



Executive Director's Update

Massachusetts School Administrators' Association

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From Executive Director Robert Baldwin

Massachusetts School Administrators' Association

October 8, 2025

HAPPY NATIONAL PRINCIPALS MONTH!!

A message from MSAA President and MSAA Executive Director

Dear Massachusetts School Administrators,

As we celebrate National Principals Month this October, we want to take a moment to recognize and thank each of you for the extraordinary work you do every day for your students, staff, and communities.

Coming off our MSAA School Year Kickoff last week and the recognition we received from the Massachusetts House of Representatives, we are reminded once again of the impact that strong, compassionate, and committed leadership has across the Commonwealth.

We know how challenging the role of a school administrator is, especially now more than ever. The responsibilities you carry, the decisions you make, and the care you show for your school communities do not go unnoticed. Even on the days when it might not feel like it, please know that your work matters deeply and that your leadership truly makes a difference.

As your professional association, MSAA is honored to stand beside you in this important work. Supporting you is not only our mission but also our privilege and responsibility. Together, we are stronger, and together, we ensure that every student in Massachusetts benefits from the power of great school leadership.

Congratulations on National Principals Month, and a sincere thank you for all that you do, each and every day!

With appreciation and admiration,

Marty Geoghegan, MSAA President
Bob Baldwin, MSAA Executive Director

Tap on the Shoulder

The Tap on the Shoulder Initiative invites school leaders to recognize and support aspiring administrators who demonstrate leadership potential.

The information on the right outlines the purpose of the initiative. Please scan the QR code to share contact information for an aspiring leader who is ready to take the next step in their professional journey. By giving a "Tap on the Shoulder," you help strengthen the future of educational leadership across Massachusetts.

MSAA MASSACHUSETTS SCHOOL ADMINISTRATORS' ASSOCIATION

TAP ON THE SHOULDER INITIATIVE

01 TAP ON THE SHOULDER

MSAA believes a strong pipeline of well-prepared and supported school leaders is essential for all students to thrive. The initiative intends for current aspiring leaders to identify someone who has the "It" factor. Once identified, MSAA will conduct workshops with the goal of helping these leaders receive a "Tap on the Shoulder" and secure a second contract.

02 BECOME AN ASPIRING LEADER

The new Aspiring Principal Membership provides access to basic services:

- Monthly Executive Director's Update
- Discount on Professional Services
- Support in the job search process
- and model contract support services
- Opportunities to connect with colleagues to create a sense of belonging

03 LEARN ABOUT MSAA

Join us for the MSAA Informational Panel on December 1st in Franklin. This is a great opportunity to connect with colleagues and learn about the MSAA.

04 ATTEND THE ASSISTANT PRINCIPAL MEETING

We invite you to attend our professional development event on Monday, April 6th. This event is focused on key areas critical for effective school leadership:

- Instructional Leadership
- Safe Learning Environments
- Educational Technology
- Essential Leadership Skills (e.g., vulnerability and team-building)

Join us to network with peers, learn from keynote speakers, gain practical strategies for immediate school improvement, and take a significant step in your preparation for future leadership roles, such as becoming a Principal.

Thanks for your continued support!
Robert Baldwin