

Florida School Boards Association

2020 Strategic Plan

The mission of the Florida School Boards Association (FSBA) is to increase student achievement through the development of effective school board leadership and advocacy for public education.



Developing Innovative Leaders
Empowering School Boards to be the Voice of Public Education

2020 Strategic Plan Leadership

Goal: 1 Create high functioning School Boards

Strategy 1: Strengthen local School Boards by increasing the number of school board members earning distinctions to 50% of organization membership

Strategy 2: Strengthen local School Boards by increasing the number of school board members participating in recognition programs to 90% of organization membership

Strategy 3: Increase the number of Boards participating in Governance Team Training to at least 25 districts

Champions:
Professional Development Committee, Staff

Goal 2: Be the hub for School Board networking

Strategy 1: Increase participation in and expand opportunities for networking between and among school board members

Champions:
Past Presidents' Committee, Professional Development Committee, Executive Committee, Conference Planning Committee, Executive Director, Legislative Committee, Advocacy Subcommittee, Staff

2020 Strategic Plan Advocacy

Goal 1: Impact education policy by advocating the benefits of a high quality system of public education

Strategy 1: Create and publish an annual report of economic impact at local and statewide level

Strategy 2: Mobilize a Comprehensive Public Relations / Communications plan to promote high quality public education

Strategy 3: Deliver advocacy training in multiple formats and require for professional development distinction

Champions:
Advocacy Subcommittee, Local Board Chairs, Executive Committee, Policy Committee, Professional Development Committee, Staff

Goal 2: Restore public confidence in public education

Strategy 1: Establish and train a "speakers bureau" to speak/present on the value and success of public education

Strategy 2: Establish and train a “quick response” team to counter and/or balance negative reports

Strategy 3: Increase library and distribution of research, reports, and information on the value and success of public education

Champions:

Advocacy Subcommittee, Local Board Chairs, Executive Committee, Staff

2020 Strategic Plan Sustainability

Goal 1: Be financially sound and operationally efficient

Strategy 1: Build reserves for operating purposes to equal at least 3 months expense

Strategy 2: Increase non-dues revenue by 5% per year

Strategy 3: Evaluate and expand sponsorships

Strategy 4: Re-examine dues structure and membership value

Strategy 5: Conduct member satisfaction survey and identify areas of improvement

Champions:

Finance Committee, Policy Committee, Long Range Planning Committee, Past Presidents' Committee, Executive Committee, Finance Committee, Board of Directors, Staff

Goal 2: Enhance communications between board members

Strategy 1: Increase distribution of FSBA communications

Strategy 2: Distribute positive, newsworthy material

Champions:

Long Range Planning Committee, Board of Directors, Advocacy Subcommittee, Staff (and assistance of SUNSPRA)

Goal 3: Speak with one voice

Strategy 1: Empower Executive Director to speak on positions with direction of Executive Committee

Strategy 2: Involve all board members in FSBA

Champions:

Policy Committee, Executive Committee, Long Range Planning Committee, Executive Director, Past Presidents' Committee, Committee Chairs