



# **ASBA STRATEGIC PLAN**

**SEPTEMBER 2007 – AUGUST 2010**

---

March 2007

## **TABLE OF CONTENTS**

---

Strategy at a Glance	1
Introduction	2
Vision	3
Mission	3
Mandate	3
Key Results and Strategies	4
Governance	4
Advocacy	5
Research	5
Services to Boards	6
Executing the Strategy	6

## STRATEGY AT A GLANCE

KEY RESULTS	STRATEGIES
<b>Mandate: Governance – The overall leadership mandate of ASBA</b>	
A1 ASBA membership accepts the proposed Governance Model emerging from the Governance Review.	A1.1 Complete the Governance Review. A1.2 Address each “Parking Lot” issue brought forward during the review. A1.3 Consolidate the governing documents of the ASBA Board of Directors. A1.4 Communicate the roles, work and documents of the ASBA Board of Directors.
<b>Mandate: Advocacy – ASBA advocates provincially and nationally on public education issues, with a strong voice, on behalf of locally elected school boards</b>	
B1 Three key advocacy priorities of the Board for 2007-2010 – High School Completion, Transportation, and Infrastructure are addressed.	B1.1 Develop an advocacy plan for each of the three priorities. B1.2 Execute the advocacy plan for each of the three priorities.
B2 ASBA provides and makes available resources to raise public awareness of and support for the role of the trustee and school boards in public education for provincial and school board use.	B2.1 Develop and execute a province wide public awareness communications campaign. B2.2 (To be determined)
<b>Mandate: Research – ASBA provides timely, well-researched information on public education issues to school boards</b>	
C1 Boards in Alberta come to a shared understanding of how choice is/might be delivered in Alberta, keeping education of children as the first priority.	C1.1 Complete a research project on the topic of how choice is/might be delivered in Alberta. C1.2 Facilitate board discussion of the research results to increase board understanding of the topic.
<b>Mandate: Services to Boards – ASBA provides services to school boards</b>	
D1 School boards fully understand and appreciate their responsibilities around all financial areas.	D1.1 Develop and provide orientation material on how boards work with audited financial statements. D1.2 Prepare and disseminate material for boards on what questions to consider during financial presentations. D1.3 Prepare material for boards to help them understand and explain provincial funding.

## **INTRODUCTION**

---

The ASBA exists by authority of an act of the Alberta Legislature known as the *ASBA Act (RSA 1980 Ch. A-37)*. Through this act, part of the authority vested in the Government of Alberta has been delegated to the Alberta School Boards Association (ASBA).

Operating within the authority of the ASBA Act and through the membership, the Board of Directors of the Alberta School Boards Association prepares a three-year strategic plan for the organization, updating the plan annually. This rolling, three-year strategic plan sets the strategic direction for ASBA and identifies the key results the board and management will achieve in the coming three years. This strategic plan will be in effect from September 2007 to August 2010.

In formulating this plan, the Board took into consideration:

- ◆ Written input from boards; all boards were invited to provide input, and seven boards responded by the time of the strategy session in January;
- ◆ Results of the ASBA survey of school boards (2005) conducted by ASBA;
- ◆ Recent government and education organization documents;
- ◆ Board of Directors Self-Evaluation report; and
- ◆ Input from ASBA management based on their experience during the year;

The strategic plan following represents the conclusions of the Board of Directors from its session of January 19<sup>th</sup> to 21<sup>st</sup>, 2007. It was approved in March 2007 and will be refined, detailed and executed beginning September 2007.

## **VISION OF THE ALBERTA SCHOOL BOARDS ASSOCIATION**

- ◆ ASBA is a respected and influential provincial association of locally elected school boards.
- ◆ ASBA supports publicly elected school boards in their efforts to ensure students in Alberta have the opportunity to reach their highest potential.
- ◆ ASBA is the leading voice advocating for public education in Alberta.
- ◆ ASBA is energized by the enthusiastic participation of its members.

(Confirmed: Spring General Meeting 2000)

## **MISSION OF THE ALBERTA SCHOOL BOARDS ASSOCIATION**

- ◆ Promoting Excellence In Public Education

(Confirmed: Spring General Meeting 2000)

## **MANDATE OF THE ALBERTA SCHOOL BOARDS ASSOCIATION**

The Alberta School Boards Association is a province-wide organization of locally elected school boards. Providing leadership focusing on continuous improvement of the public education system, the Alberta School Boards Association:

- ◆ Advocates provincially and nationally on public education issues, with a strong voice, on behalf of locally elected school boards.
- ◆ Provides timely, well-researched information on public education issues to school boards.
- ◆ Encourages networking and interaction among school boards and stakeholders on education issues.
- ◆ Works with other provincial organizations, national education organizations and governments to improve public education.
- ◆ Provides services to school boards.

(Confirmed: Spring General Meeting 2000)

## **KEY RESULTS AND STRATEGIES**

Key results and strategies for 2007-2010 are organized under the various mandate areas of ASBA in the tables following.

The Board of Directors' responsibility for the strategic plan is carried out by the Board of Directors itself, by an appointed board committee or by the executive committee. Administrative responsibility is detailed below.

### **MANDATE: GOVERNANCE**

The overall leadership mandate of ASBA

<b>KEY RESULTS</b>	<b>STRATEGIES</b>	<b>ADMINISTRATIVE RESPONSIBILITY</b>
A1 ASBA membership accepts the proposed Governance Model emerging from the Governance Review.	A1.1 Complete the Governance Review.	Executive Director
	A1.2 Address each "Parking Lot" issue brought forward during the review.	Executive Director
	A1.3 Consolidate the governing documents of the ASBA Board of Directors.	Executive Director
	A1.4 Communicate the roles, work and documents of the ASBA Board of Directors.	Director, Communications

## **MANDATE: ADVOCACY**

ASBA advocates provincially and nationally on public education issues, with a strong voice, on behalf of locally elected school boards

<b>KEY RESULTS</b>	<b>STRATEGIES</b>	<b>ADMINISTRATIVE RESPONSIBILITY</b>
B1 Three key advocacy priorities of the Board for 2007-2010 – High School Completion, Transportation, and Infrastructure are addressed.	B1.1 Develop an advocacy plan for each of the three priorities.	Executive Director
	B1.2 Execute the advocacy plan for each of the three priorities.	Executive Director
B2 ASBA provides and makes available resources to raise public awareness of and support for the role of the trustee and school boards in public education for provincial and school board use.	B2.1 Develop and execute a province wide public awareness communications campaign.	Director, Communications
	B2.2 (To be determined)	

## **MANDATE: RESEARCH**

ASBA provides timely, well-researched information on public education issues to school boards

<b>KEY RESULTS</b>	<b>STRATEGIES</b>	<b>ADMINISTRATIVE RESPONSIBILITY</b>
C1 Boards in Alberta come to a shared understanding of how choice is/might be delivered in Alberta, keeping education of children as the first priority.	C1.1 Complete a research project on the topic of how choice is/might be delivered in Alberta.	Executive Director
	C1.2 Facilitate board discussion of the research results to increase board understanding of the topic.	Executive Director

## **MANDATE: SERVICES TO BOARDS**

ASBA provides services to school boards

<b>KEY RESULTS</b>	<b>STRATEGIES</b>	<b>ADMINISTRATIVE RESPONSIBILITY</b>
D1 School boards fully understand and appreciate their responsibilities around all financial areas.	D1.1 Develop and provide orientation material on how boards work with audited financial statements.	Manager, Finance & Administration
	D1.2 Prepare and disseminate material for boards on what questions to consider during financial presentations.	Manager, Finance & Administration
	D1.3 Prepare material for boards to help them understand and explain provincial funding.	Manager, Finance & Administration

## **EXECUTING THE STRATEGY**

The Board of Directors has ultimate responsibility for the execution of the strategic plan.

Effective September 2007, the ASBA management team and staff will begin executing this Strategic Plan. Management will:

- ◆ Prepare action plans to accomplish each strategy;
- ◆ Prepare budget and resource estimates relative to each strategy;
- ◆ Identify operational issues relative to each strategy;
- ◆ Assign resources to each strategy within the approved budget of ASBA; and
- ◆ Identify implementation timing and evaluation methods for each strategy.

The Board will be presented with quarterly reviews of the progress of the Strategic Plan and will be provided with a year-end report.