



Foundational Statements and Strategic Plan 2017-2020 (Updated 2018)

ASBA Foundational Statements

Vision

Excellence in education through exceptional school board governance.

Mission

Leading the betterment of education by serving locally-elected school boards in their role of establishing the conditions for student success.

Values

The Alberta School Boards Association (ASBA) values **public education governed by locally-elected public, separate and francophone school boards**. ASBA's work is informed by this core value as well as the following:

- ASBA values **building understanding** by:
 - Respecting and reflecting diverse interests in the common goal of governing for excellence
 - Creating opportunities for unique perspectives to be shared and common interests to be explored
 - Advocating in the best interest of K-12 education
- ASBA values **collaboration** by:
 - Engaging school boards, stakeholders and partners
 - Inviting input and feedback
 - Encouraging teamwork and cooperation
- ASBA values **innovation** by:
 - Finding new approaches to problem-solving and service delivery
 - Identifying opportunities that allow for enhanced effectiveness and efficiency through continuous improvement
 - Providing opportunities for generative discussion
- ASBA values **responsiveness and proactivity** by:
 - Reacting in a timely and effective fashion to issues and developments impacting education
 - Staying abreast of trends within education, as well as other sectors, to better position boards to address challenges and seize opportunities
 - Recognizing and anticipating the needs of school boards in relation to systemic issues impacting education

ASBA Strategic Plan

In order for the Association to realize its Mission and work toward achieving its Vision, the following Strategic Plan has been developed. This plan charts the course for the organization for three years and informs its business and budget planning processes.

There are objectives and opportunities associated with each of the three strategic goals that have been identified as priorities.

The strategic goals are as follows:

- Deliver relevant, effective, and timely communication, information and education to empower school boards;
- Bolster the viability, credibility and sustainability of the Association and school boards;
- Provide services that are delivered in a fiscally sound manner and deploy resources in alignment with Association priorities.

The objectives describe the elements of each goal.

The opportunities are the things that need to be addressed, either because there is a gap or a barrier in place, which would impede progress to attaining our goals.

Specific operational actions to fulfil the opportunities noted are established for each of the three years of the plan.

The strategic plan, and progress on advancing the plan, will be reviewed by the Board of Directors annually.

Strategic Goal

Deliver relevant, effective, and timely communication, information and education to empower school boards

Objectives

- Provide development/education offerings that enhance the professionalism of trustees and their ability to fulfill their governance role as proficiently as possible
- Develop school board policy positions and templates for use by school boards
- Provide political, legal and environmental scans, research and updates
- Facilitate the sharing of best practices amongst school boards
- Provide ready access to written resources and archived Association submissions, papers and other work

Opportunities

- Information on trends and developments impacting the work of school boards is more routinely produced and made more readily available for members
- A superior platform for communicating with members only is created
- A proactive approach to the development of template school board policies on arising issues for use and particularization by school boards is adopted
- Governance training and materials are delivered in a more focused, comprehensive and coordinated fashion

Strategic Goal

Bolster the viability, credibility and sustainability of the Association and school boards

Objectives

- Create increased awareness and profile of the Association and locally-elected school boards with key stakeholders, funders and the public
- Ensure for appropriate resources and tools in advancing the advocacy interests of the Association
- Ensure that committee/task force involvement and representation is evaluated, prioritized and rationalized
- Recruit and retain appropriate staff complement to allow the Association to achieve its goals and objectives by examining the organizational structure
- Develop opportunities which result in efficiencies and cost savings for school boards

Opportunities

- The ASBA brand is strengthened
- The website is improved
- The Association's government relations and stakeholder engagement strategy is refined and enhanced
- Committee and task force involvement is more clearly defined and prioritized
- The Association is more appropriately resourced to meet its strategic goals

Strategic Goal

Provide services that are delivered in a fiscally sound manner and deploy resources in alignment with Association priorities

Objectives

- Implement a fee and cost structure for fee for service offerings to establish a fiscally viable approach
- Ensure quality service that is meaningful and accessible
- Utilize alternate service delivery modes that take advantage of technology

Opportunity

- Fee for service offerings are structured to be more sustainable