



Florida School Boards Association Approved Strategic Goals and Strategies 2021 – 2026

1. Leadership

1.1 Improve the influence of school board members.

- 1.1.1 Provide training on effective advocacy
- 1.1.2 Share stories of Florida School Board members
- 1.1.3 Build relationships with Tallahassee decision makers to build trust and credibility
- 1.1.4 Develop and promote recognition and awards that will encourage positive board action and increase board influence beyond the boardroom
- 1.1.5 Develop curriculum to teach school board members how to become positive influencers and how to direct and initiate policy
- 1.1.6 Improve relationships with district authorized charter schools
- 1.1.7 Intentionally develop leadership paths within the Association

1.2 Build more effective school boards through impactful professional development.

- 1.2.1 Expand online learning opportunities for new and seasoned school board members
- 1.2.2 Increase member participation in FSBA leadership activities and program
- 1.2.3 Increase number of school board members and boards achieving FSBA distinctions
- 1.2.4 Review components of distinctions to ensure acquisition of distinction demonstrates desired values and knowledge
- 1.2.5 Expand focus to include work/live balance with school board member wellness

1.3 Be the hub for school board networking.

- 1.3.1 Offer additional opportunities to increase networking, training, and discussion of important education issues
- 1.3.2 Create opportunities for board members to collaborate on impactful projects
- 1.3.3 Investigate usefulness and purposes of creating Communication Committee (external/internal; like districts)
- 1.3.4 Identify opportunities for increased officer and director engagement with membership
- 1.3.5 Intentionally develop leadership paths within the Association



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2. Advocacy

2.1 Proactively affect policy and legislation statewide and nationally.

- 2.1.1 Educate members on current issues affecting education policy
- 2.1.2 Strengthen, then broaden stakeholder relationships
- 2.1.3 Weigh in on major issues affecting education, offering knowledge, expertise, and feedback
- 2.1.4 Build confidence in local school systems by advocating the benefits of a high-quality, equitable public education

2.2 Cultivate school board members as effective year-round advocates for their public school district.

- 2.2.1 Conduct needs assessment for advocacy skills
- 2.2.2 Provide opportunities such as calls-to-action to engage members
- 2.2.3 Educate members on ways to promote public education (other than policy efforts)
- 2.2.4 Develop annual calendar with monthly advocacy tasks
- 2.2.5 Provide resources, training, and related information necessary for board members to serve as effective advocates

2.3 Integrate innovative communications strategies to engage all members.

- 2.3.1 Explore advocacy software options
- 2.3.2 Develop engagement campaigns on topics or issues of relevancy
- 2.3.3 Enhance use of technology platforms to engage members and outside stakeholders



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3. Sustainability

3.1 Leverage current networking, education, information, and advocacy efforts through expansion of technology and other platforms to maximize service delivery.

- 3.1.1 Increase outreach efforts to engage/re-engage members and member districts to connect them with FSBA staff, programs, and services
- 3.1.2 Implement mass messaging service to deliver timely calls to action of members
- 3.1.3 Expand and utilize networking opportunities for School Board support staff as a direct link to improve communication with school board members
- 3.1.4 Provide relevant technology training to school board members

3.2 Be the primary source of relevant information and services for school board members.

- 3.2.1 Conduct needs assessment to identify helpful resources to provide to members
- 3.2.2 Update website with timely and relevant information
- 3.2.3 Utilize multiple formats to deliver and offer valuable, easily digestible content to drive member engagement
- 3.2.4 Monitor and evaluate programs and services to drive future programming and engagement efforts
- 3.2.5 Implement expanded marketing and communications strategies
- 3.2.6 Gather and share best practices
- 3.2.7 Identify and maximize strategic partnerships
- 3.2.8 Assist board members in navigating the complex media landscape

3.3 Examine, identify, and implement the most appropriate revenue streams that support the mission

and sound, operationally efficient work of the Association.

- 3.3.1 Examine/review current dues revenue structure and resource allocation, make recommendations as needed
- 3.3.2 Examine/review current non-dues revenue structure and resource allocation, make recommendations as needed including new streams, as needed
- 3.3.3 Review policies as related to finance, make recommendations as needed
- 3.3.4 Examine/review current operations, make recommendations on efficiencies as needed