



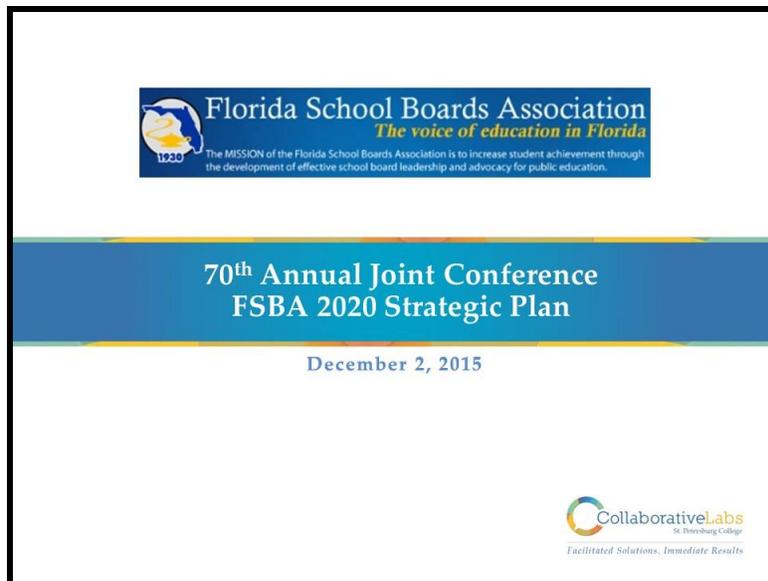
70th Annual Joint Conference FSBA 2020 Strategic Plan

December 2, 2015
Real Time Record



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Florida School Boards Association

FSBA 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

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

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: Identify new membership categories to increase revenue

Strategy 3: Increase non-dues revenue by 5% per year

Strategy 4: Evaluate and expand sponsorships

Strategy 5: Re-examine dues structure and membership value

Strategy 6: 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

Morning Session Welcome and Objectives

April Griffin, Vice President FSBA: Welcome, Ida. Thank you for coming.

Andrea Henning, Executive Director, Collaborative Labs, St. Petersburg College: Ida, have you been part of this strategic plan journey?

Ida Wright, Volusia County School District: Yes, I've been to all the sessions. I did some of the online surveys.



Andrea: You have the materials in front of you. This is the culmination of all the work on the strategic plan. We haven't started the tactics. We wanted to get a final understanding from those who are interested and also get some input from you on implementation. We would like to know which of these you could offer support on and also to share some input on the plan. Do you have any questions?

Leadership

Goal 1: Create high functioning School Boards

Goal 2: Be the hub for School Board Networking

Ida: Tell me a little bit about *Strategy 3: Increase the number of Boards participating in Governance Team Training to at least 25 districts*

April: We have the Master Boards currently. We'd like to increase that to at least 25 districts. Part of this is looking at the way the distinction is kept. Our board has an election in November. If two of them are voted off, we lose our distinction. We're looking for ways to change that. We're looking for the Master Boards to do some training.

Ida: I agree with you. Two years ago, we had the distinction.

April: It's expensive and it's also affected if your superintendent changes.

Tim Harris, President-Elect FSBA: There is no way currently to "update." It's "start all over." Even if you only have one change, you have to start over. There is some value to have everybody around the table, but do you need to start all over?

April: If we have 25 Master Boards – that's a good number to reach for.

Andrea: As you look at the strategies, are there any implementation ideas that they should consider in 2016? What are the first things we should consider doing as an implementation plan?

April: And if you have ideas later, you can just email us.

Advocacy

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

Goal 2: Restore public confidence in public education

Ida: When I look over the entire plan, these are the two most important. And #2 is the one we should focus on – it's the most important goal to me. We are experiencing some of that in our district – how do we restore public confidence?

Andrea: Are these on target?

Ida: I think we are on point with all three of those strategies.

Tim: For #1 – what do you see as collectable data to come up with economic impact?



Ida: Each district should have input to the report.

Tim: In Polk County, about 20 years ago, we built a new high school. House values in that school's boundary area jumped about \$10,000. It was really interesting to watch the housing values increase in that neighborhood.

We built another one eight miles from downtown in the groves. It was not where people could see it readily. That whole area is now nothing but housing. That has happened in the last 30 years. It doesn't happen with middle schools so much, but we see the impact with high schools.

April: We could also look at industry certifications.

Ida: One step further – most districts have academies and talk about how those have impacted the economy. The graduates have employability skills and don't have to move away.

April: That's a concrete number that we could ask each district to provide. Housing can also be hurt by districting by a certain school. We need concrete things that we could put out to the public and the market.

Ida: Our housing industry – we had a three-year spat, but we've come to agreement. We could also go to the homebuilders association to provide information.

Tim: Realtors are the sales force for the community. They can steer people toward or away from a school – no matter what the school is. You have high and low performing students in every district. But you have to curry the favor of the realtors because of their influence. That goes to Strategy 1 – you have to talk to the realtors.

April: A lot of our members do a speakers bureau already, but we don't have a list. It would be nice to have a list so we can respond to calls. We're supposed to be the authority. We are, but we don't know who does what.

Ida: Some of us have more strengths than others. We might reach out to Seminole County to speak on a certain topic.

Andrea: So a first tactic might be to develop a list.

Tim: We don't have a comprehensive list of the skills that the board members have that we could tap into.

Andrea: Can you speak to why the "public confidence" goal resonates with you?

Ida: We had brand new members and a new superintendent. Many in the community felt we were not transparent. They felt we were always asking for money. We were. Now many realize that it's a legitimate need. As we look at finances, how do we restore confidence in our teachers? We may have to go below 5%. We have committees with our constituents who have helped with this effort.



April: I didn't realize that your board members were in place less than five years. That's a hard thing.

Tim: You've lost your corporate history.

Ida: I did speak to some board members about institutional knowledge. I'm a dean at a local college. Public and private education are different. Each of the board members brings something to the table. I'm a dean at Bethune-Cookman. Our enrollment is about 4,100. We don't see our school growing above 6,000 students.

Sustainability

- Goal 1: Be financially and operationally efficient***
Goal 2: Enhance communications between board members
Goal 3: Speak with one voice

Ida: What are you referencing if you are not talking about sponsorships?

April: Partnering opportunities to increase revenue that isn't coming directly from the membership.

Tim: We just voted yesterday to not increase dues. They have been flat for years. But, we also charge you to come to this conference. What if we increased the dues, but didn't charge to come to the conference? Roll the conference fee into the dues structure. What's your feedback?

Ida: My board would probably vote no because two of them wouldn't come.

Tim: So they expect that the teachers get professional development, but they don't.

Ida: Most of them did attend both sessions last year, which got them not to attend this year. They decided to join another association. I believe that you have to be part of the inside to make changes. I asked them what they would like to see different. I don't have an answer from them. Our policy is that teachers get professional development.

Tim: If it's readily available – did you take part in it?

Ida: My three colleagues shared that we really did get some good work done. We get good information from other districts.

Tim: It's part of the overall budget. Why would you include this dues item as a line item?

Ida: Last year, they wanted to pull it from the budget. It's .01% of the budget.

April: The long-range planning will be looking at the dues structure and the districting. We're supposed to look at the districts every census year and it hasn't been done in 20 years. Hopefully, that will be done by June.

Tim: The board seats might be arranged by districts.

Ida: I do like including the charges for the conferences so we could plan better.

Tim: I had people complain about the cost, which is \$400. The district has paid for it and they are turning down the opportunity.



April: For the board members who didn't want to participate anymore, what could Tim and I do to get them to participate more?

Ida: I asked the same thing. What would they like to see done differently? It's not that I support charters, but I do support choice. We were elected to represent the public. I don't have a problem with charter or public schools. We have a charter that comes from Easter Seals. Another for special needs. They haven't been able to tell me what they want to change.

Tim: They want the exclusivity without having to write a check. It's a reawakening of segregation. There is a very divided opinion by the public of what we should do.

April: The government gives money to all those schools. We don't control specifically what those schools do. If you can think of anything – a dialog that I or Tim can begin... The divisiveness is not good for anyone. Everybody's viewpoint should be valued.

Tim: We were taught as kids not to say, "I'm going to take my ball and go home." You have to get more people to believe what you do from the inside.

Ida: That was my message to them. "If you want to see change, you have to participate."

Tim: I use a phrase, "Nuggets of knowledge." Even the sessions I didn't enjoy, I came away with some nuggets of knowledge.

April: Goal 2 is to involve all board members. I don't think that's a lofty goal. There has to be three things that people who deal with schools and kids can agree on. Funding is important. There's got to be three things, but we have to speak with one voice.

Ida: We would all like to do something with testing, we all have an issue with funding and we all want a better relationship with our employees.

April: Those are the kinds of conversations I would like to have with people who don't agree with us. Let's find a few things that we can agree on. I think we can do that with the legislature, too. They all have the best interest of kids in mind.

Tim: Do they realize that this effort is part of their feedback?

Ida: I did say that this is an inclusive effort. We won't always agree, but we can share ideas.

April: I would like to ask you to share what we just talked about with them and we'd like to engage and have a conversation with them to share ideas. There are probably a lot of members who come who feel the same way.

Ida: I sure will.

Tim: I've paid my check, but never came to a meeting. Why are they hearing from us and I'm not?

Andrea: Ida, you led by example in the September session. You helped find common ground. You were the change you wanted to see. I appreciate your coming and your input. Is there anything missing?

Ida: How are we going to distribute materials – are we talking about digital? *Goal 2: Enhance communications between board members, Strategy 2: Distribute positive, newsworthy material.*

April: We're talking about an information officer to be in charge of the website, Facebook, news releases, etc.

Tim: We have tactics under each of these. Create a network, manage resources and reissuance of content. Involve the public relations group. Hiring a public information office. We do need to communicate better, both internally and externally.

April: Sharing ideas on Facebook. Getting board members to be "friends." Reposting ideas.

Ida: Communicating with the information director from each of our districts.

Tim: We're electing more and more people who are using technology. We have the tools and we need to get people to use it.

Ida: This is a good document.

Andrea: I've worked with hundreds of organizations. I've never seen the transparency and the opportunities for input. Hopefully, they will see themselves in this.

April: Thank you for coming and participating.

Afternoon Session Welcome and Objectives

April Griffin, Vice President FSBA: Welcome and thank you for coming to this session. We've done the strategic plan and we want to involve as many as people as we can. Andrea Henning from the Collaborative Labs will be facilitating and Joyce will be taking notes.



We had one person this morning. The board has voted to accept the plan and we encourage you to send in your comments to us afterwards as well.



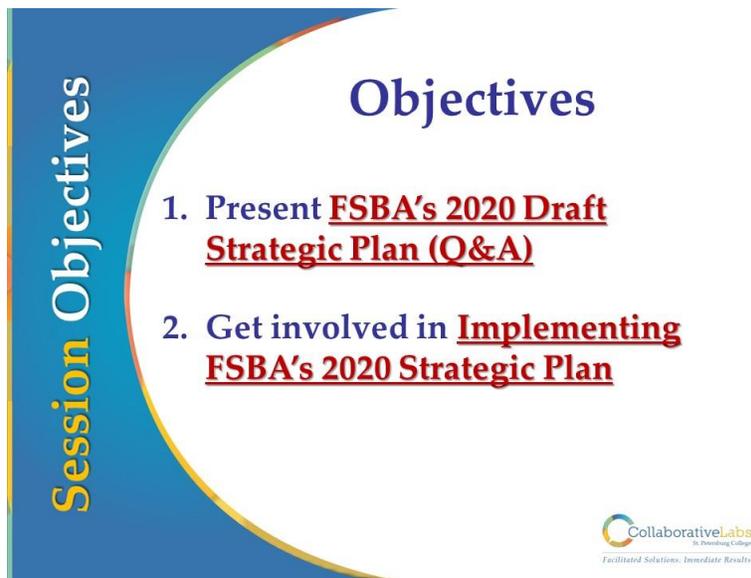
Andrea Henning, Executive Director, Collaborative Labs, St. Petersburg College: We have been in this process for six months. We kicked this off officially in June. How many of you were in the beginning session about strategic planning? We have done over 1,000 strategic plans with organizations all around the state and the country. We have never seen such transparency and inclusion in a strategic plan. How many of you participated in the sessions or the online surveys?

We had an artist at the session in June and this is what he created.

Artwork



Andrea: We want to get your feedback on the plan and the tactics for implementing the plan.



Session Objectives

Objectives

1. Present **FSBA's 2020 Draft Strategic Plan (Q&A)**
2. Get involved in **Implementing FSBA's 2020 Strategic Plan**

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We had two member surveys to get the priorities for the future. We had the general session. We asked about the strengths that we should leverage. We asked about what the value proposition should be.

We had two break-out sessions to get participants' ideas. We had members develop magazine covers. They are a compelling way to get a vision of the future. Then we crystalized the goals for the main areas.



Phase 1

FSBA's Multi-Phased Strategic Planning Process

1. Two Member Surveys 
2. Annual Conference General Session 
3. Annual Conference Breakout Sessions 

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In Phase II, in Sarasota, we refined the goals. In October, we had an implementation team come and we continued to work the plan. We developed strategies and some tactics. After that, we did more membership feedback. That is how we landed at this point. Yesterday, the Board of Directors voted to accept the draft plan.

So we'll be asking you to contribute to the implementation tactics. Joyce is taking notes and we'll be working in ThinkTank to develop those tactics. Then the Long-Range Planning Committee will finalize the plan.

Phase 2

Board of Directors Leadership Development Meeting

4. Refining the Strategic Direction 

Strategic Planning Implementation Team Meeting

5. Finalizing Draft of the 2020 Strategic Plan 

6. Membership Feedback



Phase 3

Annual Joint Conference

7. Board of Directors 2020 Draft Plan Adoption 

8. Roll-Out of the 2020 Strategic Plan

9. Implementation Opportunities

10. Long-Range Planning Committee Finalize Implementation Plan



I'd like to get your input on the value proposition.

Gunnar: Why do you have a value proposition statement?

Andrea: It's a combination vision/mission, but it's in short lay-person speak. It's a little crisper than a mission statement.

**Can You Support the FSBA Value Proposition:
*Developing Innovative Leaders Empowering
School Boards to be the Voice of Public
Education***

1. Yes, I can Support these 2020 Value Proposition Statements for FSBA – **91%**
2. No, I cannot support this Value Proposition Statement – **9%**

Andrea: Any other comments? *There were none.*

FSBA 2020 Goals

Andrea: We have goals and strategies in each of these three areas.



Leadership

Andrea: Here are the two goals in the area of Leadership. There are strategies associated with these goals. They are the ways in which we can achieve these goals. Are there any questions about these goals?

Goal 1: Create high functioning School Boards

Goal 2: Be the hub for School Board Networking

Speaker: What does Goal 2 look like?

April: We want to be the organization in 2020 that people go to when they have questions about the school boards in the state of Florida.

Gunnar: Can we put something in here about increasing membership?



April: One of the tactics is to increase attendance at the conference. Increase membership participation. Engage participation through a blog. Increase regional coalition meetings. Chats – we started the chat sessions. Informal webinars on issues. Those were just some of the tactics we came up with.

Gunnar: I think you need to get people in before you begin training.

April: My hope is that we engage everybody in the conversation to get their ideas. We all have the same goals. The way we get there might be different.

Gunnar: I think it's important that that is a strategy.

April: 100% participation by 2020.

Gunnar: Maybe not by 2020.

Speaker: We need to find out the value that you can bring people to get them to be members.

Speaker: What are the odds of non-members being here?

April: I would really like to have that conversation with them. My commitment is to engage everyone in this organization. That's why I'm sitting in this meeting so that I have two years to have that conversation. I appreciate your being here as nonmembers.

Speaker: Goal 1, Strategies 1 and 2. Earning distinctions?

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

April: We are certified as Master Boards.

Speaker: Participating in recognition programs?

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

April: That's certified board levels. A tiered system is being looked at. Making it a little less daunting.

Speaker: Some of us may not get reelected.

Speaker: Earning distinction and recognition programs – are they the same?

April: The first is for the Board, the second is for individual members. We do need to make that clearer.

Can you support the following 2020 Leadership Goals:

*Goal 1: Create high functioning
School Boards*

Goal 2: Be the hub for School Board Networking

1. Yes, I can support these 2020 Leadership Goals for FSBA – **90%**
2. No, I cannot support these Leadership Goals. – **10%**

Andrea: Any other comments? You will also have an opportunity to note your concerns in the software.

Let's move to advocacy:

Advocacy

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

Goal 2: Restore public confidence in public education

Amy: Because we have a diverse opinion about how to go about advocating, that will be hashed out in the tactics.

April: Yes. We all have industry certifications. Create a list. Kind of like bragging. We don't do enough of that. Publish an annual state-wide report to get statistics from the districts. The state does it, but we need to do it ourselves.

Gunnar: One thing was finding out what can be done within the counties. Local committees?

Speaker: They are having a legislative strategy meeting in another meeting.

April: We're looking at creating a comprehensive public relations/communications plan. Also, Andrea is looking at hiring a Public Information Officer that would be in charge of the website, Facebook, etc. Those are just two of the tactics we've talked about.



Amy: Goal 1 impacts educational policy. Goal 2 is for the public.

Speaker: We should have one spot to go to talk to our legislature. We also have to do it with the public. The whole state is coming together and doing this. Our public can help us take it back to the legislature. We give them a double whammy.

Amy: We don't have a legislative committee member as a champion.

April: We may have to have a separate strategy that deals with the legislature and one for the public. You're right. We need a strategy for impacting legislation.

Amy: I think that's where things have gotten dicey. I think there is disagreement on what we are advocating for. Different boards in different communities might have different agendas about what to bring forward.

Speaker: Our platform matched ours and some others. If we take a few things that we can take as a whole. We have other things.

Gunnar: We had 48 and now have four. There may be others you want to work on as an organization.

April: Speaking with one voice is one of our goals.

Can you support the following 2020 Advocacy Goals:

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

Goal 2: Restore public confidence in public education

1. Yes, I can support these 2020 Advocacy Goals for FSBA – **100%**
2. No, I cannot support these Advocacy Goals. – **0%**

April: How we go about accomplishing it is where we need your input.

Sustainability

Goal 1: Be financially and operationally efficient

Goal 2: Enhance communications between board members

Goal 3: Speak with one voice

Gunnar: What is Goal 1, Strategy 2? *Identify new membership categories to increase revenue.*

April: That's what we were talking about before. Coming up with maybe a separate membership description. Something that past board members can join. We would have to put that in policy.

For Goal 2, promote materials. The marketing materials to show the benefits of being a part of the organization. Recruit new members. Building our leadership and asking people to take a leadership role. Retain new members – you are a member because your board is a member. But focus on keeping the people so they can make it through certifications.

Speaker: When do the trainings occur for certifications?

April: The December after the election.

Speaker: We've had them twice, but board members are coming on board between those cycles.

April: Some of these are continuing. There are workshops on policy, finance, boardsmanship. They do those every two years.

Speaker: Conduct member satisfaction survey. FAADS. I was told they didn't charge for their services.

April: They do charge for that. FSBA – you pay to go to the workshops.

Speaker: If you want to be sustainable, if they don't charge, why not? When you are talking about sustainability...

April: They are a separate organization.

Speaker: We all come together jointly to find out more about what they do.

April: The superintendent belongs.

Speaker: Strategy 4? *Evaluate and expand sponsorships.*

April: Andrea and Leslie are looking at a sponsorship package. Looking at what you get for each level of sponsorship. I'm sure the sponsors would want to know and even create some more levels. Some sponsors have asked about doing some workshop sessions. We have a partnership with Board Docs. We get a little bit of money from that.



Amy: Strategy 5, *Re-examine dues structure and membership value*, kind of goes back to Goal 1. Increasing memberships. Based on FTE count?

April: We talked about this. We are supposed to look at our district structure. We are supposed to look at it every census year. We haven't done this in 20 years. We need to do this. Also, we haven't increased our dues since the 80's and we will look at that as well. Both of those are very daunting tasks. We have to better dispel what our value is to the districts.

Speaker: You have to do that first.

April: I didn't realize everything the organization does for school boards until I got into a position of leadership. I didn't realize the work that the staff does for the members. If you come to the general meeting tomorrow, you'll see everything that Andrea has done in the last six months and it's impressive. There is a lot of value that we haven't been good at sharing.

Andrea: So let's vote on these three sustainability goals.

**Can you support the following
2020 Sustainability Goals:**

Goal 1: Be financially and operationally efficient

Goal 2: Enhance communications between board members

Goal 3: Speak with one voice

1. Yes, I can support these 2020 Sustainability Goals for FSBA – **92%**
2. No, I cannot support these Sustainability Goals. – **8%**

Speaker: I think it's difficult to get people to come so far. I think it would be better to have more local events.

Amy: It's cost prohibitive for smaller districts. When you've spent the money to come here for four days, what value did you get from it?

April: We only get ten evaluations back. Spread it amongst your peers to really give us feedback. If that's something you want to see, let us know. We do look at this. Our professional committee looks at it as well. We are a membership organization and we want to meet their needs. Or email me and I can pass it along.

Speaker: Even though we weren't members I was impressed that two of the members came to us.

April: We need to support them.

Andrea: Any other areas of feedback, especially around implementation, we'll capture in the software and present those to the long-range implementation team. Let me propose that we take notes for you in our software. April, Joyce and I will take your team's notes for you.



Visit the Workstations

Member Feedback Opportunity!

1. Review 3 Goal Areas:
 1. Leadership
 2. Advocacy
 3. Sustainability
2. Provide Feedback/Implementation Ideas on Strategies
3. We will reconvene as a full group for Highlights


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Feedback on the Strategic Plan




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**Member Feedback
Implementation Ideas**


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Leadership

Goal 1: Create high functioning School Boards

1. Strategy 1: Strengthen local School Boards by increasing the number of school board members earning distinctions to 50% of organization membership
 1. *Specify the distinctions for both Goal 1 & 2.*
 2. *Extra strategy in Goal 1 or 2, Increase membership to 100% of all Districts*
 3. *Recognizing the # of conferences attended by individuals.*
 4. *Recommend regional coalitions.*
2. Strategy 2: Strengthen local School Boards by increasing the number of school board members participating in recognition programs to 90% of organization membership
 1. *Have maybe three different regions: South, central, north. Currently only one location. Bringing to us. OR, do it by coalition.*
 2. *Do it in conjunction with coalition activities.*
3. Strategy 3: Increase the number of Boards participating in Governance Team Training to at least 25 districts
 1. *More local offerings.*
 2. *Open training to anyone within that area, not just coalition.*



Goal 2: Be the hub for School Board networking

1. Strategy 1: Increase participation in and expand opportunities for networking
 1. *Networking is one thing and communication is something else.*
 2. *Maybe call this a conduit instead of a goal*
 3. *Increase network opportunities. Especially with new people. Separate from the election process. A contact/mentor for the new members.*
 4. *Networking is a specific action you do with your peers.*
 5. *Highlighting the important things.*
 6. *More about how do we get to know each other? Maybe it's regional types of meetings.*
 7. *Networking - sharing ideas and challenges.*
 8. *Get all the critical data. Sales tax, millage, all the details that we have to make decisions. Put it all in a central area. Make it a central place, the only place, to have the detailed information.*
 9. *Champions: School boards need to gather the information. Somebody from every district.*

Advocacy

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

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

1. The issue of legislative advocacy is critical. Consider developing a PAC.

2. Strategy 2: Mobilize a Comprehensive Public Relations / Communications plan
3. Strategy 3: Deliver advocacy training in multiple formats and require for professional development distinction

1. Add a Goal relating directly to Legislative Advocacy.

2. Encourage Districts to engage citizens as advocates.

3. Poll Districts to see what they do to advocate in their districts



2. Goal 2: Restore public confidence in public education

1. Strategy 1: Establish and train a "speaker's bureau" to speak/present on the value and success of public education
2. Strategy 2: Establish and train a "quick response" team to counter and/or balance negative reports
3. Strategy 3: Increase library and distribution of research, reports, and information on the value and success of public education

Sustainability

1. Goal 1: Be financially sound and operationally efficient

1. Strategy 1: Build reserves for operating purposes to equal at least 3 months expense
2. Strategy 2: Identify new membership categories to increase revenue
3. Strategy 3: Increase non-dues revenue by 5% per year
4. Strategy 4: Evaluate and expand sponsorships
5. Strategy 5: Re-examine dues structure and membership value
6. Strategy 6: Conduct member satisfaction survey and identify areas of improvement



2. Goal 2: Enhance communications between board members

1. Strategy 1: Increase distribution of FSBA communications
2. Strategy 2: Distribute positive, newsworthy material

3. Goal 3: Speak with one voice

1. Strategy 1: Empower Executive Director to speak on positions with direction of Executive Committee
2. Strategy 2: Involve all board members in FSBA

Closing Highlights

Andrea: We had good, robust discussions in our team. Any closing highlights from the teams?

Amy: Differentiating instruction. We offer it to our students and our teachers, but we don't have it for our members. Chairmanship was yesterday. It was the same information that was provided last year. For new members, that's great. But if you've attended several years in a row, it's not new information. Note this as *begging!*

Andrea: Thank you for coming.

April: Thank you for your participation. You can always send me an email: griffin@gm.sbac.edu.

