

*Tennessee School Boards Association
2018 Planning Elements*

MISSION STATEMENT

To assist school boards in effectively governing school districts.

GOALS

All objectives will be met by December 31, 2018

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" 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 distribution list 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.

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 (1), Board Policy (3) Board/Superintendent Relations (3), Advocating Your Board's Vision (3 plus two distance learning sites), School Finance (3), School Law (3); Planning: A Joint Venture I & II and Teaming and the School Board upon request.

Strategy B: Offer School Board Academy eBoardmanship online module to school board members who have completed the core modules.

Strategy C: Offer School Board Academy "Connecting Education and Jobs", "Strategic Compensation" and "Legal Issues Impacting School Boards" online modules and continue to explore more online modules.

Strategy D: Conduct Board Chairman Workshop.

Strategy E: Conduct nine Fall District Meetings across the state.

Strategy F: Conduct an Annual Leadership Conference in conjunction with the Convention.

Strategy G: Conduct an Annual Convention.

Strategy H: Offer one-hour webinars on a variety of school board governance issues.

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 "experiences" submission form for requirements of boardmanship award program.

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: 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.
- Strategy A: Review, critique and recommend additions/ revisions to Memoranda of Understanding upon request.
 - Strategy B: Offer a workshop or webinar on collaborative conferencing.
 - Strategy C: Maintain Collaborative Conferencing guide.
- Objective 3: Maintain Memorandum of Understanding library for systems involved with collaborative conferencing.
- Objective 4: Conduct annual survey of districts to determine those participating in 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 distribution list 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.
- Objective 5: Conduct Prospective Superintendents Academy for those who aspire to become a superintendent.
- Objective 6: Market BuyBoard, a purchasing cooperative that enables school districts to save money and streamline their purchasing process.
- Objective 7: Partner with Tennessee School Plant Managers' Association to assist school boards in the area of school facilities.
- Objective 8: Maintain "Tennessee Public Schools" website to provide boards with a resource to help parents get acquainted with the Tennessee public school system.
- Objective 9: Maintain Tennessee School District Job Board to provide boards a single source to post education job openings statewide.
- Objective 10: Oversee and manage the Tennessee Digital Resources Library in partnership with TOSS, TETA, Tennessee Book Company and Thrivist.

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: Produce electronic school law updates as needed.
- 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: Maintain the Open Meetings and Records book for online distribution.

Objective 2: Facilitate networking and interaction among school board attorneys.

- Strategy A: Continue to increase the membership in the Tennessee Council of School Board Attorneys through renewals and recruitment of new members.
- Strategy B: 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: Encourage each board to select a board member to serve as their local Tennessee legislative representative.
- Strategy C: Provide legislative training and opportunities for debating legislative issues at the TSBA Annual Convention or Summer Legislative Conference.
- Strategy D: Provide an annual Day-on-the-Hill meeting to enhance communication between legislators, board members, superintendents, and other school officials.
- Strategy E: Conduct a legislative survey on current issues at FDM.

- 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.
- Strategy I: Draft sample resolutions for member boards as needed.

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.

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: Encourage Tennessee board member participation in the annual NSBA Advocacy Institute.

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 notification of statutory changes to policies required by law to all TSBA member systems.
- Strategy B: Provide sample policies required by law upon request to all TSBA member systems.
- Strategy C: Maintain on TSBA website an updated list of policies required by state or federal laws or regulations.
- Strategy D: Provide a customized policy service on a contracted basis.
- Strategy E: Provide a maintenance service for those systems that have contracted for customized manual.
- Strategy F: Maintain TSBA base policy manual that is consistent with local, state and federal law and regulations.
- Strategy G: Conduct annual policy update webinar for policy subscribers.
- Strategy H: 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 weekly and distribute to all board members, superintendents, legislators, and subscribers.
- Strategy B: Highlight member school districts in each edition of the TSBA Journal.
- Strategy C: Maintain the TSBA website, Facebook and Twitter account and mobile app with easily accessible information and continuously update keeping the sites current and visually appealing.
- Strategy D: Provide “New Board Member Guide” to school systems for their new board member onboarding process.

Objective 2: 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: Recognize a Board with an excellent program by granting an “Award of Excellence”.
- Strategy C: Conduct a Student Congress on Policies in Education conference (SCOPE).
- Strategy D: Provide school board candidate information for those interested citizens seeking seats on their local board of education.

Objective 3: 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 4: 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 including assistance from local member boards.
- 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 TSBA OPEB Trust.

Strategy A: Prepare financial statements for the Trust.

Strategy B: Prepare quarterly statements for each Trust member.

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