



Envisioning *our* FUTURE

Plenary conversation

FGM 2016

Compilation of Input

DISCOVER

DREAM

DESIGN

DELIVER

Round 1: ASBA's Vision

Vision may be defined as an aspirational long term state, a description of what we are working to achieve or intend to become.

If we become all we intend to become, what would ASBA look like in the year 2025? Describe a compelling vision for ASBA (in three bullet points).

Note: Multiple responses will be indicated with the number in brackets following the statement.

- To be one unified organization!
- More prevalent with advocacy.
- Create awareness and strengthen the role of a school board trustee.
- A unified organization that is able/prepared to voice different needs/concerns that reflect our diversity.
- An organization that advocates effectively and that reflects more grassroots ownership of action.
- An organization that communicates effectively with all components of our public community – awareness of purpose/vision of ASBA and awareness of who a trustee is and common roles.
- Speak with unified voice for all boards – working out at ASBA before talking to the government – compromise.
- Main role is advocacy.
- One trustee association for whole province – representing all.
- Cannot speak on every single issue with a unified voice – gathering place to hear voices – trying to apply one solution does not work.
- Advocate for interest of all students, but understands the significant differences across the province.
- Service organization – member services.
- Consultation with trustees – voice of individuals.
- Collaboration
- Electronic voting on issues.
- Nimble and flexible.
- Quick and immediate information and services.
- Awareness of what is happening on a provincial and national level.
- Government and ASBA working together on education.
- Trustees recognized at a provincial level and a liaison between ASBA and civil service exists.
- Local autonomy allows knowledge of diversity and needs, but allows for one voice through ASBA.
- ASBA listens and receives lots of information from its membership.
- Cohesive group – everyone would have the same focus.
- Respect for the association and each other.

DISCOVER

DREAM

DESIGN

DELIVER

- Meaningful
- Relevant
- Diverse
- Doing what's best for kids.
- Flexible
- Balance
- Opportunities
- Open minded
- Advocacy (2)
- Adaptable
- Can't be all things.
- United (3)
- Recognized as a true partner with the government and have a meaningful relationship.
- Full membership of all publicly funded Alberta boards.
- Strong organization that has a voice throughout the province (government, parents, students).
- A service organization that serves school boards.
- Member driven – accountable to members.
- Unified approach to publicly funded education.
- Proactive rather than reactive.
- One, strong, untied voice of all provincial boards including and collaborating with private schools, charter schools and federal schools.
- Provides robust professional development, advocacy and governance.
- Raising the profile of trusteeship.
- A leadership that is member driven.
- Standing up for issues and not being afraid to do so.
- Giving an avenue for voices to be heard.
- Strengthening of advocacy through collaboration to ensure success of all students through a unified nonpartisan voice of all trustees.
- Caucuses under the umbrella.
- A united organization which represents the collective interest of all students in Alberta.
- Current, relevant and engaged.
- Student centered.
- Collective voice.
- All 61 boards putting together policy and legislation – focused on students. When the Minister acknowledges it, it has the possibility to be listened to by government.
- Have a deeper understanding of what's in common – free from protectionist interest.
- The “Umbrella Concept” where all different school boards, public, francophone, separate let ASBA know their issues then ASBA picks two or three that are common and pulls us all together on those issues.
- P.D. – Ongoing trustee development in support of new trustees.
- Presenting one unified voice through the media.
- Influence government policy.
- Voice of the province.

- Formidable voice.
- Student engagement.
- Leadership in curriculum.
- ASBA as a service to member boards, legal, advocacy, partnership with other stakeholders.
- Boards representing the needs of the community.
- All members have a clear understanding of their role and responsibilities and live it.
- Speak with one voice – advocacy.
- All hold same the values of public education and speak loudly about it.
- Figure out process so “admin” issues don’t end up as resolutions on the floor – board issues only.
- Growing and putting students first.
- Partners strengthened – government and others.
- Working more closely with government.
- Association would have a stronger power/influence as a collective group to government.
- Growing involvement in decision making.
- Always focus on our commonalities opposed to our differences.
- Inclusive
- Effective
- Forward thinking.
- Advocate for rural and urban.
- Working across Ministries.
- Voice for all school boards in the province.
- Respected and recognized as the voice.
- Individual membership of 61 boards, respecting uniqueness.
- Respect diverse views but take positions.
- Partners with all government entities, municipal, provincial.
- Working across Ministries to support students.
- An organization that has a true respect for each other’s values and working in collaboration.
- An organization that is recognized and valued by the membership – providing leadership to support boards.
- Communication – speak up for the wellbeing of students across the province.
- Collaboration – cross ministry consultation that benefits our children.
- Community – we listen to all stakeholders and enable them to be heard.
- 61 boards
- We will be autonomous.
- Service provider.
- Trust – relationship- understanding.
- Student centered – through the 3 lenses, students first.
- “The” voice for school boards – negotiating – united.
- Strong working relationship with each and every board.
- Respectful communication – open dialogue.
- Voluntary membership.

- Stronger collective unified voice - equity for all children.
- Education leaders.
- Being more proactive than reactive – stepping out in front.
- To be part of a system that serves children not systems.
- Sensing that school boards may no longer be in existence.
- ASBA will continue to serve school board’s interests.
- Will be unified – both rural, urban, separate and public.
- Finding a common voice to provide the best possible education.
- Have the role to raise the profile of trustees.
- Advocate for boards.
- Authentic united voice respecting diversity and autonomy of member boards.
- Quality education to ensure success for students of member boards.
- Together as one.
- Lobby for our boards.
- One entrusted voice for public boards.
- Respect the diversity of all members.
- Find our commonalities with our unique needs.
- Remove the silos and unify us in our diversity (i.e. urban, rural, metro caucuses who bring ideas back to the central ASBA for a strong provincial voice on our diverse issues).
- Unity through diversity – working together while respecting our differences.
- Unifying link: government, public, parents, staff, unions, students.
- Sharing best practices with boards.
- Sustainable
- Viable
- Equitable
- Affordable
- Responsive to member needs.
- Unified voice
- The “Go to Place”
- Credible – integral organization.
- A communication framework that uses the latest technology available, providing responsive information and key messages.
- Need to be seeking out what boards want them to be – always assuring their relevance.
- Will school boards still exist?
- Catholic/Separate schools need to serve their own faith only.
- Level the field in terms of metro vs rural.
- Differentiated funding formulas.
- One voice.
- Local representation “trusteeship” needs to be promoted and supported.
- An association that meets once a year. No more SGM.
- An association that has one voice that is able to act quickly when asked by the Minister or education department for information.
- ASBA is an association that is credible and fair and listened to.
- Better at communicating to GOA that we need to retain and expand our local autonomy.

DISCOVER

DREAM

DESIGN

DELIVER

- Better understanding between urban/rural/Francophone/Public/Separate (budget challenges, Private/Charter – bussing issues).
- Vision of teaching Philosophy – new teachers are IT adept.
- Complete trust – as issues and challenges arise there is no blame.
- Facilitate schools to be a welcoming site for wrap-around departmental services.
- Excellent infrastructure for every student.
- Stronger together – united.
- Advocate for education, comprehensive education.
- Truth and reconciliation (under the umbrella first).
- Students first.
- Strong relationships with government.
- Provide effective education – professional development.
- Support local boards (all boards).
- Many boards don't have sufficient funding for specific services.
- Continue trustee development.
- Effective – united Advocacy – centered on all students.
- ASBA is an effective vehicle for facilitating the communication of community concerns about education by locally elected representatives to government.
- More diverse membership – more reflective of the communities.
- Need trustees with broad interests in education (not single issues).
- ASBA role as educators of public about role of boards.
- Need to lobby GOA for better funding of trusteeship in order to encourage better candidates.
- ASBA needs to have a vision for trusteeship that encourages lifelong learning.
- All inclusive – all boards.
- One voice, strong united – the provincial voice.
- Robust professional development – advocacy – governance.
- All boards including private schools, charter, federal schools under the umbrella of the association.
- Raising the profile of trusteeship.
- With significant input into education issues, including policy – education.
- Encouraging people to see themselves as a trustee.
- ASBA is a public campaigner to recruit trustees – inspire a passion for lifelong learning.
- ASBA has more fluid and timely communication back and forth with boards.
- ASBA trusteeship more representative of broader community.
- ASBA is proof positive that locally elected representatives are an effective and efficient channel of communicating community concerns about education and government.
- ASBA is the trusted provider.
- Respects board autonomy and association protocols.
- Strives to foster timely and transparent communication processes.
- Depending on who's in government we could become non-existent if we don't all pull together.
- Government could amalgamate boards.
- On the grand-local representation = worth/value.

- ASBA should be the voice of all school boards.
- Flexible, reactive body and a “go to” advocacy group.
- Respected authority.
- Revise/evaluate measure success/progress on current policy.
- Need to focus on our purpose.
- Provide more value to all members.
- “Go to” authority on all educational issues.
- United together and stronger.
- Quality education for students.
- Unified
- Nonpartisan voice.
- Representing all of the community’s vision for students.
- Quality education for students
- Authentic united voice for all
- Diversity – need for all boards
- United together and stronger
- Respect and support each other through understanding.
- Being the voice for school boards as a key stakeholder in education.
- Strong and more focused advocacy – whole group coming together
- Highly accountable – clearly transparent to the members – member driven
- Really listening to boards, their issues, understanding where they’re at and using their influence.

Round 2: ASBA's Mission

Mission describes the core purpose of an organization, its reason for being.

How would you describe ASBA's core purpose, its reason for being?

- Advocacy for students.
- Strong advocate for boards.
- Service support for boards – legal, labour services.
- Education of trustees and boards of the government on issues.
- Sharing of best practices.
- Policy and issues decided by school boards.
- Advocacy for infrastructure.
- Should be addressing the issues of each school board.
- Advocates at different levels of government – ELS, immigrants to small centers.
- Professional development.
- Provide services and support to school boards in order for the local boards to provide the best public education for students.
- Stronger together.
- What you put into an organization is what you get out.
- Vehicle to have a united strong voice.
- An association to help/support boards to help students.
- P.D. services.
- We need a Mission Statement which is memorable and short.
- ASBA shouldn't be viewed as some external organization – it is actually intrinsic (actually us) – we are the voice.
- ASBA should be an organization that informs and educates our public and advocates effectively for the needs across the province.
- Inform >education>advocate
- Opportunity to share best practices.
- Common P.D.
- Work in partnership with other boards.
- Collaborate and identify common issues and understand unique issues for each board.
- Working towards a common goal for the whole province by providing the best and fairest educational system.
- Provide services.
- Advocacy
- Provide the best education.
- To be a conduit and representative at the provincial table to move forward on common goals.
- To represent Alberta School Boards with a unified voice.

DISCOVER

DREAM

DESIGN

DELIVER

- Identify with MLAs to better gain understanding of their roles and portfolios – how to integrate with ASBA with a common goal.
- To serve members, recognizing that together we are stronger at setting the direction for education.
- 60,000 feet vs ground floor view.
- We don't know what school will look like in 10 years, but we can shape the look, as elected trustees.
- Recognizing the strength of diversity within and among boards throughout the province (individual boards, home boards, ASBA boards).
- Voice for all boards and communities.
- Provide support for boards – legal, governance, bargaining.
- Repository for best practices.
- Improved two way communication.
- Provide platform for all boards.
- Accurately representing the viewpoints of the membership, acknowledging the diversity of the membership and ensuring that it is always in the benefit of the children.
- Voice of students.
- Challenging with difficult questions.
- Educate our public on the relevance of choice in education.
- Education is a public necessity.
- ASBA provides a venue for a common voice for school boards to communicate to government and educational stakeholders.
- Support organization for boards.
- Services for boards and protect board interests.
- Conduit to government – Lobby Group.
- Providing individual and board confidence to do their role.
- As an advocacy group for school boards (locally elected) – to support students better.
- Should be able to support separate school boards on their own issues as well.
- ASBA as a service to member boards – supporting school boards in their core work of educating students.
- Strength in numbers – a voice for the numbers.
- To provide member services.
- Advocacy on board issues.
- Professional development for boards and trustees.
- Support boards so they can support students.
- Educate the whole child.
- Collaboration with different agencies.
- Advocate
- Member services (i.e. legal/bargaining)
- Funneling of information to members.
- Organization that can advocate without being targeted.
- Provide that one voice representing all 61 school boards.
- Respect diverse views but take positions.
- Tap into the expertise and best practices.

DISCOVER

DREAM

DESIGN

DELIVER

- Professional services.
- To serve the membership
- To be accountable to the membership – Trust but Verify
- We speak with one voice for all students.
- We collaborate with all stakeholders for future growth of all Albertans.
- Identify common needs and work together to provide equal opportunity.
- To meet the equitable educational needs of all children.
- To advocate for a cross ministerial approach to/for children.
- Support and resources for professional development for all member boards.
- Facilitate generative discussions to enhance education.
- Sharing success and challenges of member boards.
- Provide a source of service and support.
- Ongoing collaboration – recognizing and becoming aware of our commonalities.
- Respectful of differences.
- To advocate for a world class education system that is responsive to the needs of all Alberta students.
- Politically – legislation, regulation, one voice that leads the discussion.
- Service – transportation, infrastructure, instruction.
- Advocacy – self-explanatory – funding.
- Consensus building to bring forward as one to government.
- Support role for boards – education for members and trends identified.
- Provides the opportunity to understand the needs of all.
- To have the generative discussion to build relationships, rural, urban, metro, north and south.
- Leadership role as the voice of education.
- Develops win/win situations amongst boards.
- Respect all boards.
- What unites us – what divides us – a need to focus.
- Need to be more like NSBA-help trustee be trustees not negotiators.
- To champion public education and support trustees in delivering world class education for all students.
- Provide opportunities for sharing among all boards.
- Voice of trustees.
- Trustee development.
- Member services to support boards.
- When we try to be everything to everyone we are so diluted that we are nothing to no one – stay focused on education.
- To raise profile of trusteeship.
- Professional development for trustees.
- ASBA is for boards – boards are for students.
- Value driven organization.
- Seen as the authority on public education.

DISCOVER

DREAM

DESIGN

DELIVER

- Being the conduit between local boards as the collective voice to the government in setting the direction for education to ensure each student has the tools and opportunities to be successful.
- Together Strong – One Voice while exercising the local autonomy balance through locally elected school board trustees.
- Seeing “wrap around” from Round 1.
- Focus on three or so common goals.
- ASBA is a vehicle for excellence for P.D. for trustees.
- ASBA is the united voice for all boards, but also can enable each board to voice its own concerns.
- Rural caucus > voice of the Board of Directors.
- Provide services to boards – legal, evaluation, networking, P.D.
- Support school boards and trustees to provide excellent education.
- To be a unified voice for school boards yet embrace their diversity.
- To strive for excellence and equity for all boards.
- Advocacy through a collective voice that embraces the commonality and the diversity.
- Students –support trustees to support students.
- Community
- Speak as one voice (yet respect diversity) across the province and respect local board autonomy.
- Conduit between community and provincial government and boards.
- How does ASBA “market” themselves within the community – trustees/education?
- Authentic united voice for all school boards in the province.
- Member driven – student focus.
- Success for all members and students.
- Support quality teaching standards.
- Advocate for continuous improvement of relevant and progressive curriculum.
- Voice for all boards.
- Voice for the community.
- Provide support for boards – legal, governance bargaining.
- Best practices.
- Improved two-way communication.

Round 3: ASBA's Core Values

Values are foundational principles that guide an organization's behavior as it works to achieve its vision and mission.

Identify 3-5 core values that will guide ASBA as it works to advance K-12 education in Alberta.

- Every student matters.
- Equity of opportunity.
- Services available for school boards.
- Advocating for and maintaining locally elected school boards.
- “No Sacred Cows” discussion on any issue at assembly.
- Credible well run association attracts members.
- Trustee, school and board driven.
- Networking – hearing each other’s challenges.
- Allows locally elected school boards to respect diversity and sense of trust that as a group we are moving in the right direction.
- Striving for the best possible education – achieving excellence.
- Empower our students to be the best they can be and allow our students to be the future citizens of the world.
- Every child counts – inclusive.
- Long term stable funding.
- We take care of our most vulnerable.
- ASBA supports all boards to achieve the goal of every child receives the very best.
- Value the strength of a collective voice.
- Member driven.
- ASBA is an inclusive organization.
- ASBA is a grassroots organization (not top down).
- ASBA is an organization that reflects what’s best for kids while recognizing diversity and local values.
- ASBA is an organization that recognizes supports and advocates for local board autonomy.
- Courageous – being the leaders – being the first to take steps in a different direction.
- Empathy, understanding what others have been through.
- Democratic – listening to everyone’s ideas.
- Informed decision makers.
- Communication
- Advocacy
- Leadership (empower the leaders)
- Membership that believes in organizations purpose.
- Student’s first

DISCOVER

DREAM

DESIGN

DELIVER

- Building relationships with all stakeholders.
- Proactive not reactive.
- Global citizenship.
- Celebrate diversity and find the strength of “together.”
- Respect for the association, the members and its structure and processes.
- Be grounded in reality.
- Strong core beliefs in working together to address issues in education.
- Every child in Alberta deserves a quality education.
- Respectful of diversity.
- Knowledgeable of the craft of education.
- Striving to improve.
- Voice of communities as represented by locally elected trustees.
- Partnership with Ministries (not dictatorship).
- Children first.
- Harvest partnerships, both politely and corporately.
- Relationships
- Integrity
- Professionalism
- Honesty
- Authenticity
- Open minded global thinking
- Respect
- Inclusive
- Unity
- Communication (clear and open)
- Respect for each other, our students, stakeholders and legislation.
- Tolerant – respect for others – diversity.
- Collaboration
- Value each individual board’s uniqueness – true inclusion.
- Respectful/Assertive
- Value integrity
- Value transparency
- Servant – Leadership – leadership should serve the members.
- Value both elected trustees and autonomy.
- Value public education and equality for all students – same evaluation process – equal access.
- Excellence in student education.
- Value to member boards – membership dues.
- Responsible stewards – fiduciary role – integrity.
- Transparency – among boards with the public – PIPA.
- ASBA provides support to boards so they can support students.
- Public education serves common good.
- Local autonomy is important.
- Only public education should receive public funding.

DISCOVER

DREAM

DESIGN

DELIVER

- Need to be super strong on public education (doesn't include Charter schools).
- Government policy needs to stop disadvantaging public education.
- School boards are central to public education.
- Equal/equitable advancement of all children through the education system.
- Respect for our diversity.
- Collaboration
- We all have to believe that we truly are stronger together.
- Understanding ASBA is part of a bigger system (ASBA, CASS, ASBOA ASCA).
- Focus on students.
- Enhance/improve education for all students – finding the potential in all children.
- Unity
- Life-long learning.
- Social justice – fair for all.
- Respect for all.
- Equality
- Students are the priority.
- Education should be equitable.
- Integrity
- Collaboration
- With responsibility comes accountability.
- To support our member boards.
- Mutual working relationships around the child.
- Cross ministry.
- Viability of the value of trustees.
- Embrace commonality while respecting diversity.
- Equity not equality.
- Members driven – student focus.
- Success for all members and students.
- Support quality teaching standards.
- Advocate for continuous improvement of relevant and progressive curriculum.
- Empathy
- Student focus
- Local autonomy
- Nimble
- Respect (2)
- Strong together.
- Openness of spirit, - empathy and understanding.
- Celebration of diversity – differences don't define us.
- Progressive, innovative, forward thinking.
- Embracing Community – a feeling of belonging, not an obligation.
- Encouragement
- Integrity (respecting majority decision).
- Transparency
- Respect for diversity.

DISCOVER

DREAM

DESIGN

DELIVER

- Honest
- Experience
- Inclusion/Diversity
- Is the collective voice to enable individual community board voices to continue to be heard.
- Being the voice for school boards as a key stakeholder in education.
- Support local boards in providing services that boards may not be able to provide themselves.
- Really listening to boards, their issues, understanding where they are at and using their influence.
- Taking care of our most vulnerable.
- Every student is important- tolerance, respectful, diversity.
- Local governance.
- Adapt education to changing conditions.
- Passing on knowledge skills.
- Honoring tradition (role of the trustee).
- Honoring innovation (education).
- Good stewardship – accountability and responsibility to fees collected.
- Strong voice – seen as such – be a strong voice.
- Leaders in all areas of education.
- Be unified.
- Strong advocacy.
- Respectful of diversity.
- Be visionary and be reliant.
- Open and accountable.
- Review through lenses.
- Networking – member driven.
- Collective spirit.
- Problem solvers.
- We need to get along and respect each other.
- Openness and accountability.
- Opportunities to force networking.
- What happened to the three lenses that we approved before which were to be used as filters.
- Core values need to be upfront/visible before meetings.
- Supportive and respectful of diverse and unique needs.
- Ensuring and model safe and caring attitudes.
- Working together to ensure a strong leadership.
- Concrete ideals to work toward.
- Less abstract and more concrete goals.
- Values allows the understanding of right from wrong – build trust, respectful, transparency, integrity, honesty, coupled with a good education and we will form a more successful Alberta School Boards Association.
- Respects individual board autonomy.

DISCOVER

DREAM

DESIGN

DELIVER

- Strong together.
- What's best for students – adverse, spiritual, envision, physical etc.
- Respect for process and policy.
- How will what we do benefit students and assist teachers.
- Make sure individual needs are met.
- Prepare students for life.
- Recognize that relationships are so important.
- Welcoming environment equals more kids in schools.
- Mental health important for all students to learn.
- Every child in Alberta deserves a quality education.
- Respectful of diversity.
- Knowledgeable of the craft of education.
- Striving to improve
- Voice of the communities as represented by locally elected boards.
- Partnership with Ministries (not dictatorship).
- ASBA is an inclusive organization.
- It is grassroots not top down.
- Reflects what is best for kids while recognizing diversity and local values.
- ASBA recognizes and supports advocates for local autonomy.
- ASBA is our board – represents us.
- Community engagement.
- ASBA shouldn't be viewed as some external organization – it is actually us – we are the voice – the voices of schools and children.
- Service organization to us.
- Core purpose is to enlighten our public, but advocate for what's best for kids.
- Diversity
- Authentic united voice respecting diversity and autonomy of school boards.
- Empowerment
- All students of member boards are paramount in all we do.