

*Tennessee School Boards Association
2010 Planning Elements*

MISSION STATEMENT

To assist school boards in effectively governing school districts.

GOALS

All objectives will be met by December 31, 2010

GOVERNANCE AND ADMINISTRATION

Goal: To provide a functional organizational structure.

Objective 1: Maintain 100% membership of all school boards in Tennessee.

Strategy A: Provide Accidental Death and Dismemberment insurance coverage to all local school board members.

Strategy B: Mail a "new board member packet" along with membership card to each new board member.

Objective 2: Maintain good communication with school boards.

Strategy A: Maintain e-mail addresses of all board members and superintendents.

Strategy B: Maintain listserv for school board members.

Strategy C: Maintain pictorial directory of school board members and superintendents.

Strategy D: Visit each school system at least once during the year.

Strategy E: Provide each school board member a TSBA calendar of activities and events.

Objective 3: Review and revise roles and responsibilities for TSBA staff to meet the changing needs of school boards.

Strategy A: Maintain a Performance Evaluation Program for TSBA staff and design staff development to maximize the abilities of employees.

Strategy B: Provide friendly, helpful, responsive staff visible to the membership.

Strategy C: Maintain up-to-date job manuals for each employee.

Strategy D: Provide professional development opportunities for all employees.

Strategy E: Maintain company intranet for employees.

EDUCATIONAL SERVICES

Goal: To develop board member knowledge, skills and attitudes that promotes quality boardmanship.

Objective 1: Provide training to ensure that all board members meet the basic boardmanship competencies.

- Strategy A: Conduct (and update notebooks and materials for) the following School Board Academy modules: Orientation (2) , Board Policy (3), School Law (2), Board/Superintendent Relations (3), Advocacy (3), Vision (3), School Finance (2), Planning: A Joint Venture I & II (2), Board's Role in Creating A Climate for School Improvement (2) and Teaming and the School Board (1).
- Strategy B: Offer the web-based School Board Academy eBoardmanship Module to school board members who have completed the core modules.
- Strategy C: Conduct a New Board Chairman Workshop.
- Strategy D: Conduct nine Fall District Meetings across the state.
- Strategy E: Conduct an Annual Leadership Conference in conjunction with the Convention.
- Strategy F: Conduct an Annual Convention.
- Strategy G: Offer educational topics via webcasting.

Objective 2: Strengthen the effectiveness of boards and their members.

- Strategy A: Provide a Boardmanship Awards Program to recognize board member's efforts to improve their boardmanship skills.
- Strategy B: Provide online access to boardmanship transcripts.
- Strategy C: Provide online sample of Level V Portfolio.
- Strategy D: Honor boards and individual board members with the following awards: School Board Member of the Year/C. Hal Henard Distinguished Service Award, All Tennessee School Board, School Board of the Year, Board of Distinction, Quarter Century Club and Scholar's Circle.
- Strategy E: Honor students with a Student Recognition Award.
- Strategy F: Conduct board self-evaluations upon request.
- Strategy G: Provide online board self-evaluation form.

Strategy H: Conduct board retreats upon request.

LABOR RELATIONS SERVICES

Goal: To provide services which enhance board/employee relationships.

- Objective 1: Conduct two workshops for negotiators.
- Objective 2: Publish a bi-annual labor relations newsletter, "Notes for Negotiators" in electronic format.
- Objective 3: Maintain collective bargaining information page on the TSBA website.
- Objective 4: Provide on-site assistance to systems participating in collective bargaining upon request.
- Objective 5: Review, critique and recommend additions/revisions to collective bargaining contracts upon request.
- Objective 6: Maintain collective bargaining contracts from negotiating systems.
- Objective 7: Maintain listserv for negotiators.
- Objective 8: Develop model teacher contract for boards of education.

MEMBER SERVICES

Goal: To provide services to assist boards in their school board operations.

- Objective 1: Conduct superintendent searches and evaluations as requested.
- Objective 2: Conduct Annual Board Secretaries' Conference in May that includes an annual business meeting of the Tennessee Association of Board Secretaries and one in November during the TSBA Annual Convention.
- Objective 3: Maintain listserv for board secretaries.
- Objective 4: Maintain link to job openings in Tennessee.
- Objective 5: Continue marketing "eMeeting", an online software tool that will enable school boards to more efficiently organize and distribute material and documents for Board meetings, with TSBA Policy Service.
- Objective 6: Promote PaySchools, an online payment processing system that allows public primary or secondary schools to receive electronic payments for students' incidental charges by electronic checks or credit cards.

Objective 7. Conduct Prospective Superintendents Academy for those who aspire to become a superintendent.

LEGAL SERVICES

Goal: To provide information and interpretation of school laws for board members, administrators and board attorneys.

Objective 1: Facilitate legal understanding for school board members and school officials.

Strategy A: Produce a "School Law Quarterly" electronic publication with relevant cases and legal issues.

Strategy B: Prepare a legal article in each TSBA Journal.

Strategy C: Conduct two Summer Law Institutes, a weekend workshop in East Tennessee and weekday workshop in West Tennessee.

Strategy D: Utilize the Internet to provide legal information.

Strategy E: Provide on-site assistance for boards conducting teacher dismissal hearings.

Strategy F: Conduct Employment Law Workshop.

Strategy G: Respond to local school board requests to enter appellate cases as amicus curiae when appropriate and approved by the TSBA Board of Directors.

Objective 2: Facilitate involvement of school board attorneys in legislative issues.

Strategy A: Assist the Tennessee Council of School Board Attorneys' Legislative Committee to identify conflicts in the state education code and obsolete statutes, develop legislative recommendations and review pending legislation.

Strategy B: Continue to increase the membership in the Tennessee Council of School Board Attorneys through renewals and recruitment of new members.

Strategy C: Maintain a current list of each school board's attorney.

Strategy D: Maintain listserv for TCSBA members.

LEGISLATIVE SERVICES

Goal: To monitor and influence legislation related to public education.

Objective 1: Increase legislative information available to the membership.

Strategy A: Provide weekly on-line and traditional legislative reports summarizing the week's legislative activity and informing membership on the status of legislation.

- Strategy B: Provide issue briefs to membership for use in communications with legislators.
- Objective 2: Enhance communication and mobilize resources within the TLN to influence legislation.
- Strategy A: Provide current legislative information to TLN members through regular mailings, faxes, e-mail, and the Internet.
- Strategy B: Provide legislative training and opportunities for debating legislative issues at the TSBA Annual Convention or Summer Legislative Conference.
- Strategy C: Provide an annual Day-on-the-Hill meeting to enhance communication between legislators, board members, superintendents, and other school officials.
- Strategy D: Conduct a legislative survey on current issues at FDM.
- Strategy E: Conduct three TLN Board of Directors meetings.
- Strategy F: Encourage the active participation of the TLN Board of Directors during TSBA legislative meetings.
- Strategy G: Solicit resolutions from local boards for debate and adoption at the Delegate Assembly.
- Strategy H: Provide updates to the TLN Advocacy Guide to TLN members to enhance legislative advocacy efforts.
- Strategy I: Include legislative advocacy in School Board Academies.
- Strategy J: Collaborate with other public education organizations to implement common legislative priorities.
- Strategy K: Expand the TLN distribution list.
- Objective 3: Increase TSBA visibility in the General Assembly
- Strategy A: Communicate regularly with legislators and staff.
- Strategy B: Provide information quickly and accurately to legislators upon request.
- Strategy C: Testify before legislative committees on legislation important to school board members.
- Strategy D: Invite legislators to participate in TSBA functions.
- Objective 4: Increase TSBA recognition in the United States Congress

- Strategy A: Communicate regularly with and visit at least annually the Tennessee Congressional delegation.
- Strategy B: Achieve and maintain maximum state membership in NSBA's Federal Relations Network.
- Strategy C: Utilize the Federal Relations Network district coordinators to provide information to specific members of Congress.
- Strategy D: Encourage Tennessee board member participation in the annual NSBA Federal Relations Network Conference.
- Strategy E: Conduct an annual in state Federal Relations Network Meeting.

POLICY SERVICES

Goal: To develop better methods to assist school boards in the area of policymaking and implementation.

Objective 1: Improve existing policy services and develop new services to meet growing policy needs of school boards.

- Strategy A: Provide policy research and sample up-dates to all TSBA members systems.
- Strategy B: Provide a customized policy service on a contracted basis.
- Strategy C: Provide a maintenance service with policy audits for those systems that have contracted for customized manual.
- Strategy D: Maintain TSBA base policy manual that is consistent with local, state and federal law and regulations.
- Strategy E: Conduct an annual Policy Workshop.
- Strategy F: Maintain the Legal Reference Manual through annual updates.
- Strategy G: Market policy services, including new developments in on-line service, manuals, handbooks and workshops.
- Strategy H: Market Administrative Procedures Manual that is consistent with the TSBA base policy manual.
- Strategy I: Lead boards to eliminate administrative detail from policy and include it in administrative procedures.

INFORMATION SERVICES/COMMUNICATIONS

Goal: To provide information to enhance boardsmanship.

Objective 1: To assist school board members in becoming recognized education leaders in their communities.

Strategy A: Publish quarterly magazine and monthly newsletter and distribute to all board members, superintendents, legislators, and subscribers.

Strategy B: Develop monthly video updates on current events and post on TSBA website.

Strategy C: Encourage board members to write articles for use in TSBA publications.

Strategy D: Write at least one feature article on a particular Tennessee district/program in each issue of the Journal.

Strategy E: Maintain a library of school related resources and make it available to our membership.

Strategy F: Maintain the TSBA website with easily accessible information and continuously update, keeping the site current and visually appealing.

Strategy G: Highlight member school districts in a TSBA publication.

Strategy H: Explore the possibility of increasing communication statewide by helping guide our members in utilizing social networking efforts such as Facebook and Twitter.

Objective 2: To better equip school boards and their employees to become more effective advocates for public education.

Strategy A: Increase subscriptions to Bridges.

Strategy B: Maintain a TSBA ambassador program to promote public education.

Strategy C: Honor TSBA ambassadors with an Ambassador Award.

Objective 3: To promote understanding of school boards and their work.

Strategy A: Prepare a video for distribution to public broadcasting stations across the state for use during School Board Week.

Strategy B: Design a School Board Week poster for electronic distribution to all public schools in the state, including teacher organizations.

Strategy C: Contact each school board during School Board Week.

Strategy D: Present the school board perspective to media representatives.

Strategy E: Recognize boards with excellent programs by granting an "Award of Excellence".

- Strategy F: Conduct a Student Congress on Policies in Education conference (SCOPE).
- Objective 4: To maintain positive relationships with the media.
- Strategy A: Send out news releases on all TSBA functions and people-related news.
- Strategy B: Sponsor annual education reporting competition.
- Strategy C: Invite media to serve on workshop panels and/or include media comments on videotape for academies and workshop programs.
- Strategy D: Host a meeting of media representatives from across the state to discuss the new curriculum standards and its impact on system report cards.
- Objective 5: Increase participation/advertising with firms providing goods and services to school systems.
- Strategy A: Promote the various levels of the Business Affiliate Program to increase membership.
- Strategy B: Maintain communication between TSBA and Business Affiliates via emails.
- Strategy C: Conduct an exhibit hall at the Annual Convention.
- Strategy D: Solicit potential new vendors/advertisers through phone calls, emails, mailings, etc.
- Strategy E: Provide kiosks in the TSBA Headquarters' main lobby for business affiliates to advertise their products.

FINANCE

Goal: To handle funds in a financially sound manner.

- Objective 1: Ensure association operates according to sound financial procedures.
- Strategy A: Ensure that all financial procedures meet general accounting standards.
- Strategy B: Create an annual budget and include on financial statements.
- Objective 2: Maximize investment opportunities.
- Strategy A: Ensure that funds are received in a timely manner to benefit from the potential interest income.
- Strategy B: Periodically evaluate the inflow and outflow of funds and realign investment strategies as needed.
- Strategy C: Evaluate different investment vehicles to ensure that funds are optimally invested for the best rate of return.
- Objective 3: Maintain School Board Academy contract with State Department of Education.

Strategy A: Submit invoices to SDOE in a timely manner.

Strategy B: Process School Board Academy per diems to school board members that have completed their mandated training in a timely manner.

Objective 4: Support and oversee the administration of the GASB 45 Trust.

Strategy A: Prepare financial statements for the Trust.

Strategy B: Prepare quarterly statements for each Trust member.

Strategy C: Schedule quarterly Trust meetings and develop board meeting agenda and provide supporting materials for each meeting.

Strategy D: Develop policy manual for Trust.