Take Charge of Change

MASBO Strategic Roadmap Update
November 15th, 2013
Mission Statement

- MASBO advances the knowledge and abilities of school business professionals and provides a voice and forum for the profession.
Fall 2013 MASBO Survey Results

- Members surveyed in October and November
- Almost 200 respondents
- Now posted on the website
What is Important to You as a MASBO Member?

- Professional Development at Conferences
- Other, such as Institute/Certification
- Networking Opportunities
- Mentorship Program
- Annual Trade Show
- List Serv
- Legislative Platform and Activities
- Involvement with Other Associations and Committees

Legend:
- Very Important
- Important
- Somewhat Important
- Not Important
What is the Most Important Benefit of Being a MASBO Member?

- Professional Development
- Networking
- Support of other Members
- Source of Information
- Sharing of information and resources through the listserv
- Recognition
Challenges Faced By MASBO

- Continuing to provide excellent professional development opportunities
- Providing value added services to a growing and diverse membership
- Maintaining our credibility and reputation as a trusted organization
- Being a force with the ever-changing legislative and political landscape
- Addressing healthcare and the Affordable Care Act
- To provide timely and relevant information
- Keeping membership, workshops, etc. affordable for members
How can MASBO Better Meet Your Needs?

- Rotate locations where our events are held
- More webinars, use technology to our advantage
- More Mentor Connection activity, needs identified
- More specific, focused sessions for the diversity of jobs
- Continue all of the professional development opportunities and even expand them or add more
Legislative Activity Involvement

- I stay informed of legislation and its effect on my district.
- I know who my legislators are.
- I have contacted my legislators in the past.
- My legislators have contacted me for information.
- I have testified at the capital.
- I would like to get more legislatively involved.

Options: Yes, No
The Voice of MASBO: Where do we go from here?

- Continue to advocate MASBO’s perspective on key issues
- Produce a School Finance 101 for members
- Develop and present a ‘how to’ training session for members
- Develop and distribute ‘myth-buster’ content to share
- Create templates of presentations, explaining school finances that could be used by members in their districts and communities
- Develop a leadership toolbox to assist members to grow in their profession
What Things are Challenging Us?

- Keeping up with all of the changes that are always happening
- Time, or lack thereof, to get everything done
- Complying with all of the reporting that needs to be done
- Understanding all of the complexities of school finance and our job responsibilities
- Nervous about the ACA and what it all means
- Balancing our personal lives with our work lives
- Educating the school board, rest of the district and the community about school finance
- Managing day to day
Strategic Plan History, Highlights and Moving Forward
Strategic Roadmap

- Developed in 2010
- Revision of the 2007 MASBO Strategic Plan
- Involved Committees working with the Executive Director and Board in recommendations and implementation
- Includes a variety of components
Strategic Plan Components

- Develop the ‘Voice’ of MASBO, locally & statewide, & in partnership with other affiliated associations
- Increase the alignment and value of professional development to our diverse membership
- Improved access and delivery of professional development for our members
- Facilitate & provide opportunities for networking
- Bring a culture of Disney-inspired Guestology to our conferences, events, interactions & communications
- Raise MASBO’s awareness and participation in future changes to public education
“Voice of MASBO” Strategy

- Board retreat work summer of 2013 focused on:
  - “Voice” Strategic Direction Review and “Taking Charge of Change”
  - Board orientation and evaluation
- Worked with an organizational communications consultant to review the 2012-2013 year
  - Reassess position on “voice” continuum
  - Assess progress on “voice” strategy
  - Members as “Leaders of Change” in their own districts
  - Identify 2013-14 activities to accomplish “voice” strategies
Defined Expectations

- The Board was again asked to re-assess where our organizational voice currently was on a continuum between Informational, Consultation, Advocacy

Where members think we are now

Where they think we should be

- Informational
- Consultation
- Advocacy
Strategies Accomplished

This Past Year

- MASBO Day at the Capitol
- Expanded connection with other education associations
- Being invited to the ‘table’; legislators, MMB coming to MASBO for input
- The value of MASBO expertise is recognized and valued
- Intentional meetings with legislators; expanded to include other MASBO members
- Improved website and e-mail communications capabilities
- Leadership cohorts showing their “Voice”
- Sessions at the conferences to help members build their communication and presentation skills
Voice Strategies & Activities for 2013-2014

- The Board was asked to identify activities centered around the “voice” strategy to be implemented in 13-14
- A significant list was established by Board members
- Priorities were listed and activities selected
- Some activities that were initially placed on the list were deleted by the Board after discussion took place
Tasks To Do Or Already Done

- Share “voice” strategies with Committee Chairs
- Conduct a membership survey around “voice” strategy and leadership issues and ideas
- Continue to develop and grow the partnerships with other organizations
Strategies/Activities ‘Criteria’ For 2013-2014

- Resources to accomplish each item were identified and listed
- Potential Obstacles to accomplishing each of the activities were also identified and discussed
- The Measurements and/or Indicators of success were also identified and recorded
Strategies/Activities for 2013-14

- Concentrate on providing a leadership track at conferences.
- Be proactive in advocating MASBO’s perspective on the health insurance issue.
- Use the website as a source of clear information about school business topics and resources.
Strategies/Activities for 2013-14

- The leadership tool box idea-Identify a set of leadership characteristics of an effective school business official.
- Assess current “welcoming activities” and identify other strategies to expand welcoming of members
Closing thoughts

- Communication, development and implementation of these potential “voice” strategies offers great promise for our organization to continue to increase visibility and influence.
- These strategies enhance our roles in leading change not only as an organization but paralleling each of us in our own individual district roles.
Questions and Comments
Thank You for Listening!
Enjoy Today’s Conference!