

*Tennessee School Boards Association
2012 Planning Elements*

MISSION STATEMENT

To assist school boards in effectively governing school districts.

GOALS

All objectives will be met by December 31, 2012

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: Contact 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 boardsmanship.

Objective 1: Provide training to ensure that all board members meet the basic boardsmanship 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 eBoardsmanship 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 distance learning.
- Strategy H: Update SBA Teaming and the School Board notebook.

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

- Strategy A: Provide a Boardsmanship Awards Program to recognize board member's efforts to improve their boardsmanship skills.
- Strategy B: Provide online access to boardsmanship 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, Scholar's Circle, and Ambassador.
- Strategy E: Honor students with a Student Recognition Award.
- Strategy F: Honor school volunteers with a School Volunteer Award.
- Strategy G: Conduct board self-evaluations upon request.
- Strategy H: Provide online board self-evaluation form.
- Strategy I: Conduct board retreats upon request.

LABOR RELATIONS SERVICES

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

Objective 1: Maintain collaborative conferencing information page on the TSBA website.

Objective 2: Provide assistance to systems participating in collaborative conferencing upon request.

- Objective 3: Review, critique and recommend additions/ revisions to Memorandum of Understanding contracts upon request.
- Objective 4: Maintain Memorandum of Understanding contracts for systems involved with collaborative conferencing.
- Objective 5: Provide training to all school boards on collaborative conferencing.

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: Market "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 5: Conduct Prospective Superintendents Academy for those who aspire to become a superintendent.
- Objective 6: Develop a Board Candidate Workshop and packet.

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 for TSBA Journal as needed.
 - Strategy C: Conduct two Summer Law Institutes, a weekend workshop in East Tennessee and weekday workshop in West Tennessee.
 - Strategy D: Conduct Employment Law Workshop.
 - Strategy E: Respond to local school board requests to enter appellate cases as amicus curiae when appropriate and approved by the TSBA Board of Directors.
 - Strategy F: Update the Open Meetings and Records book for online distribution.
- 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 to influence legislation.

Strategy A: Provide current legislative information to all members through regular mailings, 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: Solicit resolutions from local boards for debate and adoption at the Delegate Assembly.

Strategy G: Provide membership with an online Advocacy Guide to enhance legislative advocacy efforts.

Strategy H: Collaborate with other public education organizations to implement common legislative priorities.

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: Maintain active 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.

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: To encourage visionary governance, provide boards the option of a new TSBA base policy manual.
- Strategy F: Conduct an annual Policy Workshop.
- Strategy G: Maintain the Legal Reference Manual through annual updates.
- Strategy H: Develop training video for new online policy service.
- Strategy I: Market Administrative Procedures Manual that is consistent with the TSBA base policy manual.
- Strategy J: 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 Journal quarterly and BoardTalk at least bi-weekly and distribute to all board members, superintendents, legislators, and subscribers.
- Strategy B: Provide online recap of all TSBA workshops and events.
- Strategy C: Write at least one feature article on a particular Tennessee district/program in each issue of the Journal.
- Strategy D: Maintain the TSBA website, Facebook and Twitter account with easily accessible information and continuously update keeping the site current and visually appealing.
- Strategy E: Highlight member school districts in a TSBA publication.

- Strategy F: Provide members access to The GrantStation Insider, a weekly e-newsletter that provides weekly announcements about upcoming grant deadlines – both government and private funding sources.
- Objective 2: To better equip school boards and their employees to become more effective advocates for public education.
- Strategy A: Develop new communications service to assist subscribing boards in their public relations and advocacy efforts.
- 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: Design a School Board Week packet for electronic distribution to all school systems and local media outlets.
- Strategy B: Contact each school board member during School Board Week.
- Strategy C: Recognize a Board with an excellent program by granting an “Award of Excellence”.
- Strategy D: Provide an Employer Commendation Program which would recognize those organizations that make a special point of encouraging and supporting employees that serve on boards.
- Strategy E: 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: Invite media to serve on workshop panels and/or include media comments on videotape for academies and workshop programs as needed.
- 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: Host a tradeshow at the Annual Convention.
- Strategy C: Solicit new vendors/advertisers through various communication outlets.
- Strategy D: 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.