- *NASC Officer Guides*
- *The NASC Student Council Handbook*
- Communication Channels
 - Web site—www.nasc.us
 - *Leadership for Student Activities* magazine
 - Electronic newsletter



National Association of Secondary School Principals

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