



2018 – 2021 NSBA Strategic Plan August 2018

OVERVIEW

The many challenges facing public education in America today require that state school boards associations and their national organization speak as one voice. The National School Boards Association (NSBA) exists primarily to be the premier advocate for public education in America and to support and assist our member state associations. This focus on advocacy and member service has been the driving force behind NSBA's work, and it is producing remarkable results. For instance, the passage of the Every Student Succeeds Act (ESSA) represented an acknowledgement of the importance of the school board role, and actually included local governance language drafted by NSBA. We take very seriously our primary role as the Washington, D.C. office of the state associations, and our obligation to serve them and the local school boards they represent.

The 2018 – 2021 Strategic Plan continues NSBA's long history of advocacy and service on behalf of its members with a strong commitment to understanding where public education is headed in the future and how NSBA can assist its state association members to strengthen every school district in America.

STRATEGIC DIRECTION

Advocacy and member service establish a trajectory that will continue to define NSBA's work in the coming years. This will involve: leading the national conversation about public education; confronting those who would seek to privatize or otherwise undermine the nation's system of public schools; proposing legal and legislative measures to address educational equity, ensuring that all students everywhere have access to a great public education where they live; and providing the services and support state school boards associations need to enhance the effectiveness of local school boards. NSBA also recognizes it must continue to attract and retain highly-competent staff in every area while maintaining a strong financial position to fulfill its mission.

2018 – 2021 GOALS

The following goals were established by the NSBA Board of Directors as the driving force for the updated strategic plan to be implemented during the next three years. The goals focus on how the association, as the Washington, D.C. office for state school boards associations, will impact policymaking affecting public education, how it will serve its members, and how it will ensure its own fiscal health to achieve these important outcomes.

Goal #1: Solidify NSBA's reputation as the leading advocate for public education in the legislative, legal and public arenas.

This goal will be accomplished through the following initiatives:

- Implementing efforts that enable NSBA to lead or have a significant influence on national debates on key public policy issues such as educational equity, excellence in education, school choice, the role of local school board governance, school safety and closing the skills gap.



- Taking a lead role in securing reauthorization and full funding of the Individuals with Disabilities Education Act.
- Supporting efforts to ensure an accurate count for the 2020 Census.

Goal #2: Ensure state associations receive exceptional value and service.

This goal will be accomplished through the following initiatives:

- Regularly reviewing service offerings for relevancy and alignment with mission.
- Providing timely and useful communications and resources to address emerging issues.
- Reviewing the governance calendar to promote effective decision-making while achieving cost efficiency.

Goal #3: Establish financial stability in order to accomplish the strategic direction and goals enumerated above.

This goal will be accomplished through the following initiatives:

- Building reserves to equal recommended six months of operating expenses.
- Further diversifying revenues through new income streams and creating value-added services for members.
- Eliminating the defined benefit pension liability, based on a board-approved Glidepath.