A group of people, likely school board members, are shown in a close-up, looking intently at a document. The image is partially obscured by a large, light blue, curved graphic element that frames the text below.

*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 elected boards of education.*

## 2008 Planning Team



The 2008 GSBA Strategic Planning Team (top left to right) - Ann Cramer, IBM Corporation Southern Area Extension Program Manager; Don Rooks, GSBA Director of Legislative and Superintendent Search Services; Tom Flynn, Marsh, Inc. Managing Director; Emmett Johnson, Atlanta Public Schools Board Member; Dr. Steve Smith, Lowndes County Schools Superintendent; Bailey Mitchell, Forsyth County Schools Chief Technology and Information Officer; Julia Bernath, Fulton County Schools Board Member; Jeannie M. (Sis) Henry, GSBA Executive Director; Gwendolyn Tucker, Warren County Schools Board Member; Angela Palm, GSBA Director of Policy; Dr. Samuel King, Rockdale County Schools Superintendent; Jeanette Shelnett, GSBA Administrative Assistant; Fran Millar, Georgia House Representative; and Zenda Bowie, GSBA Director of Field Services



Team continued (top left to right) - Bill Rainwater, Georgia Power Support Manager; Diane Sandifer, Harris County Schools Board Member; Ed Smith, Troup County Schools Superintendent; Tony Arasi, GSBA Director of Professional Development; Tommy Barnes, Bibb County Schools Board Member; Franklin Pinckney, Ware County Schools Board Member; Mark Willis, GSBA Assistant Executive Director; Skip Dawkins, Houston County Schools Board Member; Slyvia Vann, Lee County Schools Board Member; Dr. Jimmy Pope, Carrollton City Schools Board Member; Trudy Sower, GSBA Director of Risk Management Services; John Varner, Professional Association of Georgia Educators Foundation Director; Ron Hopkins, Jefferson City Schools Board Member; Laura Reilly, GSBA Director of Communications; and Marc Wisniewski, City Schools of Decatur Board Member. Not pictured: Thomas Dickson, Georgia House Representative; Billy Johnson, GSBA Consultant; and Bill Sampson, GSBA Professional Development Specialist.

- School board members, superintendents, legislators and business leaders from across the state were invited to participate on the GSBA Strategic Planning Team.
- The Team reviewed GSBA's existing strategic plan to determine what needed to be changed or added.
- Planning Team members met for two days in January 2008. At their first meeting, they examined critical issues facing the association and its members, the strengths and weaknesses of GSBA, and they analyzed external factors that affect the organization. External factors included looking at social, economic, political, education, and technology issues, and identifying GSBA's target audiences. By the end of their first meeting, the team came to consensus on the key elements of the plan - the mission statement, belief statements, objective, parameters and two strategies.
- The Planning Team decided to keep the mission statement intact. They added three and edited two belief statements. Although they did not add a new strategy, the team asked the GSBA staff to add several key results to address issues they felt were not included in the previous plan. Details of the plan appear on the following pages.
- The GSBA Board of Directors approved the plan at its May 2008 meeting.



Note:

- The map at left represents areas of the state represented in the development of the strategic plan...not actual numbers of participants.
- GSBA staff develops job accountabilities that are tied to the strategic plan. Staff with budget responsibilities must tie their budgets to the strategic plan.
- GSBA's budget reflects elements of the strategic 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 elected boards of education.*

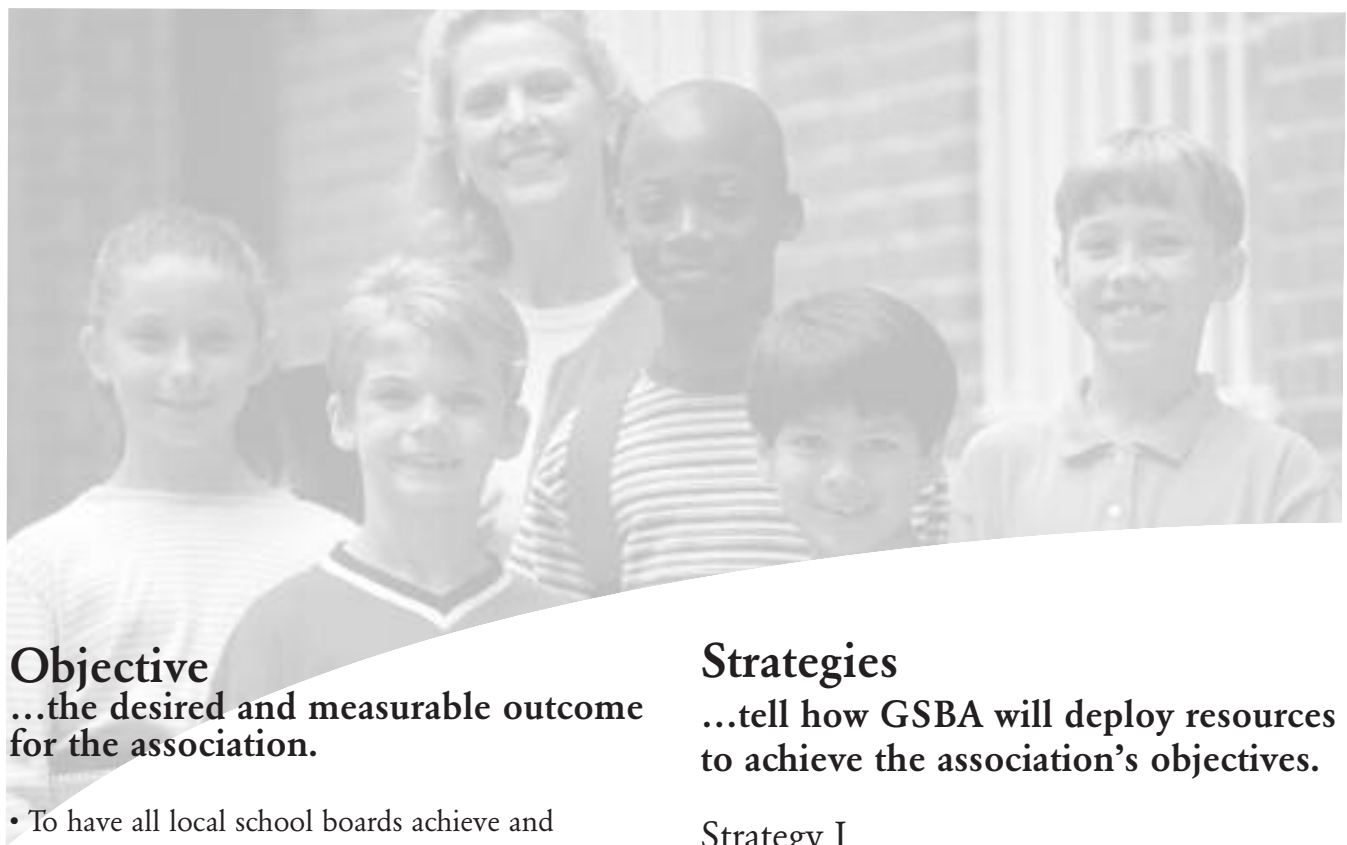
## **Beliefs**

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

We believe that...

- Every human life has value.
- The family is the most important influence in the development of a person.
- Society has a duty to care for all children.
- An educated population is fundamental to the success of our society.
- Effective public education is the cornerstone of an educated population.

- Collaborative efforts of all stakeholders are necessary for successful public education.
- The sharing of ideas and principles leads to collective wisdom.
- Trust is vital for effective leadership.
- In unity there is strength.
- Locally elected school boards are in the most strategic leadership position to meet their community's public educational needs.
- Learning is a life-long process.
- Student success is our top priority.
- Innovation in public education is critical in a rapidly changing world.
- Wise decisions are based on ethical principles.



## **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...

# Key Results

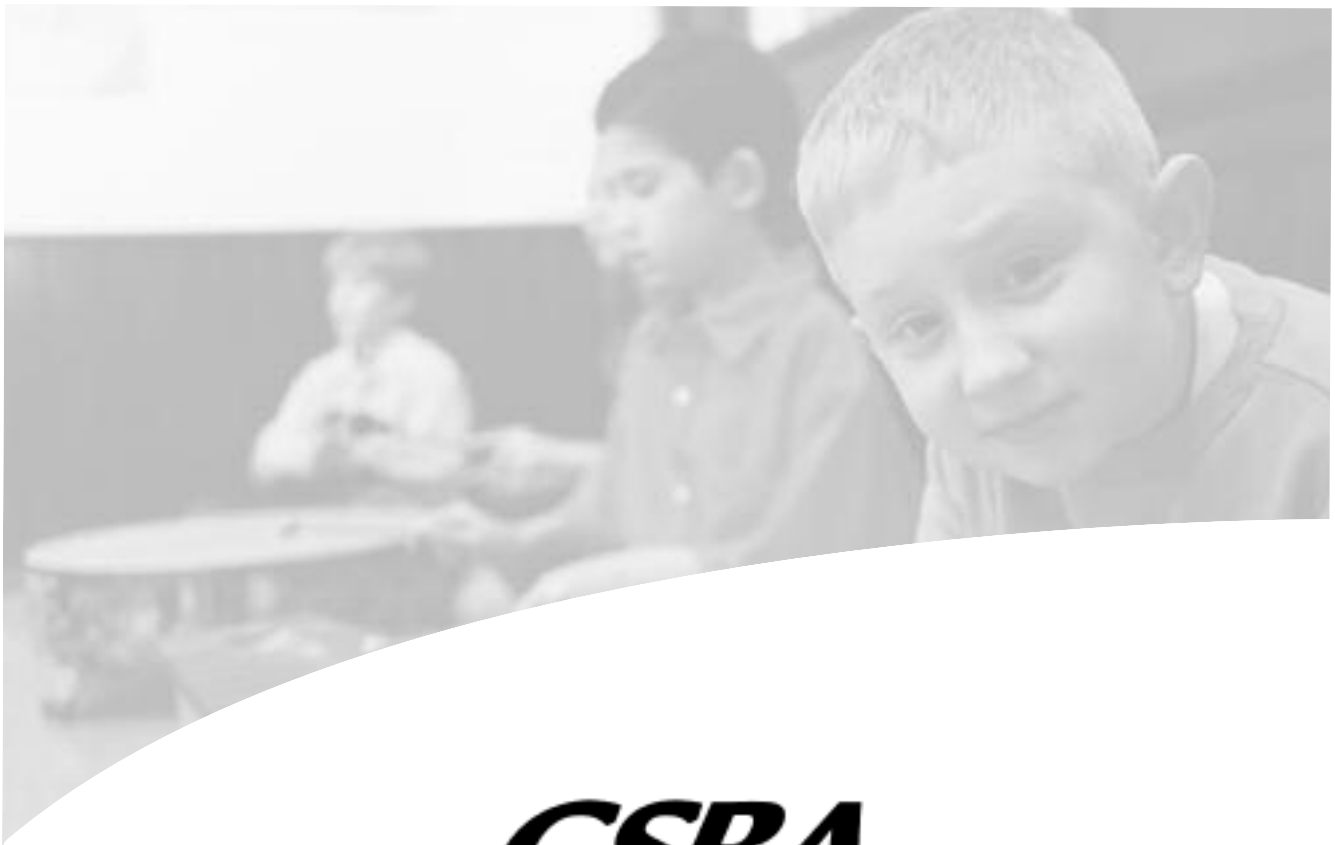
...new key results appear in bold.

## 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."
- **Offer a comprehensive strategic planning service to members.**
- **Expand communications efforts within the association to better inform members and other stakeholders on GSBA programs and services.**

## 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.
- Enhance the ability of school board members to advocate for public education and to increase stakeholder support.
- Develop, implement and evaluate model strategies that may be used in advocating for public education initiatives.
- **Develop processes and procedures to assist boards that have departed from acceptable ethical standards.**
- **Expand communications efforts to address negative public perception of public education.**
- **Develop a plan to address the loss of local control that occurs when state initiatives restrict the use of funds and cause a redistribution of the authority of local boards.**



# ***GSBA***

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