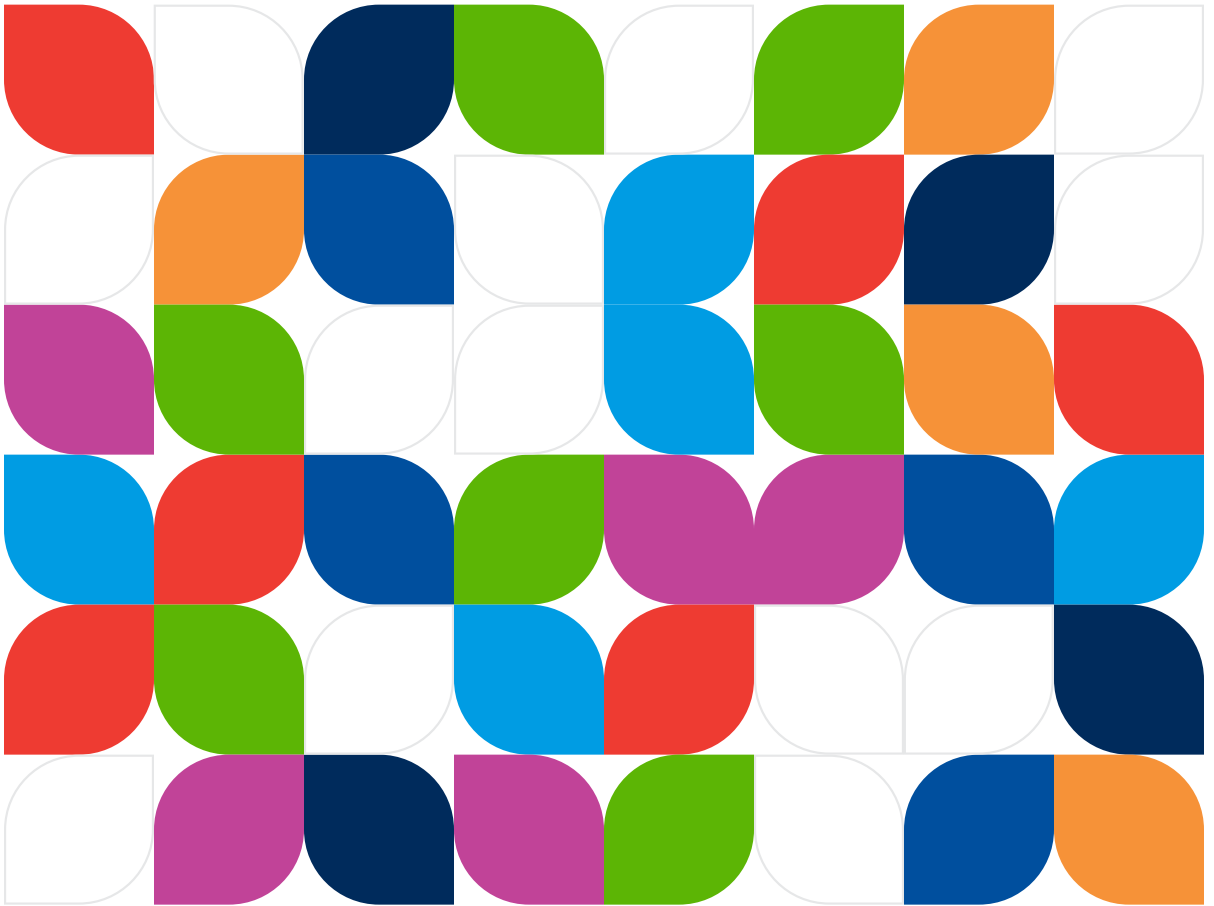


2023 / 2027

Visionary Initiatives for Strategic Action



OHIO SCHOOL BOARDS
ASSOCIATION

www.ohioschoolboards.org/visa

Ohio School Boards Association

Vision

Leading the way as the respected voice of Ohio public education.

Mission

OSBA engages and serves Ohio's public school board members and the diverse districts they represent by fostering or delivering:

- Excellence in governance
 - Steadfast advocacy
 - Superior services
 - Relevant professional development
 - Customized training
-

Guiding Principles

We value and provide exemplary communication.

- We ensure all members and staff are made aware of and have access to accurate information.
- We use multiple methods of communication to reach all partners in the ways they most prefer.
- We use multiple resources to gather the most recent and accurate information.

We value and expect integrity.

- We interact with others in a respectful and honest manner.
- We provide appropriate, reliable and verified information.
- We are trustworthy, keeping promises and commitments.

We value and expect collaboration and partnership.

- We seek and nurture relationships with those who share investment in the future of public education.
- We value diversity of thought and opinion.
- We harness the expertise and build on the commonality of partners.

We value and deliver exceptional customer service.

- We are responsive, courteous and timely.
- We find or provide resources to meet partners' needs.
- We monitor and continuously improve partner satisfaction.

We value and foster expertise.

- We provide the time and resources to develop association leaders, members and staff.
- We cultivate visionary leadership across the association.
- We hire, retain and value a highly qualified staff.
- We strengthen association services by partnering with industry experts.



2023 / 2027

Visionary Initiatives for Strategic Action

Strategic plan overview

OSBA's Visionary Initiatives for Strategic Action (VISA) strategic plan was first adopted by the OSBA Board of Trustees in 2008. The plan was reauthorized in 2013 and 2017.

In June 2022, OSBA convened a group of 28 staff members, trustees and regional committee members to review past association strategic plans and reimagine the VISA plan for 2023 to 2027. Their efforts revised the association's vision and mission statement to ensure they succinctly expressed OSBA's goals.

As part of its work, the committee built on the four pillars of the association's work — membership services; public relations and communications; student achievement; and association operations — to create new goals to guide the association's work for the next five years.

At its November 2022 meeting, the OSBA Board of Trustees adopted the VISA plan with the intention that it would direct the association's efforts from 2023 through 2027.

Pillar I

Membership Services

Members use OSBA services and resources to serve as high-performing leaders in public education.

Outcomes

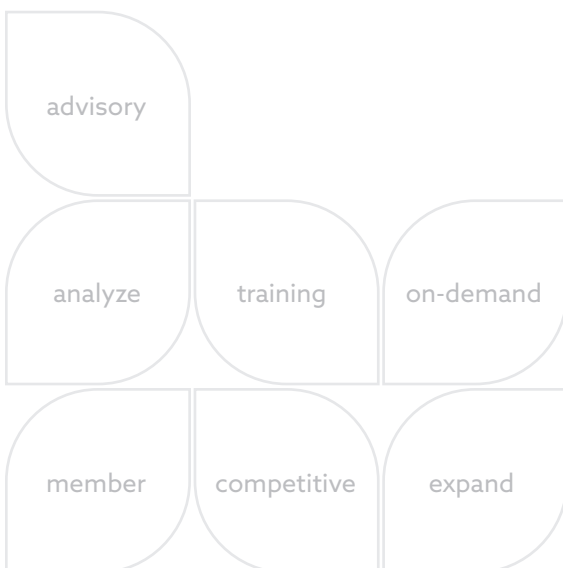
Enhance engagement of school board members and their leadership teams.

Increase collaboration to strengthen market competitiveness.

Expand networking opportunities for school board members and the districts they serve.

Strategies

1. Create a standing advisory group that collects member engagement data from multiple data points to advise OSBA workshops, communications, on-demand resources and trainings.
2. Create stand-alone video resources to assist in developing high-performing leaders in public education.
3. Expand the current learning management system platform for training and resources.
4. Strengthen the ability of the association's public website to serve as a go-to source of information for members and staff.
5. Improve the strategic use of digital communication methods.
6. Evaluate major statewide education organizations and create sustainable communication and collaboration with this education advisory committee.
7. Increase partnerships and collaboration with ESCs and career centers.
8. Identify member needs and align targeted services to diversify revenues.
9. Analyze current OSBA services regarding costs and value in order to be competitive with the market.
10. Audit all networking opportunities and methodologies and make recommendations for implementation.



Pillar II

Public Relations and Communications

OSBA highlights the critical importance of Ohio public education and the great work of its member districts.

Outcomes

Utilize multiple platforms and strategies to showcase OSBA as the leader in public education.

Provide resources for school districts to communicate effectively.

Communicate the value and quality of public education in Ohio.

Strategies

1. Create a marketing plan to showcase the good work of OSBA members in the success of public education.
2. Review OSBA's current brand and evaluate if it communicates the value it offers to members.
3. Create partnerships among communication agencies that aid school districts in effective communications.
4. Provide specific resources and trainings on effective communications for districts.
5. Create a marketing plan to communicate the value of public education to policymakers and invested parties at the state level.



Pillar III

Ohio Student Achievement

Members are supported in their work to boost the achievement of students from all backgrounds and abilities.

Outcomes

Increase awareness in the work of school boards and the role of board governance in increasing student achievement.

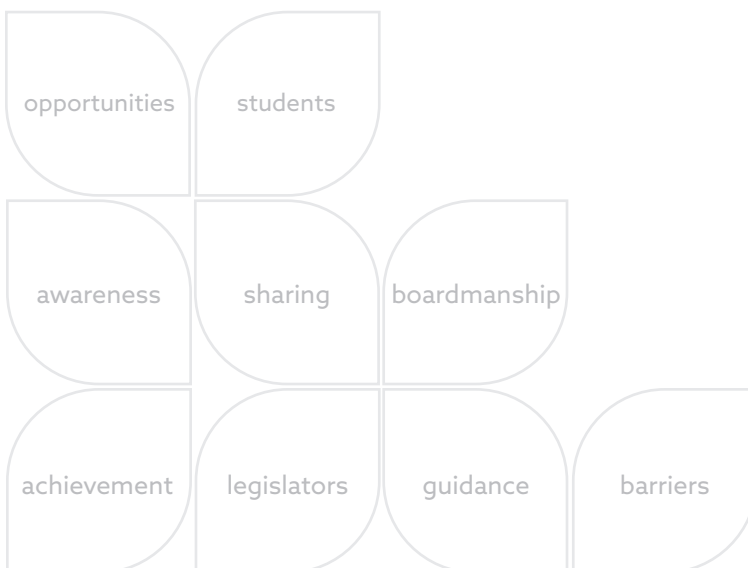
Increase understanding of educational barriers for students.

Increase access to resources and funding for public schools.

Increase opportunities, supports and guidance for member districts.

Strategies

1. Create trainings centered around "why boardmanship matters to student achievement."
2. Provide opportunities for student representation in order to gain insight into student experiences.
3. Identify additional avenues for sharing student achievement news and stories.
4. Coordinate opportunities for regions to address specific student barriers to student achievement.
5. Develop opportunities for board members to meet with legislators.



Pillar IV

Association Operations

OSBA embraces innovative,
industry-leading best practices.

Outcomes

Enhance OSBA's current and develop new revenue streams with an emphasis on diversification.

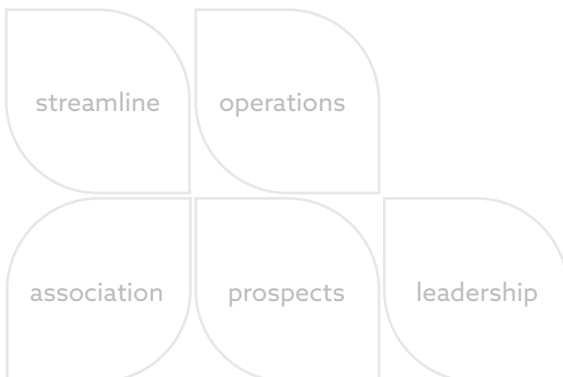
Develop OSBA's highly effective volunteer leadership.

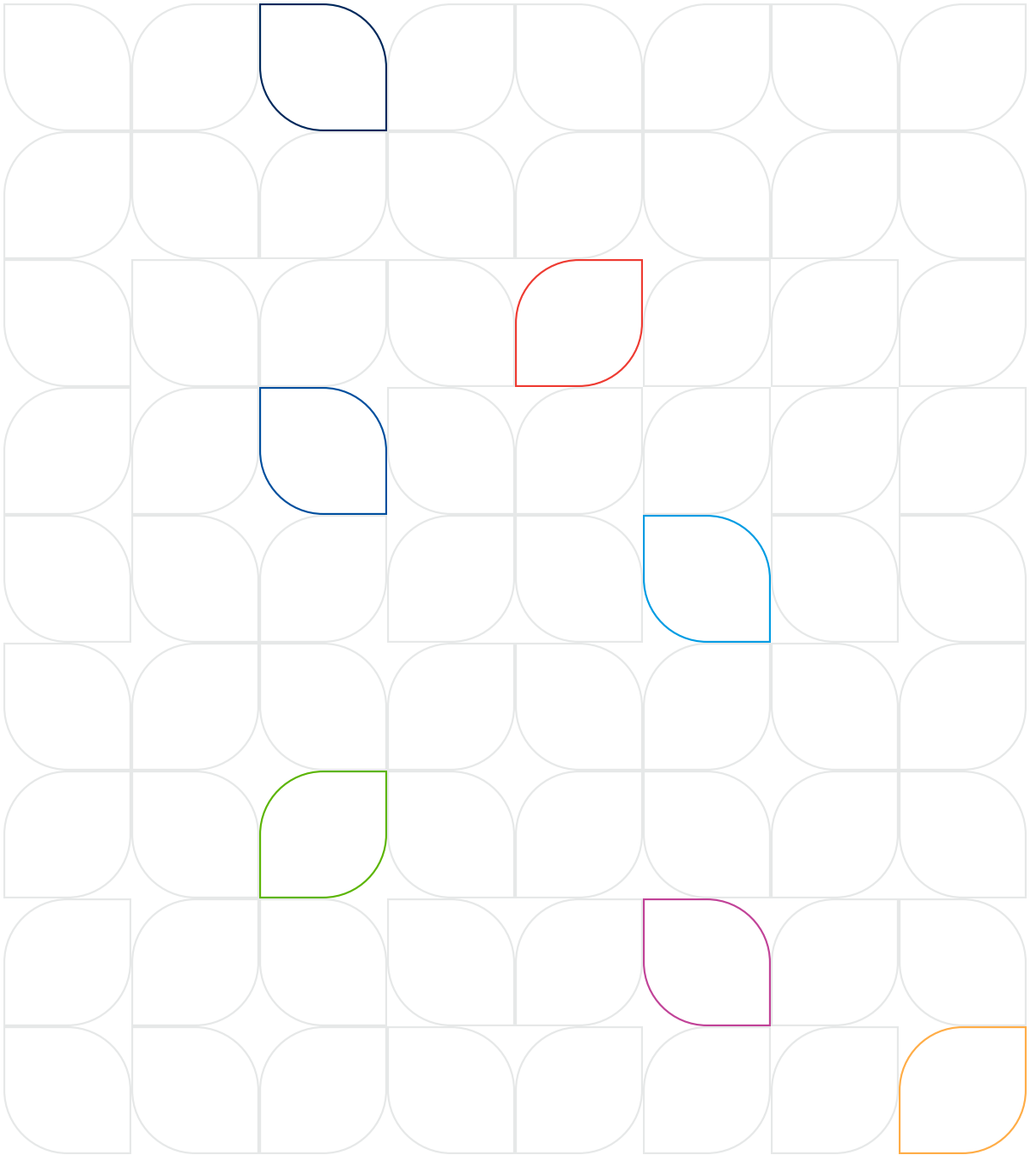
Implement cutting-edge tools to streamline activities and maximize efficiencies.

Recruit, develop and retain a highly skilled association staff.

Strategies

1. Work with regional managers to create ways to recruit members to get involved at the regional level.
2. Develop a marketing plan to identify potential prospects for OSBA leadership positions.
3. Implement and enhance new and existing staff communication tools.
4. Audit and provide recommendations regarding current staff policies and benefits.
5. Audit and provide recommendations regarding OSBA's organizational chart.
6. Promote and maintain a consistent culture of customer service.
7. Develop a strategic communication plan to guide the association's communication program and overall efforts of the communication staff.
8. Create and implement a long-term staff professional development plan.
9. Create and implement a long-term leadership professional development plan.





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