



**TASA** 

TEXAS ASSOCIATION OF  
SCHOOL ADMINISTRATORS

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**INSPIRING LEADERS**



# Our Declaration

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As our world undergoes increasingly rapid change, a constant truth is that the health of our democratic society depends on improving and defending the quality of public education.

Transforming the system is vital to the future of our great state and nation – and we have a duty to prepare students for that very future. We have the vision. We have the hard work and history to back it up.

We have the passion to rally allies and the grit to make it a reality. The leaders who grow within our organization cultivate tomorrow's leaders. Together, we can strengthen public education for all students.

Our collaboration is unparalleled. Our commitment is unwavering. Our path is clear...

*Be the innovative, future-focused leaders that every public school student deserves.*





# Join Us

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We invite you to be part of the Texas Association of School Administrators as we work to transform and strengthen public education in our great state.

Although the global pandemic has introduced a new set of challenges, TASA will continue to pursue the strategic direction set forth by our TASA 2025 Task Force — a diverse group of superintendents and central office staff from across Texas who came together, with thoughtful consideration and collaboration, to set a path for our future.

As we approach TASA's 100th anniversary, we remain focused on developing our professional learning offerings into a cohesive, nationally recognized system that builds leadership capacity and a culture of transferable learning. We continue our dedication to fostering a deeply engaged membership that self-organizes around the highest level of leadership performance. And we are steadfast in our commitment to developing a diverse and extensive collaborative of champions equipped to advocate for an educated citizenry.

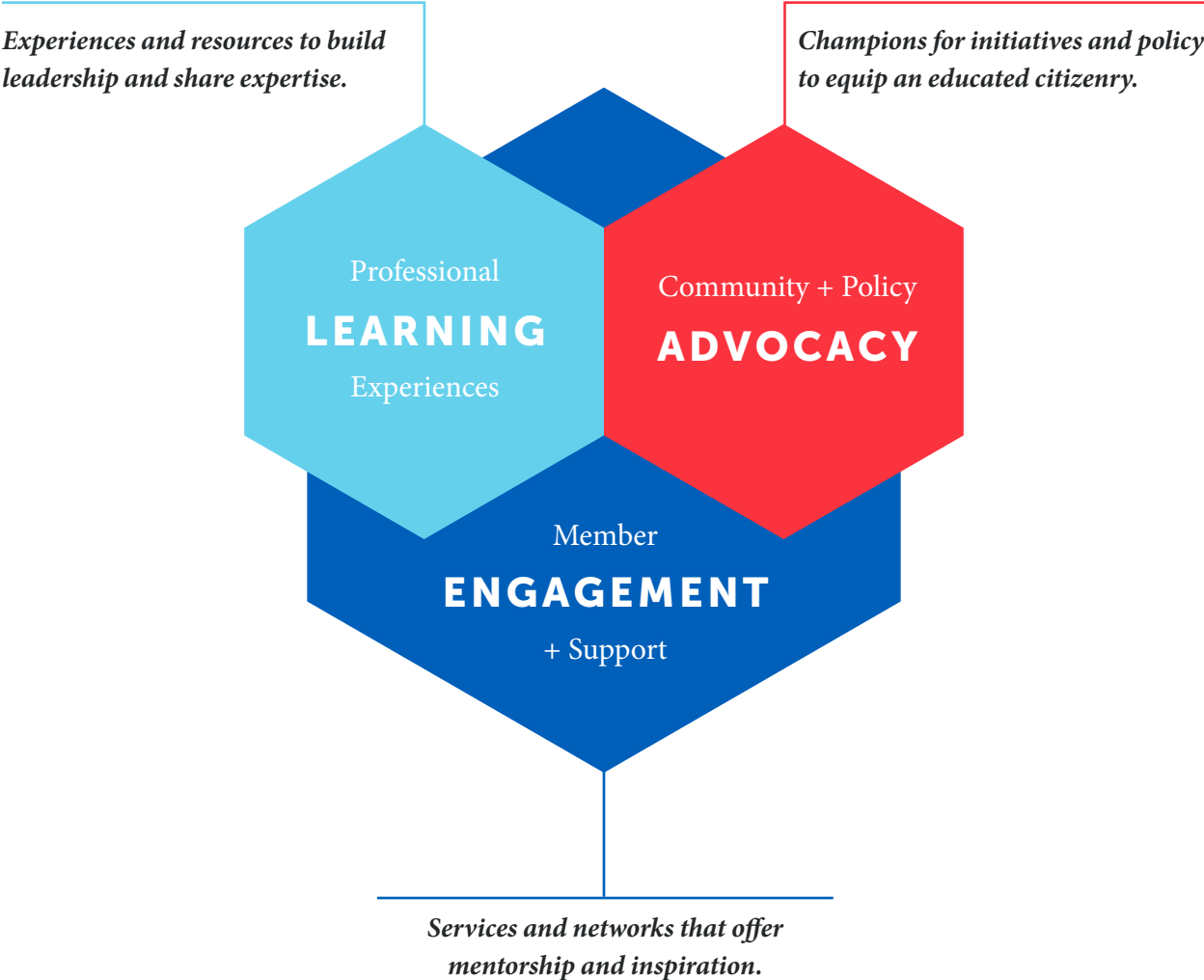
We are embarking on another school year that will be full of changes for school leaders, so we invite you to be part of TASA. Now, more than ever, school leaders need the latest information, resources, and training, and we continue to work hard to provide that support. We are stronger when we are working together.

We hope you will join us, because together, we are TASA. Together, we will persevere — because 5.4 million students are depending on us.

# Services and Benefits

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Our mission is to promote, provide, and develop leaders who create and sustain student-centered schools and develop future-ready students. Our members enjoy services and benefits that support that mission.



# Professional **LEARNING** Experiences

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To help individuals and districts meet their professional growth and leadership development needs, we offer innovative conferences (including TASA Midwinter — the most popular annual conference for Texas school leaders!), professional and executive development, online learning, and networking opportunities. TASA members benefit from experiences and resources that allow them to grow as school leaders.

## *Career Development*

Through our partnership with N2 Learning, we offer leadership development opportunities for assistant principals, principals, and central office administrators. We also offer in-depth learning opportunities for those who aspire to be superintendents, as well as comprehensive training, resources, and mentoring for first- and second-year superintendents.

## *Leadership and Transformation*

TASA offers authentic, hands-on learning experiences that are designed by superintendents, professional learning for district and campus leaders who want to develop as transformational leaders, and opportunities for networking and collaboration that will help you take your campus or district to the next level. Through our partnership with N2 Learning, we offer leadership development for assistant principals, principals, and central office administrators.

## *Teaching and Learning*

We offer training and resources on the latest in assessment and accountability. Plus, through our partnership with Curriculum Management Solutions, Inc., we provide training on examining and evaluating deep curriculum alignment issues and system-based issues to optimize teaching and learning and improve student achievement.

## *Education Policy*

To support school leaders' advocacy efforts on behalf of Texas public schools, TASA offers conferences and other learning opportunities for in-depth exploration of education policy and legislative issues.

## *Management*

TASA offers essential training to beginning superintendents on the day-to-day responsibilities of managing a school district as well as learning opportunities for administrators at all experience levels centered around budget/school finance, personnel and facility management, and more.

GET THE DETAILS ON UPCOMING OPPORTUNITIES AT  
[TASANET.ORG/PROFESSIONAL-LEARNING](https://TASANET.ORG/PROFESSIONAL-LEARNING)



# Community + Policy **ADVOCACY**

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As school leaders, TASA members play a crucial role as advocates for public education in Texas — both as ambassadors and as activists. They not only promote the successes of our public schools, but they actively participate in the state’s legislative and public policy processes on issues critical to school districts and the children and communities they serve. TASA members benefit from support that helps them champion initiatives and policy to equip an educated citizenry.

## ▶ *Collaboration with Stakeholders*

The TASA Governmental Relations team helps us maintain the visibility and respect needed to effectively advocate for public schools; they work with legislators and other state leaders as well as other education associations to defend and advance public schools.

## ▶ *Research and Policy Analysis*

Because we are a statewide organization, we have the resources to conduct the research and policy analysis needed to help school leaders be informed advocates for education.

## ▶ *Education and Information*

Daily education news and legislative/policy alert emails, comprehensive bill summaries, and a host of other tools and resources keep school leaders up to date on education issues.

## ▶ *Positive Public Relations*

Through our facilitation of the Texas Teacher of the Year and School Board awards, as well as other recognition programs, TASA provides the opportunity for school leaders to shine the spotlight on individuals in their districts who work tirelessly on behalf of students. And through our publications and social media channels, we share the success stories and good news of school districts across the state.

## ▶ *Focus on Transformation*

Through our MISSION: School Transformation initiative — a movement that continues to evolve Texas public education into a system that prepares future-ready students — TASA is helping to engage the digital generation with new technologies and learning standards that focus on preparing students to be future-ready. Our School Transformation Network (STN) helps TASA members with district subscriptions to STN to have a powerful impact on the future of Texas public education.

LEARN MORE AND GET INVOLVED AT [TASANET.ORG/ADVOCACY](https://TASANET.ORG/ADVOCACY)



# Member **ENGAGEMENT** + Support

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TASA members benefit from networks and services that offer mentorship and inspiration.

## ▶ *Networking Opportunities*

Network with other school leaders, share ideas, discuss strategies, and collaborate. TASA members benefit from many valuable opportunities — both organized and informal — to connect with colleagues.

## ▶ *Leadership Opportunities*

Get engaged and grow as a leader. TASA members have opportunities to participate on committees and take on other leadership roles.

## ▶ *Information Resources*

Have the latest education news delivered to your email inbox! Communications including TASA Daily and Capitol Watch Alert keep TASA members up to date on education headlines, legislative/policy news and legal issues. TASA members also enjoy free subscriptions to our online INSIGHT and Texas School Business magazines and access to our “Who’s Who in Texas Public Schools” membership directory.

## ▶ *Legal Support*

TASA Active members \* enjoy peace of mind knowing they are eligible for legal consultation as part of their annual membership. The law firm of Adams, Lynch & Loftin, P.C. provides Active members with consultation relating to the superintendent’s employment contract, superintendent and board relations, and other topics related to professional duties and employment. The firm has served as general counsel to TASA since 1987, and the firm’s school lawyers have substantial experience in representing superintendents, principals, and other school administrators in public and private schools and institutions of higher learning in an array of employment matters, including employment contract formation and dissolution, administrative law, and employment litigation. TASA Active members needing to initiate TASA legal services should contact Maria Cruz at 800.725.8272 ext. 2113. *\*Eligibility Requirements: Active members who are employed full-time in an administrative position in a Texas public school district AND holding a current TASA membership that has been paid in full for at least six months. The following categories of members are NOT eligible for legal services: higher education, state agency, state association, student, associate, honorary life.*

## ▶ *Career Center*

Find a new job or fill an empty position. TASA’s Career Center job posting service features a variety of employment opportunities posted by school districts, ESCs, TEA, charter and private schools, and other Texas education organizations in Texas. (Posting is free for districts with a superintendent membership.)

LEARN ABOUT ALL THE WAYS TASA CAN SUPPORT AND CONNECT YOU AT  
[TASANET.ORG/MEMBERSHIP](https://TASANET.ORG/MEMBERSHIP)

# Membership Opportunities

TASA membership is available in several categories based on your professional role. We invite you to not only join, but to get engaged! TASA membership offers many opportunities for networking, collaboration, and leadership.

**ACTIVE MEMBERSHIP**

Ideal for any person who meets the professional administrator's certificate requirements, has equivalent professional training, or serves in an administrative position.

**Active Superintendent Membership**  
*.004 x gross annual salary (\$290 minimum)*

**Active Membership, Other Than Superintendent**  
*.003 x gross annual salary (\$190 minimum)*

**COLLEGE/UNIVERSITY/  
STATE AGENCY MEMBERSHIP**

For professors employed full time in a college or university department and employees of Texas state agencies.

**College/University/State Agency Membership**  
**\$95**

**STUDENT MEMBERSHIP**

Offered exclusively for individuals currently enrolled in a college or university department of educational administration who are not employed in a full-time administrative position, other than at the campus level.

**Student Membership**

*Does not include the right to vote, hold office, or receive legal support from TASA but it does include eligibility for TASA's Johnny L. Veselka Scholarship for doctoral students and access to other TASA services and benefits.*

**\$75**

**ASSOCIATE MEMBERSHIP**

For companies and individuals who wish to share their products and services with the key decision-makers in Texas school districts. Open to individuals other than school district, ESC, university, or state agency personnel. Excellent advertising opportunities are also available to Associate Members.

**Associate Membership**  
**\$290**

**SUSTAINING MEMBERSHIP**

For Active and Associate Members who recognize the importance of developing and sustaining the association as a preeminent advocate for public education. This membership supports TASA's development fund and helps strengthen TASA programs and services to better meet the diverse professional needs of all members.

**Sustaining Membership**  
**\$100 plus the appropriate membership fee (Active or Associate)**

JOIN OR RENEW AT  
**TASANET.ORG/MEMBERSHIP**

# Corporate Partners

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TASA corporate partners are an elite group of organizations that have made the commitment to support our association's work on behalf of Texas' 5.4 million public school students. Corporate partners benefit from advertising, sponsorship, and exhibiting opportunities provided to engage and connect with TASA members – the most influential leaders in Texas public schools. TASA invests the resources they dedicate in efforts to forward our mission. We believe the development of leadership capacity is critical to the success of Texas public schools, so we work to promote, provide, and develop school leaders who can create and sustain student-centered schools and develop future-ready students.

JOIN OR RENEW AT [TASANET.ORG](https://TASANET.ORG)

## TASA Officers

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**Doug Williams**  
*President*  
*Sunnyvale ISD*

**Gonzalo Salazar**  
*President-Elect*  
*Los Fresnos CISD*

**LaTonya Goffney**  
*Vice President*  
*Aldine ISD*

**Brian Woods**  
*Past President*  
*Northside ISD*

**Kevin Brown**  
*Executive Director*

## Questions?

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Please call or email us at  
[membership@tasanet.org](mailto:membership@tasanet.org)

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