



Founding Year Calendar

September 2026 to August 2027

Campaigns, Webinars, Publications and Outreach

*Connecting Leaders. Strengthening Schools.
Transforming Education Across Africa.*

AFRICAN SCHOOL LEADERS

Founded by Princess O. Akinpelu

12 MONTHS · 11 WEBINARS · 11 INTERNATIONAL DAYS

Building the community, gathering the evidence,
preparing for the official commissioning of ASLA in August 2027.

01 Welcome

Welcome to African School Leaders.

You are among the first school leaders invited to become part of a growing movement that believes Africa's greatest educational resource is not its buildings or technology. It is its leaders.

Across our continent, thousands of school owners, principals, head teachers and senior leaders are solving similar challenges every day, often in isolation. African School Leaders exists to change that.

Together, we will create a community where ideas are shared, innovation is embraced, leadership is strengthened and African schools learn from one another.

This is not simply another WhatsApp group. It is the beginning of a continental movement that will officially launch as the African School Leaders Association (ASLA) in August 2027.

We are delighted that you are here from the very beginning.



Our Vision

To build the most influential community of school leaders in Africa, fostering collaboration, leadership excellence and educational transformation across the continent.

Our Mission

To connect school leaders across Africa, promote best practice, encourage innovation, develop leadership capacity and prepare the foundation for a strong, representative professional alliance that serves schools throughout Africa.



02 A Letter from the Founder



Princess O. Akinpelu

FOUNDER

Dear school leaders across our great continent,

I write to you not as a distant official but as a practitioner who has walked the daunting education road as you all do. I have felt the weight of a school community that looks to its leader for answers when resources are thin, when a child arrives hungry, when a parent cannot pay, and when a teacher resigns mid term. I have also known the quiet joy of watching a child who could not read a single word begin to read with understanding, of seeing teachers blossom under the right leadership, and of schools headed for closure coming back to life.

Africa lacks neither ambition, intelligence nor courage. What it has lacked is a body that belongs to the people who run its schools every single day, a body that gathers our collective wisdom, holds us to a standard we set together, and speaks with authority because it speaks from the classroom and the head teacher's office rather than from a conference room far away.

That is why I founded African School Leaders, and that is why we will formally constitute the African School Leaders Association. We begin our founding year on 1 September 2026. We will launch formally in August 2027, with our headquarters in Nigeria and our arms open to every region of the continent. This framework is our promise that we will be judged not by the reports we publish but by the results we deliver.

Join us. Bring your school, your experience and your conviction. The children are waiting.

With respect and resolve,

Princess O. Akinpelu

Founder, African School Leaders Association

03 How to Read This Calendar

This calendar maps every campaign, webinar, publication, outreach activity and social media moment across the founding year. Eleven of the twelve months are anchored to a recognised international or United Nations day. Every activity is designed to be deliverable with minimal cost, using social media, webinar platforms and the energy of our growing membership.

Activity types at a glance

- Webinar** A live, virtual session open to all verified members, recorded for replay.
- Social media campaign** A coordinated campaign across LinkedIn, Instagram, Facebook and X using a branded hashtag.
- Publication** A report, best practice guide, poem or other published asset.
- Outreach** A physical or community engagement activity delivered by member schools or chapters.



September 2026

INTERNATIONAL LITERACY DAY · 8 SEPTEMBER

GLOBAL THEME

Literacy for people, the planet and prosperity (UNESCO, 60th anniversary of International Literacy Day).

ASLA THEME

Let Me Learn.

ACTIVITIES

Social media campaign

#LetMeLearn Campaign. Member schools photograph pupils holding handwritten placards reading "Let Me Learn" alongside their name, school and country. School leaders post the images to their own social media and share with the ASLA accounts for reposting. The campaign runs from 1 to 8 September, building to a crescendo on International Literacy Day itself. All images are collected into a continent wide gallery published on the ASLA website and socials on the day.

Publication

The official #LetMeLearn Poem. ASLA commissions or writes an original poem in English, titled "Let Me Learn", expressing the voice of an African child asking for the chance to read. The poem is released on 1 September as a designed social media graphic and a downloadable PDF. School leaders are invited to record videos of their pupils reciting the poem, individually or as a class. Videos are shared using #LetMeLearn. A compilation montage is published on 8 September.

Webinar

Founding Year Opening Webinar: The State of Literacy in African Schools. Held on 8 September. This is ASLA's first ever webinar and the formal opening of the founding year programme. Content: the scale of the literacy crisis (89 per cent learning poverty in Sub Saharan Africa), what the evidence says works (structured pedagogy, teaching at the right level, mother tongue instruction), and what ASLA will do about it. Includes a screening of selected #LetMeLearn pupil videos.

WHAT IS NEEDED

The poem (written and designed in advance). A campaign brief sent to all members by 20 August. A Canva template for the placard design so images look consistent. Webinar platform. Video editing for the montage.

DATA GENERATED

Number of schools and countries participating. Number of pupil videos received. Webinar registration and attendance.

October 2026

WORLD TEACHERS' DAY · 5 OCT | INTERNATIONAL DAY OF THE GIRL CHILD · 11 OCT

World Teachers' Day, 5 October

GLOBAL THEME

The Teachers We Need for the Education We Want: The global imperative to reverse the teacher shortage.

ASLA THEME

Celebrating Exceptional Teachers.

Social media campaign

#MyTeacherMyHero Surprise Campaign. School leaders nominate one exceptional teacher from their school by sending ASLA a photograph of the teacher and a short written tribute (three to five sentences) explaining what makes them outstanding. Crucially, the teacher does not know. ASLA designs each tribute as a branded social media card and publishes them across all platforms on and around 5 October. School leaders are encouraged to show the post to the teacher on the day as a surprise. The campaign celebrates teachers through the eyes of the leaders who work alongside them every day.

WHAT IS NEEDED

A call for nominations sent to all members by 15 September with a deadline of 28 September. A Canva template for the tribute cards. A member of the team to design and schedule the posts.

International Day of the Girl Child, 11 October

GLOBAL THEME

End child marriage and invest in girls' rights.

ASLA THEME

Keeping Girls in School.

Webinar

Keeping Girls in School: What School Leaders Can Do. A panel webinar featuring school leaders who have successfully improved girls' retention, alongside a representative from a girls' education organisation. Content: the data on girls' dropout, the drivers (child marriage, pregnancy, cost, menstrual health, distance, safety), and practical, low cost actions school leaders can take immediately.

Social media campaign

#HerFutureHerSchool Awareness Week. Running from 6 to 11 October. Daily social media posts sharing statistics, stories and calls to action on girls' education.

DATA GENERATED

Number of teachers celebrated. Webinar attendance. Survey responses on girls' education. Social media reach.

November 2026

WORLD CHILDREN'S DAY · 20 NOVEMBER

GLOBAL THEME

My Day, My Rights (UNICEF).

ASLA THEME

The Voice of the African Child: Safeguarding Our Schools.

Webinar

Safeguarding in African Schools: Hearing the Voice of the Child. ASLA's first dedicated safeguarding webinar.

Content: what safeguarding means in the African school context, why the voice of the child must be at the centre of every safeguarding system, the evidence from the Good School Toolkit trial (42 per cent reduction in violence), and what a school leader must put in place. The webinar introduces the concept of the ASLA Safeguarding Standard and invites member feedback.

Social media campaign

#AfricanChildSpeaks. Member schools invite pupils (with parental consent) to record a 30 second video or voice note answering: "What would make your school better?" ASLA compiles a montage and publishes it on 20 November.

WHAT IS NEEDED

A safeguarding expert guest speaker. A brief to members on the #AfricanChildSpeaks challenge, including consent guidance, sent by 1 November. Simple video editing for the montage.

DATA GENERATED

Webinar attendance. Pupil voice clips. Member feedback on the Safeguarding Standard. Social media reach.



The children are waiting.

December 2026

INTERNATIONAL DAY OF PERSONS WITH DISABILITIES · 3 DECEMBER

ASLA THEME

Learning Inclusion.

Webinar

Learning Inclusion: What Every School Leader Needs to Know About SEND. A webinar on special educational needs and disabilities, covering identification of learning differences, universal design for learning, reasonable adjustments, and referral pathways. Features a SEND specialist and, wherever possible, a speaker with lived experience of disability.

Outreach

Outreach to special education centres. ASLA invites member school leaders to visit a special education centre or school for children with disabilities in their locality during the first week of December, to learn, to listen and to build relationships. School leaders share photographs and reflections using #LearningInclusion.

Publication

ASLA Inclusion Best Practice Guide (Edition One). A short, practical, downloadable guide for school leaders on making their school more inclusive, covering ten immediately actionable steps. Published on 3 December.

WHAT IS NEEDED

A SEND specialist speaker. The best practice guide drafted and designed by mid November. A brief encouraging outreach visits.

DATA GENERATED

Webinar attendance. Number of outreach visits. Downloads of the best practice guide. Social media reach.

January 2027

INTERNATIONAL DAY OF EDUCATION · 24 JANUARY

GLOBAL THEME

AI and Education: Preserving Human Agency in a World of Automation (UNESCO).

ASLA THEME

AI in African Schools: Opportunity, Risk and Responsibility.

Webinar

AI in African Schools: Expert Perspectives. A webinar featuring an expert panel on artificial intelligence in education, tailored to the African context: what AI tools are already entering African classrooms, what the opportunities are for low resource settings, what the risks are (data privacy, misinformation, dependency, digital divide), and how school leaders should approach adoption responsibly.

Publication

ASLA AI Implementation Best Practice Guide. A practical, downloadable guide for school leaders on adopting AI tools responsibly. Published on 24 January.

Publication

State of African Schools Report (Founding Edition). ASLA's first major publication. This report aggregates the data collected across the founding year so far: baseline survey responses on literacy, girls' education data, safeguarding feedback, inclusion audit results, and participation data. It is the prototype for the future annual State of African School Leadership Report. Published in the final week of January and presented at the webinar.

WHAT IS NEEDED

AI expert speaker or panel. Both guides drafted and designed. The State of African Schools Report compiled from all data collected since September. Media outreach for the report launch.

DATA GENERATED

Webinar attendance. Downloads of both publications. Media coverage of the report. Citations and shares by partners.



February 2027

INTERNATIONAL MOTHER LANGUAGE DAY · 21 FEBRUARY

ASLA THEME

One Poem, Many Languages.

Social media campaign

#OnePoemManyLanguages. ASLA selects a single short poem, originally written in English by an African author, and invites member schools to record pupils reciting it in their own mother tongue. The campaign produces a beautiful tapestry of Africa's linguistic diversity: the same poem heard in Yoruba, Swahili, Zulu, Amharic, Hausa, Twi, Wolof, Kinyarwanda, Shona and dozens of other languages. Videos are shared using #OnePoemManyLanguages and compiled into a montage published on 21 February.

Webinar

Regular Leadership Webinar: Building Growth Ready Schools. This month's webinar is drawn from the ASLA leadership programme. Theme: what makes a school "growth ready", building on insights from The Growth Ready School. Content: vision setting, strategic planning, culture building, and how to create a school that improves continuously. This is the Founder's signature webinar.

WHAT IS NEEDED

The poem selected and cleared for use by late January. A brief to members with the text and recording guidance. Video editing for the montage.

DATA GENERATED

Number of languages represented. Number of schools and countries participating. Webinar attendance. Social media reach.

March 2027

INTERNATIONAL WOMEN'S DAY · 8 MARCH

GLOBAL THEME

Accelerate Action.

ASLA THEME

Supporting Women in Leadership.

Webinar

Women in Education Leadership: Breaking Through, Staying Strong. A webinar celebrating and supporting women who lead African schools. A panel of female school leaders shares their journeys, the barriers they have faced, how they overcame them, and what the education sector must change to support more women into leadership.

Social media campaign

#WomenOfASLA Social Media Run. Throughout the week of 1 to 8 March, ASLA profiles one female member per day: her photograph, her school, her country and a short quote in her own words about what leadership means to her.

WHAT IS NEEDED

Panellists confirmed by mid February. Nominations and content for the #WomenOfASLA profiles. Designed social media cards.

DATA GENERATED

Webinar attendance. Gender data on membership. Social media reach and engagement. Qualitative leadership stories.

April 2027

WORLD BOOK AND COPYRIGHT DAY · 23 APRIL

GLOBAL THEME

You Are a Reader (UNESCO).

ASLA THEME

Books for Every Child.

Outreach

ASLA Book Drive. Member school leaders organise a collection of used books in good condition from their own school communities, parents, staff and local businesses. The books are then delivered to the most marginalised schools or communities in their area, those with the fewest reading materials. Each chapter coordinates the collection and delivery within its locality. ASLA provides a branded book drive poster, a collection tracking form and delivery guidance. Photographs of deliveries are shared using #BooksForEveryChild.

Webinar

Improving Literacy Across the Board. A webinar returning to the literacy theme that opened the founding year in September, now with months of additional data. Content: practical strategies for improving literacy, the evidence on structured pedagogy, low cost reading interventions, and how member schools are already making a difference.

WHAT IS NEEDED

Book drive brief and poster template sent by late March. Chapter leaders coordinate collection and identify recipient communities. Tracking form to record books collected and delivered.

DATA GENERATED

Number of books collected and delivered. Number of schools donating and receiving. Number of countries participating. Webinar attendance. Photographs for the founding year report.



May 2027

INTERNATIONAL DAY OF THE BOY CHILD · 16 MAY

ASLA THEME

Positively Driven.

Webinar

Positively Driven: Safeguarding Boys and Redirecting Their Energy for Good. A webinar addressing how misogynistic content consumed by boys through social media and online culture is shaping attitudes, and how school leaders can intervene. Content: understanding the online influences reaching African boys (toxic masculinity content, misogynistic influencers, violence), the safeguarding implications, practical strategies for addressing harmful attitudes in school, and how to channel boys' energy, ambition and drive positively. Features a safeguarding specialist, a male school leader and, if possible, a youth psychologist.

Social media campaign

#PositivelyDriven. School leaders share stories of boys in their schools who are channelling their energy positively: academic achievement, community service, mentoring younger pupils, sport, the arts. The campaign celebrates positive masculinity and provides a counter narrative.

WHAT IS NEEDED

Panellists with expertise in masculinity, safeguarding and youth culture. Social media content calendar and designed assets.

DATA GENERATED

Webinar attendance. Social media reach. Qualitative stories for the founding year report.

June 2027

DAY OF THE AFRICAN CHILD · 16 JUNE

GLOBAL CONTEXT

The Day of the African Child commemorates the 1976 Soweto uprising and is coordinated by the African Union and the African Committee of Experts on the Rights and Welfare of the Child.

ASLA THEME

Our Heritage, Our Future: Celebrating the African Child.

Outreach

African Traditional Day in School. ASLA invites every member school to hold an African Traditional Day on or near 16 June. Pupils come to school in traditional clothing from their culture. Schools organise traditional activities: storytelling by elders, traditional games, cultural performances, local food, language celebrations. School leaders photograph the day and send the best images to ASLA for a continent wide gallery and social media celebration using #OurHeritageOurFuture. This is the most joyful, colourful event of the founding year.

Webinar

The Educational Challenges of the African Child: A Stakeholder Conversation. ASLA's most significant webinar of the founding year. This is a convening moment. The panel includes major stakeholders: a representative from the African Union or ACERWC, a ministry of education official, a UNICEF or UNESCO representative, a school leader, and a young person. Content: the state of education for the African child, the biggest barriers, what is working, and what ASLA's founding year data reveals.

Publication

ASLA Founding Year Report. The full report of the founding year: all data, campaign results, survey findings, webinar participation, book drive outcomes, and membership growth. Presented at the webinar and published as a downloadable branded report. This is the evidence base ASLA carries into the August 2027 commissioning.

WHAT IS NEEDED

Traditional Day brief sent by late May. High profile panellists approached and confirmed by early May. The founding year report compiled, analysed and designed by early June. Media outreach for the report launch.

DATA GENERATED

Number of schools holding Traditional Day. Gallery of images. Webinar attendance and stakeholder engagement. Founding year report. Media coverage.



Together, we will connect leaders, strengthen schools and transform education across Africa.

July 2027

COUNTDOWN TO ASLA COMMISSIONING

ASLA FOCUS

Countdown to Launch.

There is no webinar in July. The month is dedicated entirely to preparing for the official commissioning of ASLA in August. The Founder and the founding team focus on the following:

- Finalising the Board of Governors and confirming all governance appointments.
- Completing the constitution and governance framework following member consultation.
- Confirming regional representatives and national coordinators.
- Appointing committee members across the five standing committees.
- Securing final strategic partnerships and sponsors for the launch.
- Planning and coordinating the headquarters launch event in Nigeria and regional launch events across Africa.
- Preparing launch communications, media packs and social media assets.
- Finalising the ASLA strategic vision for presentation at the launch.

Social media campaign

#CountdownToASLA. A daily or weekly countdown on social media building anticipation for the August launch, featuring milestone reminders, founding year highlights, member testimonials and behind the scenes preparation.

August 2027

OFFICIAL COMMISSIONING OF ASLA

ASLA MILESTONE

The Official Launch of the African School Leaders Association.

Webinar

Pre Launch Webinar: The Road Ahead for ASLA. Held in the first or second week of August, ahead of the commissioning. The Founder presents the full founding year journey: from 60 members to the current total, from the first #LetMeLearn poem to the founding year report, from the first webinar to this one. Content: what ASLA has achieved, what the data shows, the governance structure, the Board, the pillars, and the vision for the first full year.

Outreach

Official Commissioning Event. The African School Leaders Association is formally constituted and commissioned. Regional launch events take place across the five regions. The headquarters launch in Nigeria formally announces the Board of Governors, regional representatives, national coordinators, specialist committees and the strategic vision for ASLA.

Social media campaign

#ASLALaunched. A coordinated social media moment across all platforms, all members and all partners, announcing the birth of the African School Leaders Association to the continent and the world.

04 The Road to ASLA: Official Commissioning 2027

This founding year is about building something that lasts. The timeline below maps the journey from community building to the official commissioning of the African School Leaders Association.

SEPTEMBER 2026 TO FEBRUARY 2027

Growing the Community

- Recruit founding members from every region of Africa.
- Deliver monthly leadership webinars anchored to international days.
- Conduct research and surveys to build the founding evidence base.
- Establish regional networking and build visibility across Africa.
- Run campaigns: #LetMeLearn, #MyTeacherMyHero, #HerFutureHerSchool, #AfricanChildSpeaks, #LearningInclusion, #OnePoemManyLanguages.
- Publish the ASLA Inclusion Best Practice Guide, the AI Implementation Best Practice Guide and the State of African Schools Report.

MARCH 2027

Preparing for ASLA

- Begin registration for the African School Leaders Association (ASLA).
- Open consultation on the constitution with all founding members.
- Establish the governance framework.
- Agree the committee structure.
- Set the election framework.

Members will have the opportunity to help shape the future organisation.

APRIL TO JULY 2027

Building Our Leadership

- Open nominations for governance positions.
- Conduct elections.
- Confirm regional representatives.
- Appoint committee members.
- Finalise the Board of Governors.
- Secure strategic partnerships and sponsors.

AUGUST 2027**The Official Launch of ASLA**

The African School Leaders Association (ASLA) officially launches. Regional launch events will take place across Africa. Our headquarters launch in Nigeria will formally announce:

- The Board of Governors
- Regional Representatives
- National Coordinators
- Specialist Committees
- The strategic vision for ASLA

This marks the beginning of a new chapter for school leadership across Africa.



05 Year at a Glance

Month	International Day	ASLA Theme	Webinar	Campaign	Publication
Sep 2026	International Literacy Day, 8 Sep	Let Me Learn	State of Literacy in African Schools	#LetMeLearn	#LetMeLearn Poem
Oct 2026	World Teachers' Day, 5 Oct; Day of the Girl Child, 11 Oct	Celebrating Exceptional Teachers; Keeping Girls in School	Keeping Girls in School	#MyTeacherMyHero; #HerFutureHerSchool	
Nov 2026	World Children's Day, 20 Nov	The Voice of the African Child	Safeguarding in African Schools	#AfricanChildSpeaks	
Dec 2026	Day of Persons with Disabilities, 3 Dec	Learning Inclusion	What Every Leader Needs to Know About SEND	#LearningInclusion	ASLA Inclusion Best Practice Guide
Jan 2027	International Day of Education, 24 Jan	AI in African Schools	AI in African Schools		AI Best Practice Guide; State of African Schools Report
Feb 2027	Mother Language Day, 21 Feb	One Poem, Many Languages	Building Growth Ready Schools	#OnePoemManyLanguages	
Mar 2027	International Women's Day, 8 Mar	Supporting Women in Leadership	Women in Education Leadership	#WomenOfASLA	
Apr 2027	World Book Day, 23 Apr	Books for Every Child	Improving Literacy	#BooksForEveryChild	
May 2027	Day of the Boy Child, 16 May	Positively Driven	Safeguarding Boys	#PositivelyDriven	
Jun 2027	Day of the African Child, 16 Jun	Our Heritage, Our Future	Stakeholder Conversation	#OurHeritageOurFuture	Founding Year Report
Jul 2027		Countdown to Launch	No webinar	#CountdownToASLA	
Aug 2027	ASLA Commissioning	The Road Ahead	Pre Launch Webinar	#ASLALaunched	

Totals for the founding year

11 webinars (one per month except July). **10 social media campaigns** with branded hashtags, plus the #CountdownToASLA and #ASLALaunched launch campaigns. **4 publications** (the #LetMeLearn poem, the Inclusion Best Practice Guide, the AI Best Practice Guide and the State of African Schools Report, plus the full Founding Year Report). **2 physical outreach activities** (the book drive and the African Traditional Day), plus outreach visits to special education centres. **1 commissioning event**.





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