



DigitalNow Case Study			
<b>Organization</b>	<b>National Association of School Psychologists (NASP)</b>	<b>Web:</b>	www.nasponline.org
<b>Number of Staff</b>	30	<b>Annual Operating Income</b>	\$5.25M
<b>Number/Type of Members</b>	23,600 members primarily in the US who are school psychology practitioners, supervisors, graduate students and university professors.		
<b>Primary Mission of Organization</b>	School psychologists identify and consult to remove barriers to learning for students (e.g., disabilities, depression, divorce, violence, etc.). Our mission is to enhance the mental health and educational competence of all children.		
<b>What is organization doing to move from “good to great?”</b>	As a “leader-driven” association, we find it important to facilitate the best possible orientation and continuing professional development opportunities for elected/appointed volunteer leaders (e.g., The Will to Govern Well). On the staff side, our mission and office culture attract and retain the “right people on the bus” who work even more passionately in times of crisis (e.g., school shootings, 9/11, Hurricanes Katrina and Rita, etc.). Crisis response is one of our most significant brands whereby the press, NEA, AFT, etc. call us for information advice first.		
<b>Challenges Faced</b>	Our Hedgehog concept is changing: as education becomes more vulnerable to the negative effects of high stakes testing—with pressure for schools to produce higher test scores; as the evidence increases to show the connection between mental health and academic achievement—with pressure to increase mental health services when resources are tight; and as the field is graying/more members are retiring—with pressure to do more with less; practice is changing and our member services are undergoing change. Younger members are adjusting better than their elders...		
<b>Success/Status</b>	<p>In response to the challenge described above, NASP has devoted much extra effort to produce online, printed, in-service and interactive products and activities to increase members’ expertise in key branding areas such as: crisis response; the continuum of mental health services; and theory and practice information to change practice with the times/current needs. Membership is up 15% from a year ago, last month’s convention had the second best attendance in our history (4,350), and the most significant growth sector is that of our graduate students.</p> <p>To keep the flywheel turning, NASP is revising its 8-year old Blueprint for the Future of School Psychology, updating its 5-year old strategic plan, rolling out its recently field tested training curriculum for school-based crisis response, increasing its resource allocation to support involvement of graduate students, developing several new online courses for skill development, and maintaining external relations with stakeholder groups regarding educational assessment (e.g., reading and LD identification) and promotion of school-based mental health services for students.</p>		