

Strategic Plan: Year One Update

In September 2002, a diverse group of school board members, superintendents, legislators and business people from every part of the state spent 1,000 hours developing GSBA's strategic plan. The GSBA Board of Directors formally adopted the plan in February 2003. On the following pages, you will find a report on the progress made during year one of the plan. But, first, let's revisit the plan...

Mission Statement

The mission of the Georgia School Boards Association is to ensure excellence in the governance of local school systems by providing leadership, advocacy and services, and by representing the collective resolve of Georgia's 180 boards of education.

Beliefs

...GSBA's fundamental convictions, values and character.

We believe that...

- An educated population is fundamental to the success of our society.
- Society has a duty to care for all children.
- Every human life has value.
- The family is the most important influence in the development of a person.
- Effective public education is the cornerstone of an educated population.
- In unity there is strength.
- The sharing of ideas leads to collective wisdom.
- Collaborative efforts of all stakeholders are necessary for successful public education.
- Local school boards are in a strategic position to improve public education.

Objective

...the desired and measurable outcome for the association.

- To have all local school boards achieve and maintain the GSBA Standards for Local Boards of Education.

Parameters

...guiding principles.

- We will always encourage high academic achievement.
- We will always strive to serve the needs of local boards.

Strategies

...tell how GSBA will deploy resources to achieve the association's objectives.

Strategy I

- We will develop processes and programs to help GSBA and local school boards to continuously improve and to use data effectively.

Strategy II

- We will improve our effectiveness in advocacy by building unity with all stakeholders and by developing strong grassroots efforts.

Key Results are on the next page...

Results achieved under each key result are listed below. These achievements are new initiatives and are in addition to ones that GSBA has traditionally provided its membership.

Key Results for Strategy I:

- Increase participation in GSBA's programs and services.
- Develop processes to assist boards in the effective evaluation of the board and superintendent.
- Develop processes and/or programs to assist boards in identifying and using data to make decisions.
- Increase the number of boards and superintendents operating as effective "leadership teams."
- Develop programs to help boards and superintendents use technology to increase board effectiveness.
- Identify and make available opportunities to share "best practices."

Results achieved in year one...

- expanded team of trainers to offer additional training opportunities in more areas of the state
- began ad hoc committee to align GSBA Standards for Local Boards of Education with the board and superintendent self-assessment instruments
- redesigned entire ePolicy system
- rolled out a new version of GSBA eBoard
- held first group training session for all eBoard subscribers
- aligned Board of Directors actions and the association's budget to the strategic plan
- had programs and services reviewed by audit team from the National School Boards Association
- piloted a follow-up component to Leadership GSBA
- expanded offerings of special interest clinics at December and Summer conferences to focus on data-driven decision-making, technology and best practices
- began planning for refurbishing of GSBA headquarters and the building of a new addition
- developed new logo
- held first Policy Contact workshop
- Increased marketing efforts in a number of areas with new publications (pocket training calendar and a policy brochure) and multi-media presentations on GSBA eSolutions
- published articles in *Agenda* on eLaw and the use of technology in decision-making
- conducted focus group on school board member ethics and produced a publication to assist boards with the issue
- conducted focus group on Board Chair Workshop to improve that training opportunity
- researched study circle concept and integrated it into the Communications Workshop
- held renewal costs for Risk Management programs below market and announced a large deductible program
- developed a number of new safety initiatives under the GSBA Risk Management program such as a new Food Service Safety Chef Training Program and Seven Star Safety Achievement Rating

Key Results for Strategy II:

- Establish a network of state-wide, regional, and local groups and associations interested in public education for the purpose of discussing and seeking consensus on educational issues.
- Create and distribute information relating to education reform and other initiatives.
- Design and implement ways to solicit opinions of members and others on educational issues.
- Review procedures for establishing positions GSBA will advocate.
- Enhance the ability of school board members to advocate for public education and to increase stakeholder support.
- Maintain and expand the current GSBA database to ensure the inclusion of relevant information on local, state and federal decision-makers, special interest groups, stakeholder groups and others.
- Develop, implement and evaluate model strategies that may be used in advocating for public education initiatives.

Results achieved in year one...

- convened a group of key individuals to further define and clarify education issues (group included representatives from the Governor's Office, business leaders, legislators, board members, superintendents and other educational associations)
- conducted weekly District Legislator Visits at the Capitol throughout the legislative session where board members from every GSBA District visited with legislators
- opened up Advocacy Workshop (former Legislative Workshop) to full membership
- opened up the GSBA/GSSA Day at the Capitol for the full membership of both associations (300 school board members and superintendents attended)
- conducted surveys and developed comment section on Capitol Watch Online to solicit immediate feedback from members on legislative issues
- included full legislative stories in Capitol Watch e-mails sent daily during the legislative session
- expanded the use of school board members testifying before legislative committees

What's on the horizon...

- complete revision of Standards for Local Boards of Education and alignment with board and superintendent self-assessment instruments
- rollout an online training course
- conduct several policy contact workshops
- develop a comprehensive marketing plan for the association
- redesign the GSBA website
- develop comprehensive media relations program
- produce a critical issues publication on what is right with public education in Georgia
- initiate a study circles initiative with three school districts as a public engagement program
- conduct regional workshops on legislation
- create a training cadre of veteran school board members to assist in the onsite training of local school boards