



INDIANA SCHOOL BOARDS
ASSOCIATION

ISBA Strategic Plan
2018 - 2021

ISBA Board of Directors

Officers

	School Corporation	ISBA BOD Service	Local Term Expiration
<u>PRESIDENT</u> Kim Woodward* ¹	Avon Community School Corporation	2017-2018 President 2016-2017 1st VP 2015-2016 2nd VP 2010-2015 Director	12/20
<u>1ST VICE-PRESIDENT</u> Robert Stwalley*	Lafayette School Corporation	2017-2018 1st VP 2016-2017 2nd VP 2011-2016 Director	12/18
<u>2ND VICE-PRESIDENT</u> Cathy Tahmassebi*	Concord Community Schools	2017-2018 2nd VP 2011-2017 Director	12/18
<u>PAST-PRESIDENT</u> Todd Trehearne*	Wes-Del Community Schools	2017-2018 Past President 2016-2017 President 2015-2016 1st VP 2014-2015 2nd VP 2009-2014 Director	12/18

Directors

<u>REGION 1</u> Thomas K. Hoffman	Crown Point Community School Corporation	2017-2020 2014-2017	12/18
<u>REGION 2</u> Becky Linnemeier	Wawasee Community School Corporation	2018-2021	12/18
<u>REGION 3</u> Wayne Funk	Garrett-Keyser-Butler Community School District	2017-2018	12/20
<u>REGION 4</u> Bob Sondgeroth	Benton Community School Corporation	2017-2020 2016-2017	12/20
<u>REGION 5</u> Julia Kozicki*	Noblesville Schools	2016-2019 2015-2016	12/18
<u>REGION 6</u> Tom Simpson	Yorktown Community Schools	2015-2018 2014-2015	12/18
<u>REGION 7</u> John Preble	Linton-Stockton School Corporation	2016-2019 2015-2016	12/18
<u>REGION 8</u> Jack Russell	Center Grove Community Schools	2016-2019	12/18
<u>REGION 9</u> Jim Franklin*	North Knox School Corporation	2015-2018 2012-2015	12/18
<u>REGION 10</u> Rebecca Gardenour	New Albany-Floyd County Community School Corporation	2017-2020	12/20

¹ (*Executive Committee Members)

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Strategic Planning Process

The Indiana School Boards Association (ISBA) undertook a strategic planning process that began in November, 2017. This process was informed by the prior *ISBA Long-Range Plan* from December 1, 2006, as well as by the 2017 ISBA Membership Engagement Survey Report. A planning team was formed that included: Kim Woodward, ISBA Board of Directors President; Terry Spradlin, ISBA Executive Director; Michael Adamson, ISBA Director of Board Services; Jack Parker, Center Grove Community School Corporation Assistant Superintendent; and Brad Balch, Sycamore Educational Consultant. The strategic planning process and development also included the ISBA Board of Directors and all ISBA staff. Formal work sessions including the Board of Directors concluded on March 2, 2018, with the development of many strategic planning components, including: the background statement, core values/beliefs, vision, mission, and goal statements (that were refined in the month of March by the planning team). Staff then developed SMART goals with objectives, tactics, and timelines in the months of April and May to complete all components of the ISBA 2018-2021 Strategic Plan.

Background Statement

The Indiana School Boards Association had its beginning in 1949 in the School of Education at Indiana University, Bloomington, Indiana.

In the last 42 years in which school corporation membership to ISBA was sought, ISBA has enjoyed 100 percent voluntary membership for 40 of those years. Membership services were originally divided into four categories: consultant services, publications, in-service meetings for board members, and a legislative program. Today, the ISBA programs and services are categorized as follows: Board Services, Legal Services, Policy Services, and Legislative Services.

ISBA's staff consists of the Executive Director, General Counsel, Staff Attorney, Director of Board Services, Coordinator of Conferences, Comptroller/Office Manager, and Administrative Assistant. The ISBA staff provides services to approximately 1,684 school board members from 289 traditional K-12 member school corporations throughout Indiana. Services include board retreats, workshops, webinars, seminars, conferences, publication of a monthly e-newsletter and a quarterly association magazine, legal services, policy services, and lobbying representation with the Indiana General Assembly. Most recently, consultant services for corporation superintendent searches have also been added. Generally, ISBA services, excluding conferences, seminars, some webinars, and superintendent searches, have been made available to board members at no additional charge and school corporation annual dues have remained at the same level since 1991.

Core Values/Belief Statements

- ***Focused On Members:*** ISBA believes that timely, excellent, high-quality services are vital to the support of its members.
- ***Passionate About Excellence:*** ISBA believes that effective planning, focused on continuous improvement, is essential to providing high quality programs and services.
- ***Engaged In A Team Approach:*** ISBA believes that a collaborative, goal-oriented team approach enhances our member-focused programs and services.
- ***Bound By Ethics And Integrity:*** ISBA values integrity, honesty, consideration for others, attentiveness, confidentiality, and personal responsibility.
- ***Committed To Creativity And Innovation:*** ISBA values an openness to new ideas, enhancing practices aligned to our mission and goals.

Vision Statement

The ISBA is the preeminent resource in school governance and a respected advocate of public education.

Mission Statement

The mission of the ISBA is to provide our members with exceptional professional development, resources, and advocacy necessary for excellence in school board governance.

ISBA Goal Statement Areas

➤ **Goal Area #1: *Increase Membership Engagement and Connectedness***

Objectives:

- Maintain 100 percent membership of school corporation governing bodies
- Enhance the membership experience for ISBA members from being aware and informed to feeling engaged and connected
- Increase ISBA's value to the membership
- Support new board members
- Address the unique needs and interests of members from all socioeconomic perspectives (rural, urban, suburban, town, high SES, low SES, etc.)

Strategy 1.1: (Michael Adamson – Champion) Design an academy series for new board member first-year training curriculum

- a. Develop a sequence of webinar and clinic sessions to support board member development extending beyond the new member orientation seminar
- b. Enhancement of CAP; Advanced certification for first-year members
- c. Address unique needs and interests of members in curriculum offerings.

Strategy 1.2: (Rae Anne Motsinger – Champion) Complete the successful onboarding and launch of the new association software management system, Weblink, with a user-friendly member-facing portal to provide members with customized membership information and resources.

Strategy 1.3: (Kayla Baldwin – Champion) Enhance associate and service membership programs to grow membership in these categories.

Strategy 1.4: (Michael Adamson – Champion) Begin an administrative application process (assistant superintendents, principals, school administrators).

➤ **Goal Area #2: Enhance External Communication**

Objectives:

- Elevate the visibility of the organization
- Market ISBA's strengths
- Become the go-to organization for information on public education
- Solicit input from members and key education stakeholder groups on issues

Strategy 2.1: (Terry Spradlin – Champion) Conduct an audit of the content of all current communication mechanisms and platforms for refresh and enhancements via a PR consultant.

Strategy 2.2: (Brooke Orner – Champion) Create a comprehensive communications plan with the assistance of a PR consultant that: markets ISBA strengths, specifies strategies to communicate in regular intervals with members, and produces external outreach and advocacy messaging.

Strategy 2.3: (Terry Spradlin – Champion) Continue Membership Engagement Survey in 2018 to solicit ongoing input from ISBA members (Strategy 4.3 will be used to seek input/feedback from education stakeholder groups and leaders).

Strategy 2.4: (Brooke Orner – Champion) Launch PR Campaign for 2019 Budget Session Legislative Priorities.

Strategy 2.5: (Brooke Orner – Champion) PR Campaign for 70th Anniversary of ISBA in 2019.

➤ **Goal Area #3: *Become a Best-Practice Resource and Repository for Board Members***

Objectives:

- Provide timely and research-based guidance on issues facing school corporations and school boards
- Inform and guide members of effective board governance roles, responsibilities and strategies
- Elevate awareness of emerging education initiatives and concerns
- Develop content of board training, webinars, seminars and conferences around best-practice and evidence-based research

Strategy 3.1: (Terry Spradlin – Champion) Develop a resource guide and checklist for Budgeting and Financial Oversight for School Board Members.

Strategy 3.2: (Lisa Tanselle – Champion) Develop a best-practice and resource repository with a search mechanism by topic on the ISBA website.

Strategy 3.3: (Julie Slavens – Champion) Develop, market, and implement a fee-based policy service to subscribers.

➤ **Goal Area #4: *Take ISBA Advocacy to the Next Level***

Objectives:

- Inform, influence and shape sound governance policy for K-12 education
- Increase members' overall knowledge of legislative processes at the state and federal level
- Equip members with effective techniques, strategies, and processes for targeted grassroots advocacy and campaigns
- Enhance relationships with state governmental leaders (e.g., legislators, State Board of Education, IDOE, Office of the Governor, DUAB, DLGF, etc.)

Strategy 4.1: (Terry Spradlin – Champion) Initiate a new Grassroots Advocacy Campaign Process/Toolkit.

Strategy 4.2: (Terry Spradlin – Champion) Create an “One Voice for Public Education” common advocacy agenda with other K-12 education associations.

Strategy 4.3: (Terry Spradlin – Champion) Establish core list(s) of state agency leaders and policymakers and plan regular interval of meetings and outreach communication.

Strategy 4.4: (Lisa Tanselle – Champion) Revamp FRN to engage ISBA and its members in federal-level advocacy.