

PSBA STRATEGIC PLAN: 2007 – 2012

January 19, 2007

MISSION:

The mission of the Pennsylvania School Boards Association is to promote excellence in school board governance through leadership, service and advocacy for public education.

STRATEGIC INTENT:

The leadership of PSBA has determined a direction and articulated a picture of what the organization intends to become by 2012:

PSBA will be broadly recognized as:

- The lead public education association by key stakeholders
- Representing the public's interests in public education
- The primary resource for school boards and public education
- A leading education policy and research center

Therefore, PSBA will:

- Adapt programs and services to best serve school boards in a changing environment
- Recognize and support school districts that demonstrate effective governance
- Be instrumental in effecting public education policy changes
- Communicate more directly with stakeholders in coordination with school boards
- Promote greater membership participation in PSBA governance and education policy development
- Further diversify its revenue base

GOALS:

1. Determine PSBA's role as the lead public education association
2. Develop programs to recognize and promote effective governance
3. Ensure PSBA has expertise to implement strategic plan
4. Enhance member participation in PSBA governance, advocacy and related activities
5. Expand consulting services to school boards and management teams
6. Develop a fully integrated communications function for all audiences
7. Increase utilization of PSBA programs & services
8. Be the leader in school insurance
9. Diversify PSBA's revenue base
10. Ensure sound administrative procedures & controls
11. Establish education research & policy analysis center
12. Strengthen advocacy impact

CORE VALUES:

PSBA's six core values are integral to who we are and how we work. They are the guiding principles by which we conduct ourselves as we seek to fulfill our mission.

Leadership: We inspire others to achieve extraordinary results. This requires vision, risk-taking and demonstrating excellence – at every level of our organization.

Excellence: We strive to always give our best. We are dedicated to quality service and programs, the highest standards of performance and personal growth.

Commitment: We demonstrate our belief in public education and the importance of local school governance.

Integrity: We are honest, responsible and ethical in all we do.

Respect: We recognize the dignity and worth of everyone by treating them with courtesy and fairness.

Teamwork: Individually, we possess unique strengths and skills. Together, we achieve greater common goals through collaboration and communication.